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NEWSPAPER

JANUARY 24, 1966

50 CENTS



35TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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FCC flunks first court test of fine-levying system. p56

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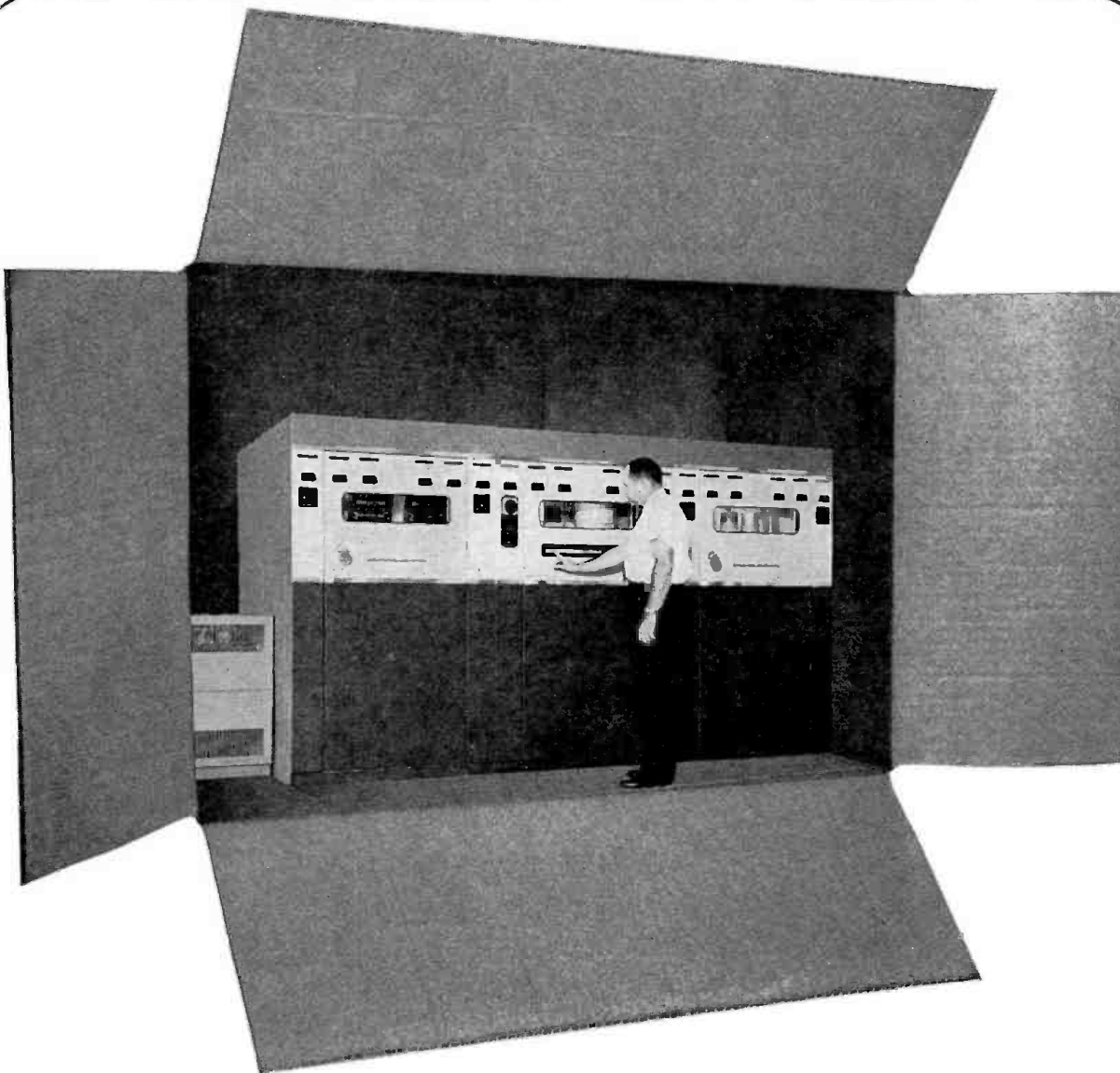
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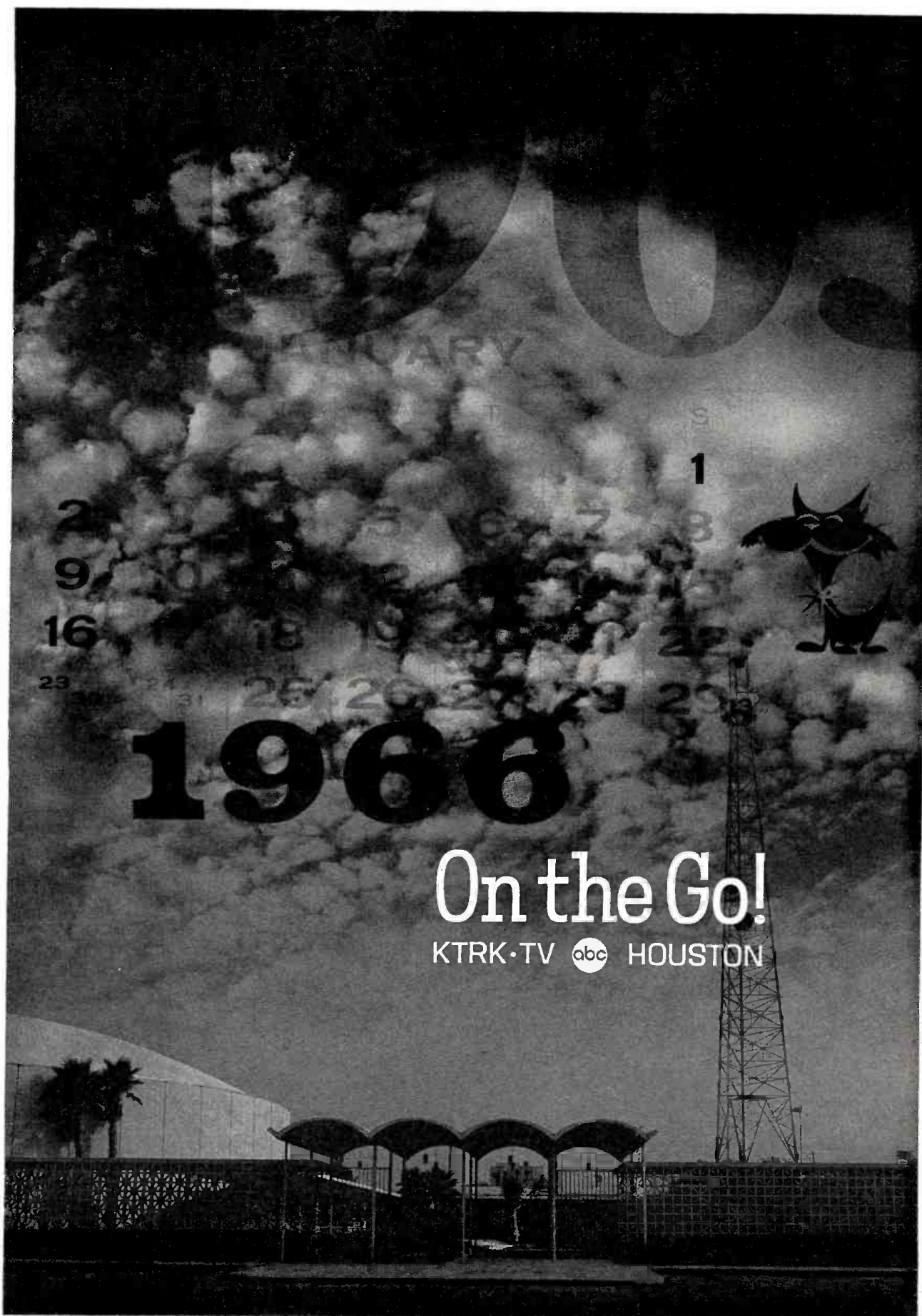
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gives you the most efficient 50 kw AM broadcast transmitter built anywhere!

□ overall efficiency: 62% or better □ plate efficiency: 80% or better □ power consumption: 120 kw @ 100% modulation, 92 kw @ 30% modulation, 82 kw @ 0 modulation □ completely self-contained, including blower: compact design assures minimum installation cost and uses only 62 sq. ft. of total floor space.

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1,523,000*



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NET WEEKLY CIRCULATION

More people watch WGAL-TV every week than the total of all nationalities who fought in the American Revolution under Commander-in-Chief George Washington.† To advertisers this means complete coverage of a broad multi-city market. Choose Channel 8 for mass audience, maximum results.

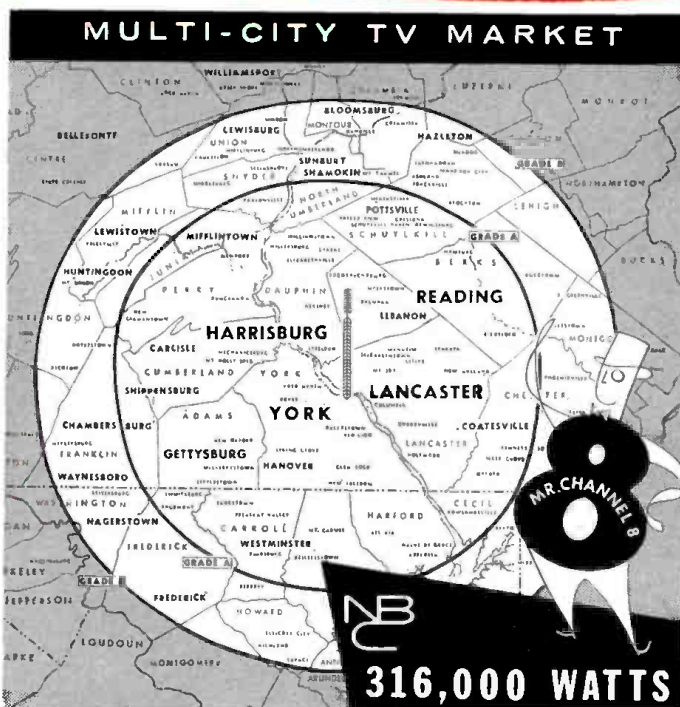
WGAL-TV
Channel 8-Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

*Special tabulations are based on ARB estimates, and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

†Williams, T. Harry, et al., A HISTORY OF THE UNITED STATES (to 1877). Muzzey, D. S., and Kidger, Horace, THE UNITED STATES. Hicks, John D., A SHORT HISTORY OF AMERICAN DEMOCRACY.

Credit for illustration: Bettmann Archive/Surrender of Cornwallis at Yorktown.



Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Word from highest sources: CBS Inc. is in mood to merge, preferably with major corporation, but isn't apt to make move until ITT-ABC merger clears government, as is expected. Not to be counted out in CBS considerations are companies as big as General Electric, IBM, General Telephone & Telegraph. Officials feel that if government approves ITT-ABC deal, it can hardly deny CBS right to join in combine, which would be big enough to compete with RCA in its present form and ITT-ABC in proposed consolidation.

KFWB to Group W?

Crowell-Collier sees television rather than radio in its future and, as consequence, will sell its No. 1 radio property, KFWB Los Angeles, at unprecedented price (about \$11 million) for West Coast radio outlet and higher than existing record of \$10.95 million paid by Storer for WHN (then WMGM) New York in 1962. Currently negotiating for at least one unidentified major market VHF outlet, Crowell-Collier is about to accept offer from multiple owner (not WGN Inc. Chicago) for KFWB. Westinghouse Broadcasting Co. has been active bidder for station.

CC's president, Raymond C. Hagel, has expanded company's operations in educational field through acquisition of Berlitz schools, following earlier purchase of Macmillan, book publishers. Funds derived from KFWB sale (along with recently announced sale of KEWB Oakland-San Francisco for \$2,459,000) would be used to finance expansion in television as well as in educational pursuits.

There's still time

Though revision of commercial time standards of radio and television codes isn't on agenda of boards of National Association of Broadcasters at meetings this week, use of codes as guidelines by FCC continues. In new batch of "overcommercialization" cases that staff has prepared for FCC is license-renewal of radio station that is NAB code subscriber and has proposed to broadcast more commercial time than code allows. Staff wants explanation and will recommend letter of inquiry.

In current cases, FCC staff is proposing one-year renewals for seven stations, one of them TV, in Cali-

fornia, New Mexico, Nebraska and Texas—all assertedly "overcommercial." Letters of inquiry are recommended for five radio stations in Oregon and Washington, including that NAB code subscriber, on proposed commercial policies. Two other Oregon stations have been cited by staff for alleged discrepancies between promises and performance on commercials.

Only the beginning

Executive staff changes announced last week by FCC (see page 71) are prelude of others to come. Max D. Paglin, former general counsel who returns as executive director Feb. 1, may yet wind up as chief of Broadcast Bureau, FCC's most controversial spot, although some months may elapse before this occurs.

Ralph J. Renton, who has been acting chief engineer of FCC since Jan. 1 and was named chief engineer, is expected to retire within year. William H. Watkins, chief of frequency allocations and treaty division, is slated to succeed Mr. Renton (CLOSED CIRCUIT, Jan. 17).

New, newer, newest

There are more premieres to come in ABC-TV's "second season." In addition to four new weekly half-hours introduced two weeks ago and new hour added last week, two new full-hour entries are up for time-period decisions this week and are expected to go into schedule soon. Both in color, they're *Avengers*, described as involving spies and criminals, and *Court Martial*, with war setting. ABC programmers also say they're stepping up number of specials to be presented this spring and summer and that, despite number of new shows going in now, they'll probably introduce still more new ones next fall than either CBS or NBC. It's all part of strategy to make viewers think of ABC as network to which they can turn for "fresh material."

Johnson's scouts

John S. Hayes, president, Post-Newsweek Stations (WTOP-AM-FM-TV Washington; WJXT-TV Jacksonville, Fla.), and Richard S. Salant, vice president, CBS Inc., depart Jan. 26 for Europe at request of McGeorge Bundy, special assistant to the Presi-

dent for national security affairs, on what is defined as study of "flow of information between East and West." Both are experts in mass media. Mr. Hayes served as head of European operations of American Forces Radio Network in Europe during World War II and Mr. Salant is former president of CBS News.

No further details were announced but it is presumed inspection in other areas, including Pacific, will develop. Presumably outcome of European study, expected to take two-three weeks, will determine future areas of inspection. Mr. Hayes was television adviser to vice presidential candidate Lyndon B. Johnson in 1960 campaign and was adviser to LBJ during 1964 presidential campaign.

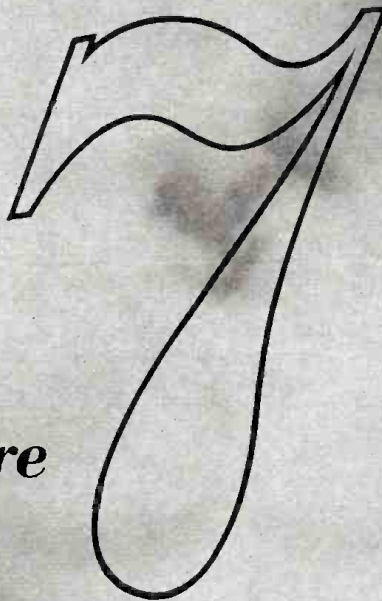
Creativity

Swarms of comic-book look-alikes may follow *Batman* to television. Perhaps next out of funny papers and onto tube will be "Green Hornet," property acquired by 20th Century-Fox TV for Bill Dozier's Greenway Productions, same team that transferred *Batman* to TV. Reportedly Fox-Greenway also are negotiating for "Wonder Woman," comic-book character combining bulging sex with bulging muscles. Hanna-Barbera Productions has bought "Captain Marvel" for projected prime-time TV showing. Switch here is that H-B will do its version in straight comic-book form via animation. At least half dozen other comic-strip productions are being banded about including "Li'l Abner."

Slight easing

Though National Collegiate Athletic Association's TV committee is firmly committed to stick by most of its controls over TV coverage, and so notified FCC last week (see page 61), there's one point on which it may waver. In future it may permit substitution late in season of games of special prominence for those earlier scheduled on network. NBC-TV last season was refused permission to substitute ULCA-Southern California, Michigan State-Notre Dame and Princeton-Dartmouth for games of lesser interest that had been in original lineup. There's feeling that similar request next season from ABC-TV, which now holds NCAA rights, would probably be approved.

***NOW** that we are*



... not just 7 years old, because we're younger than that, but 7 stations in number ... it's appropriate to re-state our conviction:

As a relative newcomer to the broadcasting industry, with roots going back only to 1962, we continue to believe our natural interests in growth and advancement can best be served by functioning in each community with utmost responsibility.

"Responsibility" is our guiding light. It is what we intend will distinguish us in this dynamic industry as we presently serve four important markets with four television and three radio stations.



James S. Gilmore, Jr., president

A responsible factor in the community ...

GILMORE BROADCASTING CORPORATION

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KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg

WEEK IN BRIEF

Wall Street looking with respect on publicly held broadcasters who make their dollars work harder for them through diversification. No two formulas are same, but all seem to be working. See . . .

NEW HORIZONS . . . 29

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Putnam bares all about his Springfield Television operations. Says although WWLP shows \$500,000 profit, overall his four U's are losing money. Biggest disappointment is WKEF Dayton, but skies there look brighter. See . . .

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WJZ-TV sticks by its ethical guns (Kabam!) and tells ABC it had better look elsewhere in Baltimore for outlet to carry 'Batman' and his four commercials (Pow!). Series lands on NBC's WBAL-TV (Zork!). See . . .

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CBS-TV nearing decision on sweeping fixed-rate formula for advertisers. System would strip away all discounts except 3% cut for 52-week schedule. Some feel plan could raise CBS-TV prices 7% to 15%. See . . .

DOWN THE DRAIN . . . 36

Twin Cities TV stations win first test case against FCC on 'willful and repeated' violation of sponsor identification rules. Judge says FCC erred in levying \$500 fines on each of stations. See . . .

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Radio's listeners, almost unmeasurable when in cars, at sporting events, or other out-of-home locales, now can be reached and tabulated. ABC Radio's Pauley announces new mobile measurer that gives all answers. See . . .

WAY TO COUNT . . . 57

New York court rejects Otto Preminger's bid to keep his films off TV unless they run without cuts and commercials. Judge says its part of game and Preminger's control runs out with theatrical showings. See . . .

TV CUSTOMS KEY IN RULING . . . 63

NAB chairman's role; commercial time; new CATV proposal; increases in dues for radio and TV codes, and increases in public-relations budget all coming before joint board meetings in Florida. See . . .

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Man of Precision... he's always sure of his bearings

He should be. He's been intimately associated with them for a great many years. As a skilled employe of New Departure-Hyatt Bearings Division of General Motors, he operates a hydraulically controlled tracer lathe which machines the outer races of tapered roller journal bearings for railroad cars.

The workmanship is precise, the inspection process rigid, resulting in bearings as nearly perfect as the most highly refined production methods can make them.

Product quality and reliability are watchwords at New Departure-Hyatt. That's why the people who build, test and inspect these essential bearings are vital to the welfare of General Motors and its customers.

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

Broadcast groups counter CATV drive

Capitol Hill became full-fledged battleground Friday (Jan. 21), when National Association of Broadcasters used mails to "restate" its position on community antenna TV regulation to members of Congress.

In letter from NAB President Vincent T. Wasilewski, legislators were told FCC's action last April in putting microwave-fed CATV's under commission jurisdiction has "not been injurious to already regulated CATV systems. We are confident that the FCC does not contemplate the adoption of rules regarding CATV which would be unreasonable or destructive."

Also Friday, Lester Lindow, executive director of Association of Maximum Service Telecasters, issued statement saying AMST is "confident that neither the Congress nor the commission will be intimidated by a hysterical campaign based upon misinformation."

Both broadcaster organizations were making their pitch to Congress in face of national pro-CATV mail and tele-

of regulation at this time certainly does not preclude future legislation."

AMST statement referred to "desperate high-pressure campaign" being conducted by CATV interests "to avoid reasonable FCC regulation of their industry. Statements are being distributed to frighten and mislead both the public and local operators of CATV systems—statements which are patently ridiculous to anyone with any knowledge of the facts. . . . Public has been told that the FCC wants to dictate the family's choice of television programs and deprive viewers of their favorite shows."

At station level, rebuttal to CATV drive was taking various shapes. In central Texas, KCEN-TV Temple and KWTX-TV Waco had asked for and been given time on two Waco radio stations, WACO and KBGO to respond to statements made in series of spots purchased by CATV system in those cities. Spots were said to have been turned down by several stations and not offered to radio stations connected with TV outlets. Cable system was also taking ads in Temple and Waco newspapers and these were being met by KCEN-TV and KWTX-TV joint ads.

In addition to advertising campaign, it was said cable system, owned by American Cable Co., was using slide on its time-weather channel with word "urgent" on it urging subscribers to write to congressmen.

FCC trip aim is live CATV

FCC commissioners and members of their staff will journey to Harrisburg, Pa., tomorrow (Tuesday) to inspect Jerrold Electronics Corp.'s king-size community antenna television system.

Three commissioners were definitely scheduled to make trip as of Friday (Jan. 21)—Chairman E. William Henry, Kenneth A. Cox and Robert T. Bartley. However, legal and engineering assistants of all seven commissioners will attend, along with top staff members.

Jerrold system is kind that's of particular concern to commission in its consideration of CATV regulation. It is in large city (80,000 population), which is served by three UHF's, one VHF. And system is one of largest, providing channels of service to expected 15,000 customers by next summer.

gram campaign urged by National Community Television Association (see page 46).

NAB told congressmen it remains in favor of FCC taking action on CATV and that congressional mandate is not required. It noted "such action is needed now and the commission's adoption

Gleason off next season; wants to ponder new ideas

Jackie Gleason's weekly one-hour show will not return to CBS-TV next season, network and Peekskill Enterprises Inc. (Mr. Gleason's production company) announced Friday (Jan. 21). Comedian, whose weekly show is in its fourth consecutive season on CBS-TV (Saturday, 7:30-8:30 p.m. EST), noted he had "recently agreed in principle" with network to be back next season but that he had subsequently asked CBS for "a hiatus to go to work on new ideas."

Michael H. Dann, CBS-TV vice president-programs, said decision was based on Mr. Gleason's desire to take time out to develop new concepts for future projects on CBS-TV. Mr. Gleason, who is under exclusive contract to CBS through September 1972, reportedly will receive over \$100,000 for each year of contract, even if he may not necessarily make appearance on network.

NBC at new highs for 1965 net sales

Largest sales and profits in NBC's 39-year history were achieved in 1965, according to company's yearend report released today (Jan. 24).

NBC's net sales last year were placed at more than \$488 million, exceeding 1964 figure by \$53 million.

For 17th consecutive year, NBC TV said, it attracted more national advertisers than any other TV network in 1965, with 321 clients represented. New highs in sales and earnings were achieved by NBC-TV in 1965, with record profits in all four quarters of year, according to report.

NBC-TV began current — 1965-66 — season with 96% of its nighttime schedule in color and by end of year all evening programs except one (half-hour *I Dream of Jeannie*) were presented in color. All major news shows and most sports coverage and special programs were carried in color by end of 1965, NBC pointed out.

Report emphasized that all five NBC operating divisions contributed to record performance in 1965. Divisions are NBC-TV, NBC Radio, NBC News and NBC Enterprises.

How measure city rank? FCC invites suggestions

FCC is inviting comments on criteria it should use determining market rank, in connection with policy aimed at limiting spread of multiple TV owners into top 50 markets. Commission currently uses American Research Bureau's net weekly circulation ranking.

Invitation for comment on whether this or some other basis should be used was contained in order designating for oral argument application of WGN-Inc. to acquire KCTO(TV) Denver, (channel 2) (BROADCASTING, Jan. 17).

Application comes under policy which bars acquisition of three TV stations (no more than two VHF's) in top 50 markets without hearing, except for "compelling public interest reasons."

Denver, under present FCC criteria, is 45th market. WGN argued that city is 56th market if either total homes or total TV homes is used as criterion.

Written comments on question are due by Feb. 7. But participation in oral argument will be limited to applicants and to commission's Broadcast Bureau.

WEEK'S HEADLINERS

Donald V. Meaney, Reuven Frank and Joseph Klein elected NBC News VP's in followup to promotion Jan. 1 of Julian Goodman from executive VP of NBC News to be senior executive VP (operations) and chief administrative officer of NBC. As expected (CLOSED CIRCUIT, Dec. 27, 1965), Mr. Meaney moves up from general manager, NBC News, to take charge of specials; Mr. Frank from producer of documentaries to supervision of spot news coverage, and Mr. Klein from director of NBC International Enterprises to head of NBC News's business operations. Mr. Meaney has been with NBC News since 1952, Mr. Frank since 1950.

Lawrence R. Barnett, chairman of board and president of General Artists Corp., has resigned without announcing new plans. Mr. Barnett had been with GAC since 1963. Agency's board

of directors will meet "in the near future" to fill vacancies created by resignation. GAC's TV division represents six prime time programs on 1965-66 network schedules.

Alan B. Miller Jr., VP, elected senior VP and member of board and review board of Geyer, Morey, Ballard, New York. He joined GMB in early 1965 and was elected VP in June.

John Blumenthal, formerly associate creative director at McCann-Erickson, New York, elected VP and creative director of William Esty Co., that city. Before joining M-E, Mr. Blumenthal was associate copy director at Young & Rubicam, New York.

Gerard Mulderrig, Midwest sales manager in Chicago of Metro TV Sales division of Metromedia Inc., elected VP-Midwest manager. **George Diede-**

rich, manager of Metro TV Sales, St. Louis, moves to New York as account executive. He is being replaced by **Herman Lay**, account executive with KMOX-TV St. Louis since 1959.



Mr. Beisswenger

Robert H. Beisswenger, executive VP at Jerrold Corp., Philadelphia, elected president. Mr. Beisswenger joined firm in 1961 as general manager of Jerrold Electronics Corp. subsidiary. He later became VP

and then executive VP of Jerrold Corp. He succeeds Milton J. Shapp, who is seeking Democratic nomination for governor of Pennsylvania. Mr. Shapp continues as board chairman.

For other personnel changes of the week see FATES & FORTUNES

Magic Chef moves into TV

Magic Chef Inc., Cleveland, Tenn. (gas range manufacturer), announced its first major TV buy Friday (Jan. 21) in participation with American Gas Association, New York, an NBC-TV's *Peter Pan*. Three more color specials in NBC are scheduled with AGA, whose budget for shows is reported at \$3.5 million.

Other shows: *Michelangelo, Part II* (Feb. 23), *Julie Andrews* (March 23) and *Mary Martin at Eastertime* (April 3). Agency for Magic Chef is D'Arcy Advertising Co., New York, and for AGA, Lennen & Newell Inc., New York.

Carter gets area CATVs

Franchise for first community antenna TV system in Fort Worth area has been awarded to Carter Communications Inc., Fort Worth-Dallas, according to John Tyler, vice president.

Suburb communities of Richland Hills (11,000 population) and White Settlement (13,000) will share 4% of gross income from CATV service as franchise payment. Beginning this year, subscribers will pay \$5 per month for strengthened signals from area stations and 24-hour news and weather channel information provided by Carter firm. Carter Communications, subsidiary of Carter Publications (*Fort Worth Star-Telegram*), owns WBAP-AM-FM-TV Fort Worth-Dallas.

Complaint against WXUR being withdrawn by Media

Media, Pa., borough council will inform FCC that changes in telephone-interview program of wxur has removed basis for complaints against station.

Council in November relayed to commission views of residents who felt that moderator of telephone-interview program had used show to attack Negroes without offering them time for reply (BROADCASTING, Dec. 6, 1965).

Station at that time appointed new moderator of show. And Council on Thursday night (Jan. 20) instructed its solicitor to inform commission that reason for original complaints had been removed.

WXUR is owned by Faith Theological Seminary, headed by Dr. Carl McIntire, whose conservative views are heard on more than 600 stations.

His followers are scheduled to hold convocation on steps of state capitol in Harrisburg, Feb. 12, to protest State House of Representatives' resolution denouncing station for alleged failure to present balanced discussion of controversial issues (BROADCASTING, Dec. 27, 1965).

Schick moves to D-F-S

Schick Electric Inc., Lancaster, Pa., announced Friday (Jan. 21) that it has named Dancer-Fitzgerald-Sample, New York, to succeed Norman, Craig &

Kummel, that city, as advertising agency for its electric shaver and appliance products, which bill estimated \$4 million yearly (\$2.5 million in radio-TV).

In another account switch, Bankers Trust Co., New York, will move from West, Weir & Bartel, New York, to Doyle Dane Bernbach, same city, effective May 1. Bankers Trust, with annual billings of \$2 million, is broadcast user in metropolitan New York area.

Buys daily radio series

Celanese Fibers Marketing Co., New York, through West, Weir & Bartel there, signs for daily 5-minute radio series, *Fashion in the Air*, in 10 major markets with schedule to be expanded later. Show is produced by *Woman's Wear Daily* trade paper of Fairchild Publications Inc.

Xerox adds one more special

Xerox Corp. Rochester, N. Y., said Friday, (Jan. 21) it will follow up its entertainment special on NBC-TV Feb. 7, that stars Mary Martin, with another, *Ballet for Skeptics*, on same network on March 11.

Company pointed up move toward entertainment area as contrasted to its association with documentaries, though it will continue to sponsor information and public affairs shows as well. March program includes ballets specially produced in Paris for TV. Papert, Koenig, Lois, New York, is agency.

Who's going to show them a way out? The ABC Owned Television Stations.

Five years ago KGO-TV in San Francisco began caring for young people in a special way with a drive to help them find summer jobs. Since then, more than 75,000 teenagers have been helped. Last year, with the help of Chicago's WBKB-TV, 47,000 young people found summer jobs.

Detroit's WXYZ-TV and New York's WABC-TV have persuaded thousands of potential dropouts to stay in school with their annual "Careerathon" shows.

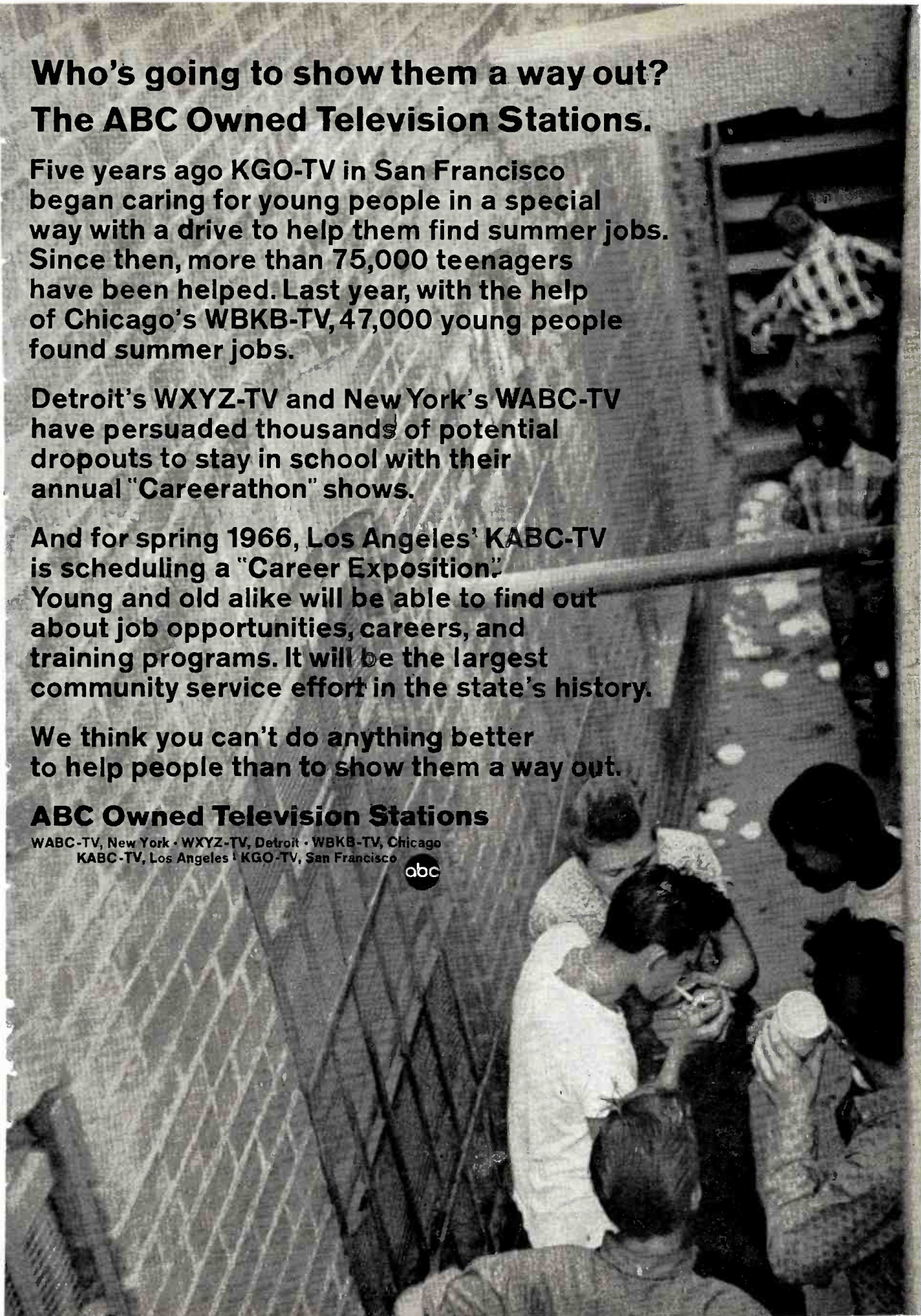
And for spring 1966, Los Angeles' KABC-TV is scheduling a "Career Exposition."

Young and old alike will be able to find out about job opportunities, careers, and training programs. It will be the largest community service effort in the state's history.

We think you can't do anything better to help people than to show them a way out.

ABC Owned Television Stations

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



HENRY GLADSTONE
8:00, 10:00AM, 6:30PM



JOHN SCOTT
12:00N, 5:00, 7:20PM



LYLE VAN
1:00, 3:00, 6:00PM



STAN LOMAX
6:45PM



CLURE MOSHER
7:45PM



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news experts stands WOR RADIO's comprehensive newsgathering facilities—instantaneous, coordinated and on a global scale. On the local scene, each man exemplifies community reporting of a truly perceptive nature, unmatched in speed and flexibility.

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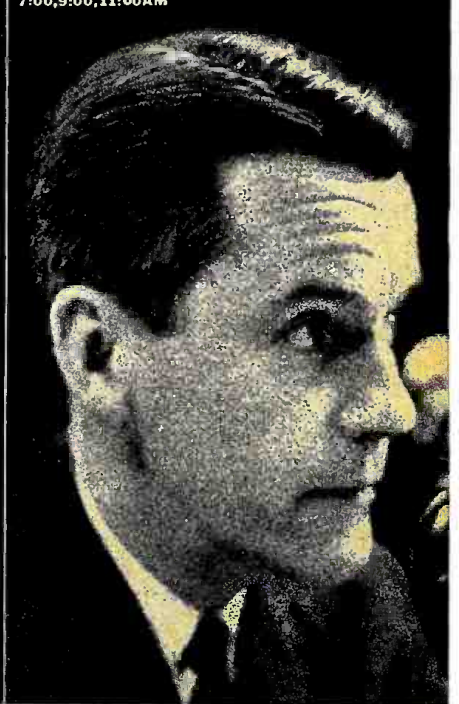
JOHN ALLEN
6:00AM



PETER ROBERTS
6:30, 7:30, 8:30AM



HARRY HENNESSEY
7:00, 9:00, 11:00AM



LESTER SMITH
2:00, 9:00, 11:00PM



JOHN WINGATE
4:00, 6:15, 8:00PM



WALTER KIERNAN
4:30, 5:30, 7:30PM



MEN OF THE HOUR

These are WOR RADIO's versatile newsmen—long recognized as distinguished exponents of responsible journalism. Here is experience in depth...authoritative experience in astute news reporting that commands full listener confidence and attention. Behind this exclusive arsenal of

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A matter of decency

EDITOR: Having seen the *Johnny Carson Show* myself, I can understand FCC Commissioner Robert E. Lee's criticism of talk bordering on indecency (BROADCASTING, Jan. 17; Dec. 20, 1965).

It would seem that your editorial criticism of Commissioner Lee regarding this matter would be in defense of such possible indecency. After all, it's Commissioner Lee's appointed responsibility to retain some semblance of decency on our nation's television network programs. Although there are many good programs, there are some I would not let my wife begin to look at. —C. Elwyn Platner, public relations director, Southeastern California Conference of Seventh Day Adventists, Riverside, Calif.

(Obviously Mr. Platner leads a sheltered wife.)

RCA antenna at WFLD(TV)

EDITOR: Thanks for the great story on our grand opening (BROADCASTING, Jan. 10).

We have two Marconi 25-kw transmitters and an RCA traveling wave antenna, model TFU-30J. Happy to report that both pieces of equipment are working beautifully.

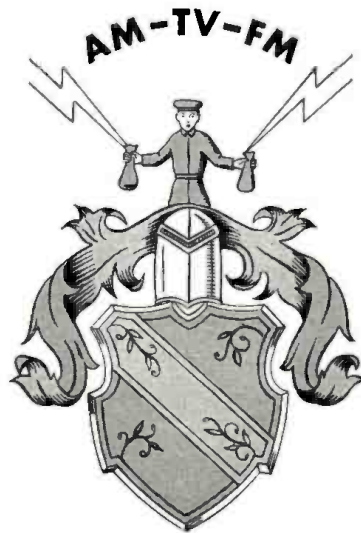
We have two Marconi 25-kw transmitters and an RCA traveling wave antenna, model TFU-30J. Happy to report that both pieces of equipment are working beautifully.

In fact, our channel 32 signal story continues to be a sensation and when we get the full results via a special study we are making we shall be sure you know about it first.—Sterling C. (Red) Quinlan, president of Field Communications Corp. and general manager, WFLD(TV) Chicago.

Eulogy for 'Buzzard'

EDITOR: I read with regret your report on the demise of "Doc Buzzard," who personified the National Association of Broadcasters' finest effort to date in selling the NAB code to broadcaster and layman alike (BROADCASTING, Dec. 27, 1965). I am particularly downhearted to learn that the shelving of this highly informative and entertaining film resulted from "criticism of influential advertisers."

As a broadcast rep my job is to sell those advertisers' products through the medium of radio, and I'm not convinced



Not for free

Sir Joshua Reynolds said that EXCELLENCE
is never granted to man, but as the reward of
labor. We have *always* worked toward excellence.
And we always will.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac



"HAMLET AT ELSINORE" STARRING CHRISTOPHER PLUMMER... PRODUCED AT SHAKESPEARE'S

“Hamlet at Elsinore” sells

THE CRITICS...

“... One of the most notable productions of *Hamlet* on or off television”—ROBERT LEWIS SHAYON, *Saturday Review*

“... Christopher Plummer’s *Hamlet* has not been equalled...” — JACK GOULD, *New York Times*

“List this show as one of the highlights of the year”
— BEN GROSS, *New York Daily News*

“A truly remarkable television production”
— LAWRENCE LAURENT, *Washington Post*

“A soaring, vital thing that filled the living room with mounting glory” — CECIL SMITH, *Los Angeles Times*

STATIONS AND SPONSORS...

KTTV—LOS ANGELES: “Finally, the big evening arrived and, for better or worse, WESTERN FEDERAL SAVINGS & LOAN ASSOCIATION offered the Southern California TV audience three-and-a-half hours of prime-time ‘culture.’ Would it pay off? ... The response was immediate and overwhelming. For an hour after the show went off the air, congratulatory calls flooded the KTTV switchboard. The dollar volume of new accounts opened by people who wanted to show their appreciation kept climbing. One man opened eight accounts of \$10,000 each, crediting the full \$80,000 deposit to *Hamlet* ... We believe that it demonstrates that ‘culture,’ creatively packaged and effectively promoted, can sell.”

— JERRY MATEL, MACMANUS, JOHN & ADAMS, INC.



ACTUAL SETTING IN DENMARK • PRESENTED BY THE BRITISH BROADCASTING CORPORATION

critics . . . sells stations . . . sells sponsors!

WTTW—CHICAGO: 12,000 requests for essay contest applications from POLK BROS. FURNITURE.

KSD-TV—ST. LOUIS: "As to viewership, we succeeded beyond expectations. According to a survey conducted by the sponsor, LACLEDE GAS COMPANY, we had the largest audience of any of the television stations for the three-hour period. The average rating for the three hours was 11.9 and the average share of audience was 31.3%."
—DONALD F. BURNES, KSD-TV

WIIC—PITTSBURGH: "As a result of *Hamlet*, I've got a happy client on my hands! Can you give me any more programs like it?"—RIFT FOURNIER, HUFSTADER CADILLAC FELDMAN & KAHN, INC.

WNEW-TV—NEW YORK: "An absolute, tremendous success!"—TECHNICAL TAPE CORP. for TUCK PRODUCTS

AND . . . WBNS-TV—COLUMBUS: Gilbert Shoe Co. . . .
WCKT—MIAMI: Chase Federal Savings & Loan Association . . .
WTTG—WASHINGTON, D.C.: Republic Savings & Loan Association . . .
WTCN—MINNEAPOLIS-ST. PAUL: Twin Cities Savings & Loan Association . . .
KTVU—SAN FRANCISCO-OAKLAND: First Savings & Loan Association . . .
KNTV—SAN JOSE: First Savings & Loan Association . . .
KXTV—SACRAMENTO: First Savings & Loan Association

Consider this unusual *commercial* program—call, write, wire:

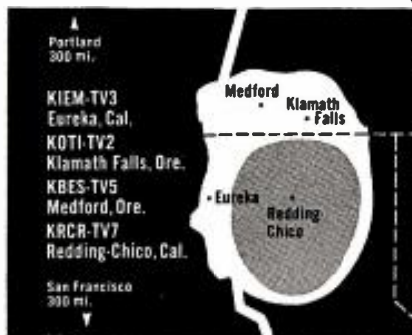
PETER M. Robeck & Co., INC.

DISTRIBUTORS OF BBC PRODUCTIONS IN THE UNITED STATES
230 PARK AVENUE, NEW YORK 10017 • MU 9-2687 • TWX NY 7-3685
OR BBC-TV ENTERPRISES • NEW YORK • LONDON • TORONTO • SYDNEY

**More selling
opportunities for you
on the West Coast**

CAL-ORE TRIO TELEVISION STATIONS

EUREKA—Ch. 3 MEDFORD—Ch. 5
KLAMATH FALLS—Ch. 2



A \$873,826,000 EBI
market on the
California-Oregon
border reached only
from within

THE CAL-ORE TRIO

adam young inc.
New York, Chicago, Atlanta, Boston, Dallas,
Detroit, Los Angeles, St. Louis, San Francisco

THE SHADOW
Radio Mystery Series
IS BACK ON THE AIR!

Now available for
local purchase: **CHARLES MICHELSON, INC.**
45 West 45th St., New York 36 • Plaza 7-0695



Prevent heartbreak and hunger
across the world — each dollar
sends a Food Crusade package
through CARE, New York 10016.

that the listening and viewing public is so dense that it would apply Doc Buzard's evil intent to all advertising. Further, I observed the initial reaction of broadcasters, advertisers, agencies, and at least one member of both the FCC and Federal Trade Commission to this film, and all praised it highly as a boon to broadcasting. It is embarrassing to see this NAB code effort thwarted by the very problem it was established to eliminate: advertisers and programmers who do not respect the mentality and normal judgment of the American public. Hooray for the NAB; it was a first-rate effort anyway.—K. L. Miller, radio division, The Katz Agency, Atlanta.

An initial difference

EDITOR: You have presented a very informative article entitled "Agencies urge clients to join parade," (BROADCASTING, Jan. 3).

I would be delighted to be, at some time in the future, a contributor to one of BROADCASTING's articles on an appropriate subject. However, I in fact did not contribute to the specific article mentioned above. Therefore, you may wish to consider an appropriate way to remove my picture from the list of contributors.

I suspect Mr. Edward G. Gallagher



The Messrs. Gallagher
Edward G. (Pat) of N. W. Ayer Edward M. of Compton



of N. W. Ayer will also have an interest in seeing my picture removed.—Edward M. Gallagher, senior vice president, Compton Advertising, New York.

EDITOR: We're not disturbed, and I hope you don't get that impression, that our Edward (Pat) Gallagher's name somehow got mixed up with another Edward Gallagher's photograph.

I am sending Pat's picture and a brief biographical sketch. Since I'm confident there'll be occasions in the future when Pat will be in the news, I just want to be certain you do have his photograph on file.—Frank Kenesson, Director of Information Service, N. W. Ayer & Son, Philadelphia.

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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STORER BROADCAST STANDARDS COMMERCIAL REVIEW

☒ APPROVED AS SUBMITTED

APPRAISAL REQUIRES:

☐ RECEIPT OF PRODUCT SAMPLE,
PACKAGE AND INSTRUCTIONS.

CLEARANCE MUST AWAIT:

☐ REVISIONS AS INDICATED

☐ SATISFACTORY SUBSTANTIATION
OF UNDERLINED CLAIMS

☐ WRITTEN ASSURANCE ATTESTING TO
AUTHENTICITY OF DEMONSTRATION(S)

EDITOR _____ DATE 1/15/65

Good taste in commercials is one of the Storer Standards.



Rejecting commercials when we think our listeners would want us to is just one of the ways Storer carries out its communications responsibilities. The exacting standards adhered to by all 12 Storer stations mean more worthwhile listening for the public and more successful selling for advertisers.

LOS ANGELES KGOS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WIBK
MIAMI WGOS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WIBK-TV

Storer Standards make every Storer station a great salesman.



Far above the Crowd

In transit strike, as in blackout and blizzard, it was once again evident that New Yorkers rise to crisis with good humor and determination. It was equally clear that, in time of emergency as in comparative normalcy, Channel 2's coverage of events rises far above the crowd in quantity and quality. As the New York Herald Tribune said, WCBS-TV's "was the most comprehensive coverage of all TV stations."

For example: only Channel 2 had a helicopter sweeping the metropolitan area skies and providing live television coverage of parkways, bridges and streets. Equipped with a live television camera and an exclusive lens stabilizer, the WCBS-TV ship supplied viewers and authorities with the only clear, steady, live view from above. (Traffic authorities were so impressed that they asked for and got two-way radio communication with the helicopter, so that they could monitor crucial traffic points at will.)

For example: Channel 2, on the air 24 hours a

day, sharply expanded its news coverage during the morning and evening rush hours throughout the strike—plus hourly reports day and night, plus special broadcasts whenever the news warranted, plus moving bulletins across normal programming at other times of the day and night.

For example: Channel 2 had television cameras at 16 key points throughout the area, supplying live coverage as news developed. Among the locations: the Americana Hotel negotiation site, City Hall, the Civil Jail and Bellevue Hospital, Grand Central and Penn Stations, the Traffic Control Center and eight different traffic points.

Perhaps it takes a crisis to dramatize and bring into true perspective the service a local television station can perform in keeping all members of the community fully informed. New York audiences well know, however, that the far-above-ordinary performance of Channel 2's television journalism is indeed an everyday fact of New York life.

CBS Owned **WCBS-TV** **2**

Smokey Bear: a voice in the wilderness

Smokey Bear was a "war baby". He first appeared on a poster in the forest fire prevention campaign which started in 1942 as an emergency project of The Advertising Council for War. The original illustration of Smokey bore little resemblance to the Smokey we know today. He was small, timid, uncertain—uncertain, we like to think in retrospect, because of the magnitude of the job he was about to undertake.

Each year, the nation was being subjected to over 200,000 forest fires—almost 600 every day. And 30 million acres, an area the size of New York, were burning annually. Smokey's job, as the new symbol of forest-fire prevention, was a formidable one.

Shortly after this introduction in print, Smokey began to steal his way into the hearts of Americans of all ages. As he became identified with the campaign, he developed into a more forceful animal. And he acquired a voice.

Smokey Speaks ■ A voice was needed because of the increasing importance of radio and television exposure for all Advertising Council projects. The voice selected belonged to Jackson Weaver, long-time showman and radio performer in Washington. His first performance as the voice of Smokey Bear took place in 1946 and he has been Smokey's spokesman ever since.

Mr. Weaver has worked as carefully in the development of Smokey's voice as the artists have through the years in their depiction of Smokey himself. Smokey's voice has changed from an early gruffness and growl (produced with Mr. Weaver's head in a pail) to a more friendly, understanding voice, consistent with the public's ever increasing acceptance and support of Smokey's program for forest-fire prevention.

The early television commercials featured an animated Smokey and appealed mainly to younger audiences. In recent years, we have also produced live-action commercials directed to adults and prime-time placement. The friendly fire-preventing bear was one of the first television stars to switch to color, one of his many firsts in public-service campaigning.

Song and Stars ■ Three years ago, the agency created and produced for radio a three-minute folk ballad, "The Crying Trees," the first time this technique had been used in an Ad Council project. Through the years, Smokey has been joined in his broadcast cam-

paign by many other dedicated fire-fighters, ranging from celebrities such as Lorne Green, Raymond Burr (a one-time member of the Forest Service), Walter Brennan and Rod Serling to the Chipmunks and Kukla and Ollie.

Since the inception of the national campaign in 1943, Foote, Cone & Belding has been the volunteer agency. In 1959, Liller, Neal, Battle & Lindsey, of Atlanta, offered to help attack some unusual forest-fire problems in the South and has served since in that area. Both agencies provide the talent and resources of their staffs without charge.

The volunteer industry coordinator for 23 years, until his retirement from the position last May, was Russell Z. Eller, director of advertising, Sunkist Growers Inc. The new coordinator is James P. Felton, director of advertising, Seaboard Finance Co.

Each year new radio and television commercials are created in our copy department and presented to a committee of state foresters and U. S. Forest Service personnel at a meeting in Washington. Upon approval, the commercials are produced under agency supervision in Hollywood, then distributed in special kits by The Advertising Council in New York.

Universal Use ■ This year's radio kits went to the networks and 4,375 stations. Television kits were mailed to 660 stations and the three networks. Special range fire prevention transcriptions were distributed to 1,020 radio stations in the western and plains states. Liller, Neal, Battle, & Lindsey produced special fire-prevention commercials which were sent to 1,450 southern radio stations and 180 television stations.

Is the material used? Unquestionably. The Advertising Council reports that last year the Smokey Bear campaign received 614,979,000 radio and television home impressions through network programs alone. It is estimated that the additional support contributed by local stations more than doubled this figure.

Gordon Kinney, director of radio and television for The Advertising Council, says: "The Smokey Bear broadcasts have sparked the largest imaginative public service broadcasting of any campaign The Advertising Council has conducted."

A Big Job Done ■ How effective has Smokey been? Part of the story is told in this simple comparison of the number of man-caused fires when the campaign began, 200,000, and the number in 1964, slightly over 100,000. And in the same period visitors to our forests increased tenfold. The drop in acreage burned also is dramatic: from over 30 million acres when the campaign began, to 4 million acres in 1964.

Despite this success, the past two years have seen an upward trend in the number of fires and the acreage burned. This has been a result of unfavorable weather and an unusually heavy volume of travel to the forests. So, although Smokey has been on the job for more than 20 years, now, he's still got a big job ahead.

The U. S. Forest Service credits the campaign with saving America over \$10 billion in timber that wasn't burned, watersheds that weren't eroded, recreation areas that weren't destroyed, all because of a new national conscience inspired by a voice in the wilderness—Smokey's.



Edward Wilson joined the Los Angeles office of Foote, Cone & Belding 15 years ago. He is vice president and management supervisor for Angel Records, Capitol Records and Seaboard Finance Co. For the past four years, he has also been in charge of the Forest Fire Prevention account. Mr. Wilson is a member of the board of directors of the Pasadena Tournament of Roses Association and serves as chairman of the Rose Parade's television and radio committee.

old-fashioned respect for its audience...that's why

**Weli
Sells!**

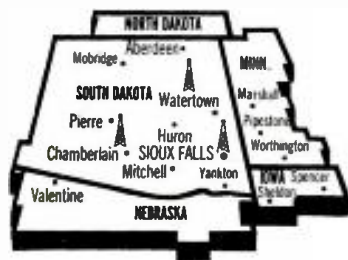


WELI
960 KC
THE SOUND OF
NEW HAVEN



Match your message to the market's full distribution flow

Only KELO-LAND TV is engineered to do it. Our three interconnected transmitters operate as one super-powered station—paving a sales path for your product the full reach of the SIOUX FALLS/KELO-LAND market's distribution flow. Your one film or tape or live commercial is beamed to all 294,400 tv screens the same split-second. Double the Metro Audience Share of any other station. More total coverage than by all other stations combined.



Source: ARB March 1965 (6:30 p.m.-10 p.m.), submitted as statistical estimates, not precise measurements.

KELO-LAND
KELO-TV • KDLO-TV • KPLO-TV (Interconnected)



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

DATEBOOK

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

■Indicates first or revised listing.

Jan. 24—Seminar on the latest techniques in radio production sponsored by the Television and Radio Advertising Club of Philadelphia. The Urban Club, Philadelphia.

Jan. 24-28—Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25—Annual meeting of the Utah-Idaho AP Broadcasters. Owyhee Motor Inn, Boise.

Jan. 25-27—"The Benchmark New York Conference in the Television Arts," co-sponsored by Syracuse University (TV-radio-film division, Newhouse Communications Center) and the New York chapter of the National Academy of Television Arts and Sciences. TV producers George Schaefer and Lucy Jarvis and Roger Englander, who also is a director, are featured in sessions. Syracuse House, 11 East 62d Street, New York.

Jan. 25-27—21st annual Georgia Radio-Television Institute of Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include John Chancellor, director of Voice of America; FCC Commissioner Kenneth A. Cox, and Marvin Kalb, CBS News. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 26—The Katz Agency spot television seminar. Speaker: Edward P. Reavy Jr., marketing director of Hamilton Beach. Continental Plaza hotel, Chicago.

Jan. 26—"Humor in Television," forum of New York chapter of the National Academy of Television Arts and Sciences. Performers Godfrey Cambridge and Selma Diamond will be included on panel. New York Hilton, New York.

Jan. 27—Financial seminar sponsored by National Community Television Association. Among speakers: E. William Henry, FCC chairman, and Gordon Thayer, AT&T. Committee is headed by George Green, Ameco Inc., Phoenix. Statler Hilton hotel, New York.

Jan. 27—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the business affairs of TV commercial production. Panel chairman is Linc Diamant of Grey Advertising. Johnny Victor theater (Rockefeller Center), New York.

Jan. 27-29—Annual winter convention and election of officers of South Carolina Broadcasters Association. Speakers include Gordon Coffman of National Association of Broadcasters legal department. Francis Marion hotel, Charleston.

■Jan. 27-30—National board of directors meeting of American Women in Radio and Television. Washington-Hilton hotel, Washington.

Jan. 28—Annual Tom Phillips Awards dinner of UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 28—Pacific Pioneer Broadcasters (formerly Los Angeles chapter, Broadcast Pioneers) luncheon meeting at which the new organization will begin autonomous operation, elect officers and adopt a constitution. Sportsmen's Club, North Hollywood, Calif.

Jan. 28-30—Mid-winter conference of Advertising Association of the West. Rickey's hotel, Palo Alto, Calif.

Jan. 31—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. Former deadline was Oct. 21.

Jan. 31—Seminar on color TV sponsored by the Television and Radio Advertising Club of Philadelphia. The Urban Club, Philadelphia.

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards (\$500 national award and \$100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 1—Deadline for entries in the George Polk Memorial Awards competition for outstanding achievement in journalism sponsored by Long Island University. Entries should be sent to Professor Jacob H. Jaffe, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Board of Broadcast Governors public hearing, 425 Sparks Street, Ottawa.

Feb. 1—Entry deadline for fourth annual station award and fourth annual international award of National Academy of Television Arts and Sciences. Entries should be sent to 54 West 40th Street, New York.

Feb. 1—Deadline for entries for U. S. Conference of Mayors-Broadcast Pioneers awards to radio and television station making greatest contribution to the good of the local community. Contact: Broadcast Pioneers, 589 Fifth Avenue, New York 10017.

Feb. 2-4—Western Radio and Television Conference. Speakers include FCC Commissioner Robert E. Lee and William Harley, president of the National Association of Educational Broadcasters. Jack Tar hotel, San Francisco.

Feb. 2-4—Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic Systems, formerly convention on Military Electronics. International hotel, Los Angeles.

Feb. 3—Meeting of the Minnesota AP Radio and Television Association. Minnesota Press Club, Minneapolis.

Feb. 3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss color television. Panel chairman is Shelly Platt of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.

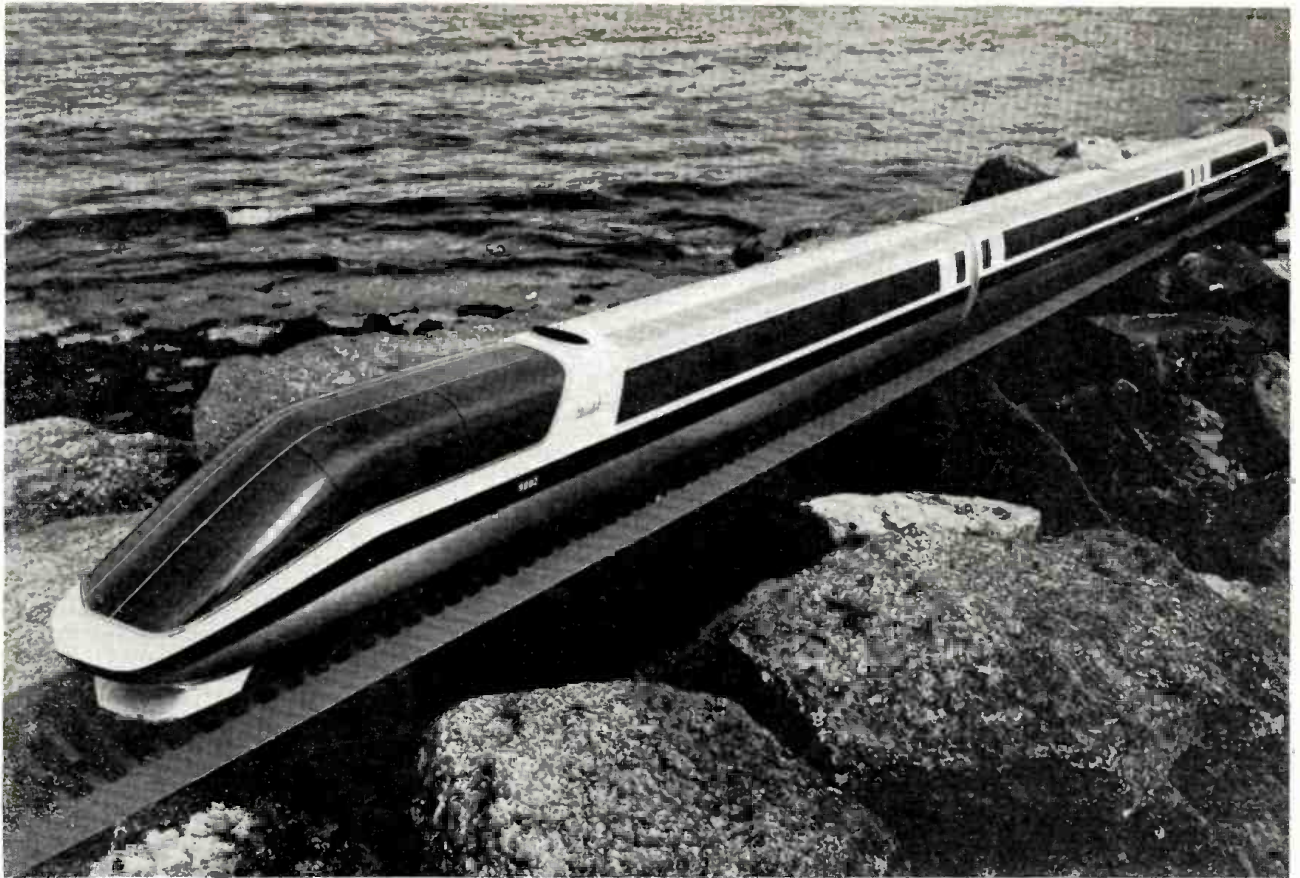
Feb. 4—Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.

Feb. 4-5—Annual Radio-TV News Seminar sponsored by the Northwest Broadcast News Association and the School of Journalism of the University of Minnesota. Speakers include John F. Dille, board chairman of the National Association of Broadcasters, and Robert Gamble, president of the Radio-Television News Directors Association. University of Minnesota, Minneapolis.

Feb. 7—Deadline for reply comments on 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 new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Jan. 5.

Feb. 7—Seminar series sponsored by the

BROADCASTING, January 24, 1966



Republic anticipates needs of drastically new mass transportation systems — with modern steels

Radically faster public transportation systems are among the most urgent needs of American society. Present methods of intercity and suburban transportation, public and private, are seriously inadequate. Hundreds of miles of almost continuous metropolitan areas, in several areas throughout the country, are rapidly building into grand-scale traffic jams.

To speed up the massive traffic flow through the modern megalopolis, several leading American industries are developing a variety of fantastically high-speed special systems for the future — on the ground, above the ground, and underground . . . on rails, cushions of air, and even in pneumatic tubes.

The modern technology and materials needed to build these systems are already available — including the lighter weight, higher strength steels developed by Republic Steel. One dramatic example of the high-speed mass transportation of the near future is a

supertrain proposed by The Budd Company. These lightweight, streamlined cars, depending on such steels for their structural strength, will ride completely on rubber and air, with a top speed of 160 mph.

Republic Steel research and production capabilities continue to pioneer the long reach of steel into new and vital uses, anticipating needs of the future. However, the expenditures on facilities for modern research and new products can only be made when adequate profits are available. Unfortunately, in the steel industry profits are far below those of most other industries. Our ability to continue to serve the nation in the future as we have in the past will depend, in a large degree, on the adequacy of our profits.

REPUBLIC STEEL
CORPORATION

CLEVELAND, OHIO 44101



This STEELMARK of the American Steel Industry on a product assures you it is made of modern, versatile, economical Steel. Look for it on the products you buy. Put it on the products you sell.

"the Brain"

WHAT IS THE BRAIN?

A radio idea service. 1,020 benefits to 487 subscribing stations in only 85 weeks.

WHO IS THE BRAIN?

A group of broadcasters who initiate and exchange ideas with other broadcasters.

NOW, THE ALL-NEW BRAIN

THE SOLID SIX
Programs/Promotions

THE LIVE FIVE
Selling Copy

THE "IN" FILE
Announcer Aids

THIS, THAT & THE OTHER
Exchange/Excerpts
From the Trade

GUARANTEED? YES, TO
TRIGGER THOUGHTS AND
BUILD ENTHUSIASM!

13 WEEKS... JUST \$26!

Clip and mail now to:

THE BRAIN
1015 Hartford Bldg.
Dallas, Texas

Send me 13 weeks of The Brain for \$26. If not completely satisfied, I may cancel.

Station
Address
City
State
By
Title

Television and Radio Advertising Club of Philadelphia. Topic: "Who's out there anyway," with David Arnold, vice president of Gray & Rogers Advertising, as moderator. The Urban Club, Philadelphia.

Feb. 7-9—Eighth annual conference on advertising/government relations co-sponsored by Advertising Federation of America and Advertising Association of the West. Luncheon speaker on Feb. 9 is John T. Conner, secretary of commerce. Senator Warren G. Magnuson (D-Wash.), Federal Trade Commission Chairman Paul Rand Dixon, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will take part in Wednesday panel session. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 9-11—Annual meeting of the National Telephone Cooperative Association. Featured speaker will be Bill Daniels, president of Daniels & Associates, Denver CATV brokerage firm. Denver Hilton hotel, Denver.

Feb. 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss video tape. Panel chairman is Charles Adams of Videotape Center. Johnny Victor theater (Rockefeller Center), New York.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.

Feb. 12—Third annual Washington section awards banquet sponsored by the Institute of Electrical and Electronic Engineers. Statler-Hilton hotel, Washington.

Feb. 14—Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "Bring 'em back alive," with William Baker, program manager of KYW-TV Philadelphia, as moderator. The Urban Club, Philadelphia.

Feb. 15—The second Elmer Davis Memorial Lecture presented by the graduate school of journalism of Columbia University. Speaker will be David Brinkley, NBC correspondent. Columbia University, New York.

Feb. 15—Deadline for submission of study from Arthur D. Little Inc., independent research organization, on the business of TV program production and procurement and TV program syndication. The study, which is being prepared for the three major TV networks, relates to the FCC's proposed equity holdings in more than 50% of all rulemaking to limit ABC, CBS and NBC to nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in the same period, whichever is greater.

Feb. 15—Annual stockholders' meeting of National General Corp. Fox Wilshire theater, Beverly Hills, Calif.

Feb. 17—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss film completion. Panel chairman is Linc Diamant of Grey Advertising. Johnny Victor theater (Rockefeller Center), New York.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Presiding at sessions will be Elton Rule, KABC-TV Los Angeles, president of the California Broadcasters Association; Arnold F. (Doc) Schoen Jr., WDBO-TV Orlando, Fla., president of the Florida Broadcasters Association; William P. Becker, WVOW Logan, W. Va., president of the West Virginia Broadcasters Association, and Michael O. Lareau, WOOD Grand Rapids, Mich., president of the Michigan Association of Broadcasters. Sheraton-Park, Washington.

Feb. 18—Vincent T. Waslewski, president of National Association of Broadcasters, ad-

resses luncheon of Federal Communications Bar Association. Willard hotel, Washington.

Feb. 18-20—Annual meeting of the New England chapter of American Women in Radio and Television. Hotel America, Hartford, Conn.

Feb. 24—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss music in commercials. Panel chairman is Roy Eaton of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.

Feb. 24—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Manor Inn, Madison.

Feb. 24—Annual meeting of MGM Inc. stockholders. Astor hotel, New York.

Feb. 25-27—Board of trustees meeting of American Women in Radio and Television Educational Foundation. Chase-Park Plaza hotel, St. Louis.

MARCH

March 1—Annual winter meeting and election of officers of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss production techniques. Panel chairman is A. J. Miranda of Campbell-Ewald. Johnny Victor theater (Rockefeller Center), New York.

March 3-6—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programming and sales. Holiday Inn, Palm Springs, Calif.

March 8—"Five To Watch" annual banquet of the Detroit chapter of American Women in Radio and Television. Speaker will be Peter Jennings, ABC News. Recess Club, Detroit.

March 10—Second annual stockholders meeting, Cox Broadcasting Corp. Atlanta.

March 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the ingredients of a good commercial. Johnny Victor theater (Rockefeller Center), New York.

March 13-16—Board meeting. National Community Television Association. Del Monte Lodge, Carmel, Calif.

March 15—International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 15—Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety offered to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

March 16—Reception honoring 1966 international broadcaster visitors sponsored by the Educational Foundation of American Women in Radio and Television. Speaker will be John Chancellor, Voice of America. International Center, Washington.

March 16-23—1966 International Television Programme Market to be held in Cannes, France. For information contact Christopher Cross in New York at (212) PLaza 1-5858.

March 18-19—Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.

March 21-25—Institute of Electrical and Electronics Engineers Inc. 1966 International Convention and Exhibition. Hilton hotel, New York.

■Indicates first or revised listing.



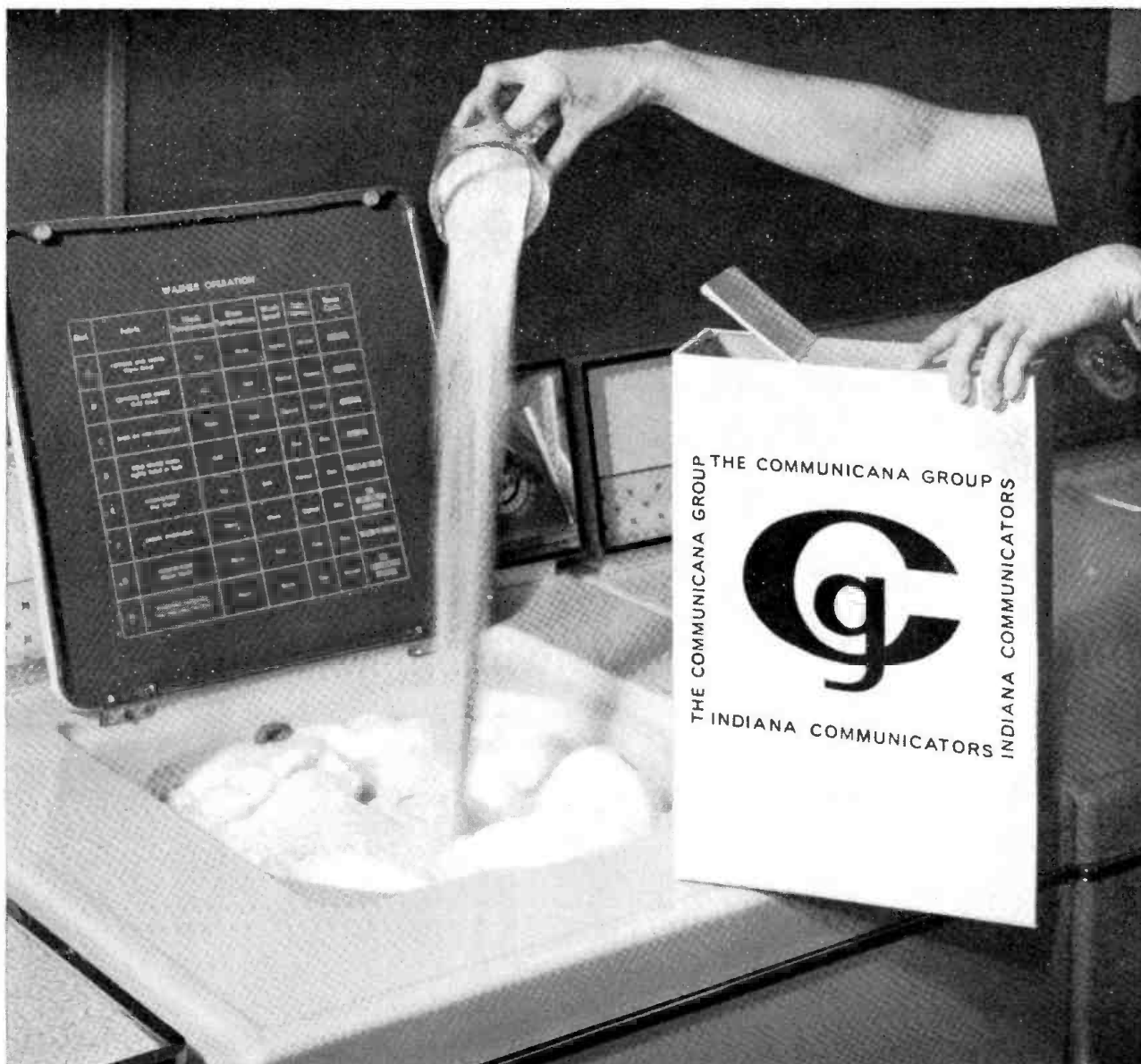
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The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

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New horizons for broadcasters

More publicly held firms eager to follow those that have already expanded into other industries if they can find a deal that will match their requirements

Diversification and lots of it—much already executed and much anticipated—is turning the middle 1960's into broadcasting's "era of acquisition" and keeping the publicly owned station operators among the hottest performers on the stock market.

ABC agrees to be bought by ITT for \$370 million. Storer Broadcasting buys Northeast Airlines for an estimated \$25 million. Taft Broadcasting announces plans to buy Hanna-Barbera Productions at a price estimated over \$10 million. Wometco Enterprises buys a refreshment vending company in Washington for a reported \$1 million and takes a one-third interest in Grand Bahamas Theatres Ltd. for an undisclosed price. Community antenna systems are sought by station owners from East Coast to West.

Broadcasters are clearly in an unprecedented era of outside acquisition that shows no sign of decelerating. The publicly held broadcasters are continuing to wheel into new holdings and, while they do it, are maintaining the respect of Wall Street observers, who regard this group generally as one that knows how to keep on making a fancy return on equity.

Judging from the diverse opinions of security analysts, no pat formula covers the directions the movement is taking, but the motivation is clear. Broadcasting continues to be a high-profit, strong-cash-flow business. And with few expansion possibilities left in station acquisition these companies have resources on hand that must be put to work in outside investments or be cut down by taxes.

In the past year deals seemed to pop as quickly as the rumors of their imminence, and 1966 looks apt to offer more of the same. Reports persist that Capital Cities Broadcasting is close to a deal with a service company, that Metromedia may soon announce a further media acquisition, that CBS is anxious to push its diversification efforts faster.

Reputation Good ■ One question

raised over the past several years when surveying the new year's prospects for the broadcasting stocks has been: "How can they possibly do as well this year as last?" But this year there's a new twist on the question.

Analysts are agreed that the broadcast issues are now highly respected. But with this respect has come a new situation—higher prices relative to earnings.

James Schuster, an analyst at Merrill Lynch, Pierce, Fenner & Smith, notes the group broadcasters' prices are moving up to 20 times earnings and over, although traditionally they've been well below that. One way of matching their past records is through broadening the base of their earning power with new properties.

A researcher at Oppenheimer & Co., noting that diversification moves in the broadcasting industry have been "all

over the lot," says: "If there's any recognizable pattern it's that these people are seeking businesses with a return on equity close to that achieved in broadcasting. Service companies follow this description because they involve relatively small capital investments and are suited to broadcasters' experience in marketing and merchandising."

A Clark Dodge analyst thinks the public broadcasters are faced by a real problem in knowing where to turn with their money. "They're real swingers," he says, "and they're used to fast growth. Most are empire builders."

CATV is something they might like to get into, he continues, but they're damned whichever way they decide, because CATV's are so high-priced and troubled with copyright threats and impending government control that they don't really know what they're

Records of some diversifying broadcasters

Publicly held broadcasting companies, with few exceptions, have shown gains in quoted market value during the past year. Some of those that have already diversified, or are

planning to if they can find a suitable deal, are listed below with their price ranges during 1965, the net change for the year, and the quotation as of the close on Jan. 19.

	1965 High	1965 Low	1965 Close	Change in 1965	Jan. 19 '66 Close
Am Bdcst	75½	48	73	19½	75½
Avco Corp	27¾	19	24¾	3¾	26½
Bartell M	7½	4½	4¾	—1½	
CBS	47½	33½	44½	4½	45½
ChrisCft	24¾	12½	22½	8¾	26½
Cox Bdcst	41¾	20¾	41¾	14¾	39½
Gen Elec	120¾	91	118	24¾	116½
Gen Tire	30	18¾	28¾	9	31¾
Meredith	38	30	33	—	32¾
Metromed	48¾	30	44¾	3¾	47
Rollins Inc	51¾	29¾	44¾	\$	
RCA	50½	31	47½	13¾	54
Reeves Bcstg	6¾	3¾	5¾	1½	
Storer Bdcst	93¾	44½	77½	28¾	48¾S
Time Inc.	105½	58	103½	43	96
WestgElec	64½	40¾	62¼	19¾	65
Wometco	33	26¾	29	—	28½

S indicates split.

buying.

More of the Same ■ Emanuel Gerard of Roth Gerard & Co., a close follower of the broadcasting industry, has this to say: "Diversification is inevitable. It is going to happen over and over again because of the kind of cash flow they have."

One industry analyst, clearly excited with the flux situation, offered this comment: "Cox Broadcasting could deal tomorrow morning. So could Capital Cities and Metromedia always. That guy [John Kluge, Metromedia board chairman and president] can do a deal any time."

George McLaughlin of Reynolds & Co. thinks the publicly owned broadcasters are going to find their future growth: in unregulated industries, with Storer Broadcasting's purchase of Northeast Airlines (under the CAB wing) being a notable exception. But he also says the broadcasters won't go after just anything. Most of them would prefer to stay in a related business and the natural one has been community antenna television. It's his opinion that most of the public broad-

casters feel there won't be any significant limits put on CATV that would prevent its continued growth.

Baker Weeks analyst Tomio Saito feels Storer's Northeast purchase is the most extreme sort of diversification that a broadcaster would undertake, and he doesn't look for any further surprises of this magnitude from the industry. It would have to be considered the major move of the year by a broadcaster, he says.

Most are now concentrating their acquisition efforts in service industry, programming and publishing areas, and his firm doesn't expect them to go into manufacturing, according to Mr. Saito. Again there are exceptions: the union of Kaiser and Cox Broadcasting for manufacture of CATV gear, for example.

Strong Base ■ For the group broadcasters, CATV at this point doesn't offer the kind of growth opportunities these people are looking for, according to the Baker Weeks analyst. The price of systems is getting too high, he says, and building systems from the ground up means fighting for franchises and

long delays before any return on investment is realized.

Mr. Saito and other analysts still point to the underlying strength of broadcasting stocks, that is, their ability to continue growing at approximately 10% yearly in earnings merely on the strength of their station operations. And some researchers are willing to carry this prognosis through the next five years.

With the economy strong and demand for time growing, rate increases alone are expected to keep the broadcast issues buoyant. A 10% annual profit increase compares to approximately 4% gains expected for the average corporation.

Each of the major publicly held broadcasters has established its own expansion image on Wall Street.

Metromedia, for example, is considered essentially mass media-minded with an eye out for entertainment properties that could be aided by advertising efforts of its own media.

Cox Broadcasting is thought by analysts to be willing to range into areas outside of broadcasting although to date it has demonstrated its major interest in CATV.

Cox was also interested in getting

Prospering radio-TV firms diversify

SIZEABLE GAINS IN STOCK QUOTATIONS IS RECORDED BY MOST

Diversification is the order of the day among radio and television's publicly held companies. During 1965 a number broadened their earnings' base by acquiring firms in other fields or in communications industries. Several are exploring the possibilities of further diversification. In almost every case the market quotations on their stock (prices, page 29) showed substantial increases.

Following are capsule reports on the broadcast and other holdings of typical companies in this group. They are listed in alphabetical order.

American Broadcasting Companies Inc., New York:

Broadcasting holdings — WABC-AM-FM-TV New York, WLS-AM-FM and WBKB-TV Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit, and KQV-AM-FM Pittsburgh. Also ABC Radio Network, ABC-Television Network, ABC News, ABC Owned Stations, ABC-TV Spot Sales, ABC International, ABC Films, MSG (Madison Square Garden)-ABC Productions Inc. (50%).

Other holdings—Chain of motion picture theaters, Silver Springs, Weeki Wachee, both Florida (amusement cen-

ters), ABC-Paramount Records, *Prairie Farmer*, *Wallaces Farmer*, *Wisconsin Agriculturist* (publications), 12% of Microwave Associates Inc., 19% of Technical Operations Inc., preferred stock convertible to maximum of 20% of common stock in Visual Electronics Corp. (electronics). Early in December 1965, ABC and ITT announced an agreement to merge in a transaction estimated to be valued at \$370 million.

Avco Corp., New York:

Broadcast holdings—Subsidiary Avco Broadcasting owns WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-FM San Antonio, Tex.; and WWDC-AM-FM Washington. Also owns 50% of Avco-Meredith Inc. (community antenna television systems).

Other holdings—Avco is a diversified company which manufactures and operates aerospace structures, engines and motors for aircraft, marine and industrial use, electronics equipment, farm equipment, ordnance, radiation devices, research, financing, gas and electric ranges, refrigerators, clothes washers and dryers, heating equipment, abrasives.

Bartell Media Corp., New York:

Broadcast holdings—WKY Milwaukee, KCBQ San Diego, WADO New York. Also Telecuracao, Curacao, and Tele-aruba, Aruba, Netherlands Antilles.

Other holdings—Publishes and distributes magazines, annuals and paperback books.

CBS Inc., New York:

Broadcast holdings—WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM-TV Chicago, WCAU-AM-FM-TV Philadelphia, KCBS-AM-FM San Francisco, KMOX-AM-FM-TV St. Louis, WEEI-AM-FM Boston. Also CBS Television Network, CBS Radio Network, CBS News, CBS Television Stations, CBS International.

Other holdings—Columbia Records Inc., CBS Laboratories Inc., New York Yankees, Fender Guitar Co., investments in Broadway shows ("My Fair Lady," "Sweet Chariot," "Superman"). CBS bought 80%, now 90%, of New York Yankees Nov. 2, 1964, for an overall consideration of \$14 million. Dan Topping continues to own 10%. Also in 1964, CBS bought the Fender Guitar Co., Anaheim, Calif., for \$13 million.

an American Football League franchise in Denver and Atlanta but was thwarted in these attempts. Storer Broadcasting sought a football franchise in the National Football League.

Fit the Mold ■ One security analyst explains that football teams have a high cash-flow value, part of which stems from fast depreciation of player contracts. Outside their obvious value as entertainment vehicles for already owned media, athletic franchises may fit the broadcasters' financial mold.

Capital Cities Broadcasting is felt to be avidly interested in acquisition, but cautious in approach. General Wall Street opinion is that this company would prefer to merge with a service operation with a modest cash investment relative to the acquired company's potential demand. An example offered by one broker is a national cleaning contractor, where merchandising experience would be important.

Most security analysts following the broadcasting issues feel CBS is moving more slowly than it would like to in diversification. Most of them agree that the company doesn't seem interested in making the ITT-ABC type of deal; that it's interested in taking over, not in being taken over.

CBS Vice President Michael Burke, who works on the company's diversification program, says compatibility with present operations is the first rule when considering new properties. He says CBS has held no recent merger discussions with companies larger than itself, but acknowledges that this hasn't been set down as a formal company policy. Mr. Burke says CBS still has a strong interest in publishing companies and has been in discussions with a number of them.

Capital Cities Treasurer Donald Pels, reviewing recent diversification moves by broadcasters, points to hidden similarities between industries that make some seemingly wild moves a lot more reasonable. He cites the airline purchase by Storer as one example: "For one thing it's a government-regulated industry and for approximately the same reason broadcasting is. There are a limited number of competitors possible."

The Profit Dollar ■ There's also a similarity of internal economics, he continues. "The last sales dollar you make is always a profit dollar, whether it's from the last plane seat you sold or from the last TV spot you sold," Mr. Pels said.

The treasurer of another group broadcasting company said "the name of the game is 'make money on your equity.'"

"Within our own industry, we can go vertically or horizontally," he went on. "We could buy an advertising agency—I don't think any broadcaster has ever done it—or maybe an advertiser as Rollins did [Satin Soft Cosmetics, 1964], or we could expand further in media holdings."

Another financial man with one of the major group operators noted that three of the best performers among these stocks are still generating profit advances from recently acquired broadcast properties.

These are Cox, which acquired WUC-TV Pittsburgh; Capital Cities with its recently acquired Goodwill properties, and Taft, which took over the majority of Transcontinent properties in 1964. Nine-month profit figures showed Cox up 42%, and Capital Cities ahead 69% and Taft with a 31.5% gain.

The same industry observer said for these groups the only way to repeat that sort of growth is through broadening their profit base with new acquisitions.

Chris-Craft Industries Inc., Oakland, Calif.:

Broadcast holdings—KCOP-TV Los Angeles, WTCN-TV Minneapolis, KPTV (TV) Portland, Ore.

Other holdings—Nafi division manufactures foam rubber, fiber and fabric products. Nafco Oil & Gas Inc., Houston, Tex. (oil and gas properties). Chris-Craft Corp., Pompano Beach, Fla. (boat manufacturer).

Cowles Communications Inc., New York:

Broadcast holdings—KRNT-AM-TV Des Moines, WREC-AM-TV Memphis. Owns 70% of Universal Cablevision Inc. (community antenna systems in Florida). Purchase of WESH-TV Daytona Beach, Fla., pending FCC approval.

Other holdings — Publishes *Look*, *Family Circle* and *Venture* magazines, *Insider's Newsletter*, *San Juan* (P. R.) *Star*, *Gainesville Sun* and *Lakeland Ledger*, both Florida. Also publishes books and encyclopedias. Manufactures three-dimensional productions, engages in commercial printing, and owns book and reference clubs.

Cox Broadcasting Corp., Atlanta:

Broadcast holdings — WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami, WUC-TV Pittsburgh, KTVU (TV) Oakland-San Francisco. Also owns community antenna television systems, is 50% owner of Kaiser-Cox Corp. (CATV equipment manufacturer).

Other holdings—Principal stockholder, James M. Cox and family, also control *Atlanta Journal* and *Constitution*, *Dayton (Ohio) News* and *Journal-Herald*, *Miami News*, *Springfield (Ohio) News* and *Sun*.

General Electric Co., New York:

Broadcast holdings — WGY, WGFM (FM), WRGB-TV Schenectady, N. Y. Purchase of WSIX-AM-FM-TV Nashville pending FCC approval. Also community antenna television systems.

Other holdings — Manufactures electronic and electrical industrial and consumer equipment and products.

General Tire & Rubber Co., Akron, Ohio:

Broadcast holdings—Through RKO General Inc. owns WOR-AM-FM-TV New York, WNAC-AM-TV and WRKO(FM) Boston, KHJ-AM-FM-TV Los Angeles, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington, WHCT(TV) Hartford, Conn.; CKLW-AM-FM-TV Windsor, Ont. (Detroit); Yankee Network (New England); also community antenna television systems. RKO General Phonevision Co., licensee of WHCT(TV) Hartford, Conn., is engaged in over-the-air pay TV operation under experimental authorization from the FCC.

Other holdings—RKO General owns Independent Video Theaters Inc., Oklahoma City, which in turn owns chain of motion picture theaters in the Southwest, and is parent company of Vumore

Inc. (group CATV owner); Independent Video Theaters owns 29.15% of H&B American Corp. (group CATV owner). Among other holdings RKO General owns 100% of RKO Pictures Inc., 82% of Pittsburgh Outdoor Advertising Corp., and 58.6% of Frontier Airlines Inc. General Tire & Rubber Co. (tires and rubber products) also owns 84.6% of Aerojet-General Corp. (aerospace engines and fuels).

Meredith Publishing Co., Des Moines:

Broadcast holdings — KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix, WOW-AM-FM-TV Omaha, WHEN-AM-TV Syracuse, N. Y. Also 50% owner of Avco-Meredith Corp., engaged in community antenna television ownership.

Other holdings — Publishes *Better Homes & Gardens*, *Successful Farming*, text books, consumer books, manufactures world globes.

Metromedia Inc., New York:

Broadcast holdings — WNEW-AM-FM-TV New York, WTTG(TV) Washington, KLAC-AM-FM and KTTV(TV) Los Angeles, KMBC-AM-FM-TV Kansas City, WIP-AM-FM Philadelphia, WHK-AM-FM Cleveland, WCBM-AM-FM Baltimore. Metro Radio Sales, Metro TV Sales. Purchase of KEWB Oakland, Calif., pending FCC approval. Owns Wolper Productions Inc., Los Angeles, which it acquired Oct. 23, 1964, for \$1 million and stock aggregating estimated \$3.6 million.

Other holdings—Foster & Kleiser

PROSPERING RADIO-TV FIRMS DIVERSIFY continued

Inc., outdoor advertising; Metro Transit Advertising, Los Angeles and San Francisco; Ice Capades, Los Angeles; *Diplomat Magazine*, Washington; Raymond-Dickie Inc., Boston (direct mail), which it acquired Jan. 3, 1966 for sum said to be in excess of \$3 million.

Natco Broadcasting Co., Augusta, Ga.:

Broadcast holdings—WJBF(TV) Augusta, Ga.; KTVE(TV) El Dorado, Ark. (Monroe, La.); WROZ Evansville, Ind. Also owns community antenna television systems. Pending approval of stockholders of both companies is the merger of Natco Corp. (parent company of Natco Broadcasting Co.) and Polaris Corp., Milwaukee-based diversified company with broadcast holdings (WTVW [TV] Evansville, Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota; WFAI Louisville, KPLS Santa Rosa, and KXOA-AM-FM Sacramento, both California, as well as leasing, warehousing and real estate in a stock transaction with an overall valuation of \$3.84 million. Tentative agreement calls for Polaris to sell off its North Dakota TV stations and its radio stations in Louisville and Santa Rosa before consummation.

Other holdings—Natco Corp. manufactures clay products for building and home use.

Rollins Broadcasting Co., Wilmington, Del.:

Broadcast holdings—WAMS Wilmington, Del.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE-AM-FM Indianapolis, WCHS-AM-FM Charleston, W. Va.; WEAR-TV Pensacola, Fla.; KDAY Santa Monica, Calif.; WPTZ (TV) Plattsburgh, N. Y.

Other holdings—Orkin Exterminating Co., Atlanta; Satin Soft Cosmetics of Delaware Inc., Rollins Outdoor Advertising (Texas, Delaware, Pennsylvania, District of Columbia, New Jersey, Maryland, Mexico), real estate (10,000 acres in Okeechobee county, Florida, with 500 acres in citrus fruit).

Radio Corp. of America, New York:

Broadcast holdings—National Broadcasting Co. (WNBC-AM-FM-TV New York, WRC-AM-FM-TV Washington, WMAQ-AM-FM-TV Chicago, WKYC-AM-FM-TV Cleveland, KNBC[TV] Los Angeles, KNBR-AM-FM San Francisco, WJAS-AM-FM Pittsburgh). Also NBC Television Network, NBC Radio Network, NBC News, NBC Enterprises, NBC Sports, NBC Owned Stations.

Other holdings—RCA manufactures television and radio receivers, phonographs, tape recorders, computers, engages in research. Also RCA Communications Inc. (international communications), RCA Institutes Inc. (technical training), RCA Service Co. (home instrument repairs and servicing), RCA Defense Electronics Corp., RCA Inter-

national Service Corp., RCA Victor Distributing Corp., RCA Credit Corp. RCA announced early in January that it had reached an agreement in principle to purchase Random House Inc., New York book publishing firm, for RCA stock valued at \$37.7 million.

Reeves Broadcasting, Charleston, S. C.:

Broadcast holdings—WUSN-TV Charleston, S. C.; WKEE-AM-FM and WHTN-TV Huntington, W. Va.; WITH-AM-FM Baltimore. Also community antenna television systems. VHF Inc., New York (program packages).

Other holdings—Interlocking ownership with Reeves Industries Inc., New York (Reeves Soundcraft Division). Also owns real estate.

Rust Craft Greeting Cards Inc., Dedham, Mass.:

Broadcast holdings—Through Rust Craft Broadcasting Co. owns WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL Tampa and WJKS-TV Jacksonville, both Florida; WROC-AM-FM-TV Rochester and WWOL-AM-FM Buffalo, both New York; WRCP-AM-FM Philadelphia. Through interlocking ownership, owns community antenna television systems.

Other holdings—Manufactures and sells greeting cards, gift wrappings, paper party goods, social stationery, calendars. Through interlocking ownership has interests in Louis H. Berkman Co., Parkersburg Steel Co., Wyckoff Steel Co., Plymouth Steel Co., Screw & Bolt Co., Amco Corp.

Storer Broadcasting Co., Miami:

Broadcast holdings—WGBS-AM-FM-TV Miami, WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-TV Atlanta, WJW-AM-FM-TV Cleveland, KGBS Los Angeles, WHN New York, WIBG-AM-FM Philadelphia, WITI-TV Milwaukee. Also

community antenna television systems.

Other holdings—Owns 87% of Northeast Airlines which it bought July 30, 1965 for \$25 million including notes. Also owns Nemir Industries Inc., Bethesda, Md. (plastic dishes).

Time Inc., New York:

Broadcast holdings—KLZ-AM-FM-TV Denver, WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego, KERO-TV Bakersfield, Calif.; WFBM-AM-FM-TV Indianapolis. Also community antenna television systems.

Other holdings—Publishes *Time*, *Life*, *Fortune*, *Sports Illustrated* magazines; Time-Life Books; textbooks and instructional material (Silver Burdett Co.). Owns East Texas Pulp & Paper Co., Printing Developments Inc.

Westinghouse Electric Corp., Pittsburgh:

Broadcast holdings—Through Westinghouse Broadcasting WINS New York, WBZ-AM-FM-TV Boston, WBZA Springfield, Mass.; KYW-AM-FM-TV Philadelphia, KDKA-AM-FM-TV Pittsburgh, KPIX (TV) San Francisco, wowo Fort Wayne, Ind.; WIND Chicago, WJZ-TV Baltimore. Also Productions and Program Sales, community antenna television systems.

Other holdings—Manufactures electronic and electrical industrial and consumer equipment and products.

Wometco Enterprises Inc., Miami:

Broadcast holdings—WTVJ(TV) Miami, WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash.; 48.5% of WFGA-TV Jacksonville, Fla. Also Reela Films Inc., Miami, and Canawest Film Productions, Vancouver, B. C., and Calgary, Alberta.

Other holdings—Motion picture theaters in south and central Florida, Belemas, soft drink bottling companies in Tennessee, New York state and Nassau; automatic vending companies in Florida, Tennessee, South Carolina, District of Columbia, Maryland, Panama and Nassau; Seaquarium, Miami.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and producer.

Clef 10 Productions Inc., 421 West 54th Street, New York 10019.

Niagara Mohawk Power Corp., Syracuse, N. Y. (utilities); one 20 for radio, one 15 for TV, jingles. Charles Barclay, production manager. Agency: BBDO, New York. Arnold Christie, agency producer.

Lever Bros., New York (Ald); three music scores for TV. Charles Barclay, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Stan Noble, agency producer.

Focus Presentations Inc., 400 Park Avenue, New York 10022.

George Wiedemann Brewing Co., Newport, Ky. (Wiedemann beer); one 60, one 20, three 10's

for TV on film. Peter Cooper, director. Agency: Rockwell, Quinn & Wall, New York. Bill Wall, agency producer.

Fraser Productions, 38 Hotaling Place, San Francisco 94111.

Automotive Engineering Co., San Francisco (motor overhaul); three 60's, one 20 for TV, live on film. Frank Robinson, production manager. Agency: Wenger/Michael, San Francisco. Lee Wenger, account executive and agency producer.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

California Oil Co. Perth Amboy, N. J. (Chevron oil); three 20's for TV, live on film, color. Ben Norman, director. Agency: BBDO, New York. Mal Thompson, agency producer.

American Tobacco Co., New York (Tareyton cigarettes); two 60's for TV, live on film, color. Gerald Schnitzer, director. Agency: BBDO, New York. Les Collins, agency producer.

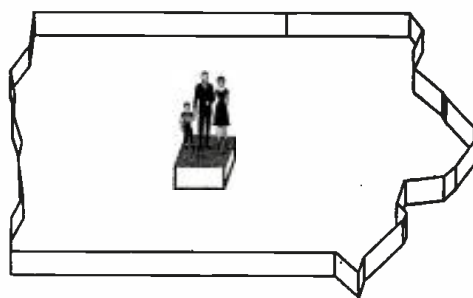
DuPont, Wilmington, Del. (Lucite paint); three 60's for TV, live on film, color. Gerald Schnitzer, director. Agency: N. W. Ayer & Son, Philadelphia. John McCullough, agency producer.

When it comes to PEOPLE...



**2,757,600 PEOPLE IN
WHO RADIO'S "IOWA PLUS"**

**WHO Radio is
your first, second,
third and fourth
choice in Iowa!**



**282,500 PEOPLE IN
DES MOINES METRO AREA**

In some parts of the country, you can "buy radio" with your eye on metro areas only — and reach astronomical numbers of people even with local or regional stations.

Not so in Iowa.

WHO Radio — the only 50,000-watt, 1-A clear channel station in Iowa (and located very near the state's center) covers 89.3% *more people than live in the entire Des Moines metro area.**

(60.4% more people than live in all SIX of Iowa's metro areas, combined!)*

As a matter of fact, radio stations in only 22 other markets cover more people than does WHO Radio. That's why more and more national advertisers put WHO on their "top 25" list.

And this is not entirely a matter of power, tower, frequency, or other physical facts. WHO Radio has the same kind of prestige and impact in mid-America that is always accorded to those companies (in every industry) that have worked the hardest, and spent the most money, time and effort to *be* the best. And we are still doing *just that*. Ask PGW to prove it!

*NCS '61; SRDS '65

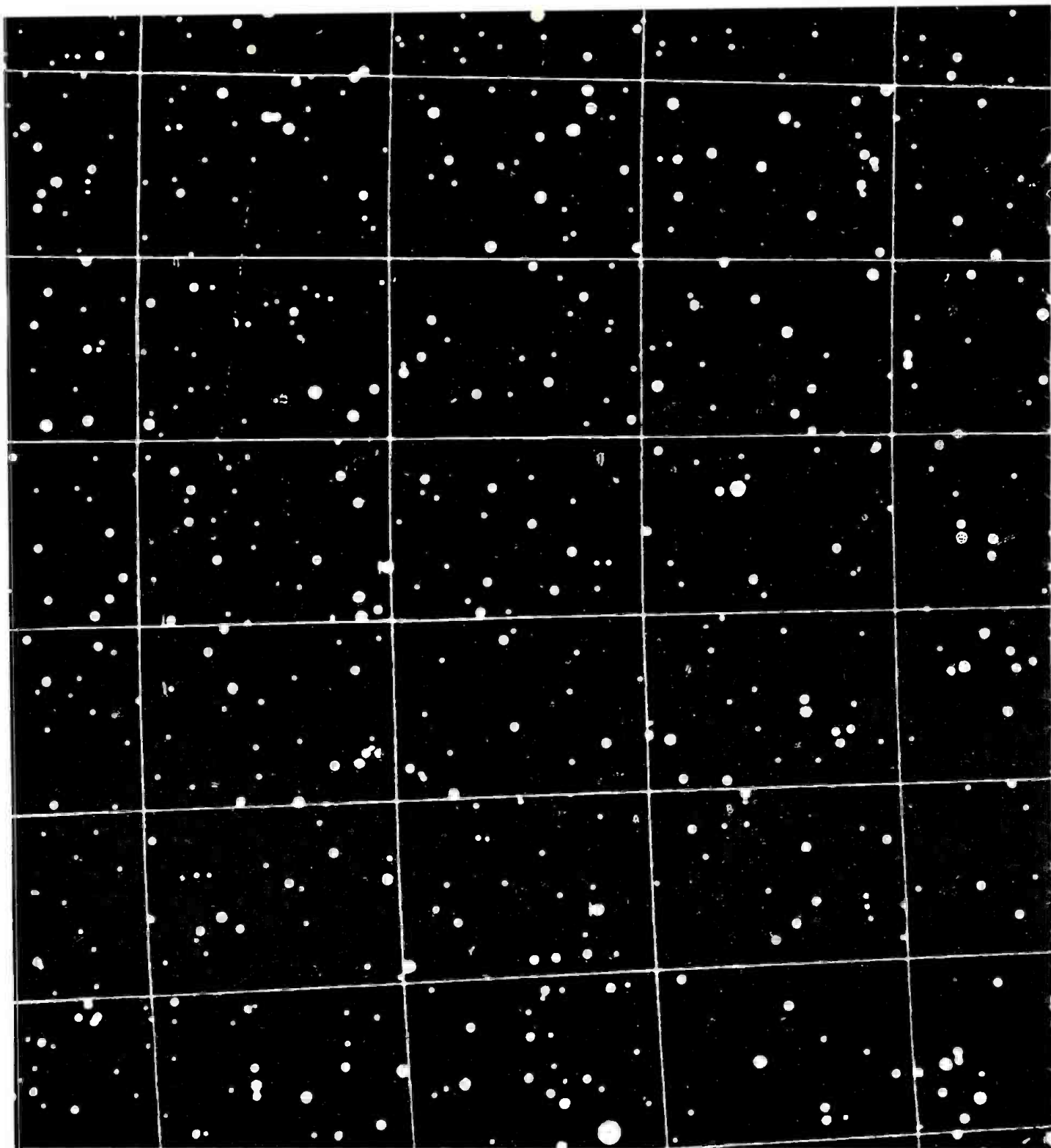
WHO RADIO

for Des Moines PLUS . . . for Iowa PLUS!

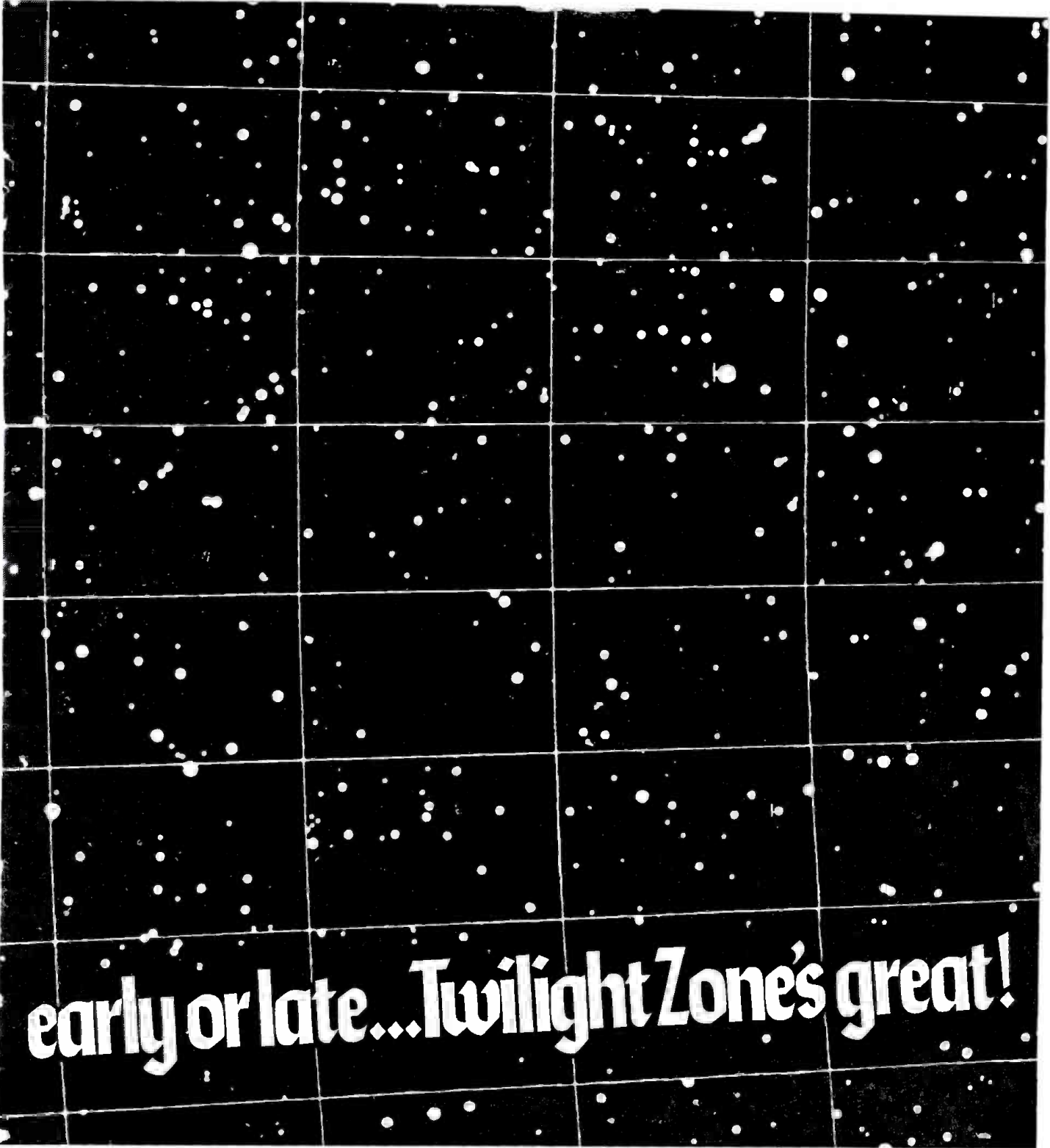
Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives



Source: ARB audience estimates (Nov. '65
vs. Nov. '64), subject to qualifications on request.
Homes reached refer in each case to homes delivered by
the Twilight Zone station in the Twilight Zone period.



early or late... Twilight Zone's great!

In all size markets, in all time zones, in all day-parts — daytime, nighttime, anytime — TWILIGHT ZONE shoots ratings into orbit.

TWILIGHT ZONE has completely changed the indie-station picture in tough, competitive New York. Slotted vertically on WOR-TV, three prime-time half hours in a row, the series' tremendous success has been publicly credited with helping to catapult the station into the prime-time number one rating spot among the market's independents.

In Detroit, programmed once a week in prime time, TWILIGHT ZONE has practically tripled the number of homes its time period delivered last season. Programmed in prime time twice weekly, it upped "homes" 138% in Chicago and 44% in Boston.

Stripped 'cross the board in late afternoon/early evening time, TWILIGHT ZONE boosted the number of homes delivered an impressive 210% in Los Angeles... 36% in Portland (Ore.)... 55% in San Francisco.

What's more, TWILIGHT ZONE attracts all members of the family at any hour of the day. Even in early time periods, adults comprise an average 54% of its audience.

Pillsbury, Bayer, Ajax, Clorets and Breck think TWILIGHT ZONE is great. So do Micrin, Personna, Dristan, Philip Morris and Shell. And so do many, many more of the biggest national spot advertisers in the country. So why fight it? Give us a call, early or late!  **CBS FILMS**
Offices in New York, Chicago, San Francisco, Dallas, Atlanta.

TV discounts down the drain?

What CBS-TV has in mind: fixed rates based on season, time of day, strength of show and its opposition—no matter how much the buyer spends

The CBS-TV network was reported last week to be near a decision on a revolutionary new "flat-rate" pricing system that would virtually eliminate discounts and could have far-reaching effects on price structures of all major media (BROADCASTING, Oct. 25, 1965).

The new system would set fixed prices that vary according to the season of the year, the time of day or night and the strength of the program and its opposition on the other networks. The only discount left, out of a combination that now can add up to 30% or more, would be one, averaging about 3%, for 52-week continuity.

CBS-TV spokesmen confirmed that

a new rate card, No. 17, has been under development for more than two years and that it introduces a flat-price concept that would be a departure in media advertising. But they stressed that they did not know whether it would be adopted, much less when.

Although some CBS sources had reservations about whether the new concept would be put into effect, others at high management levels indicated it would be adopted within a few weeks and perhaps in a matter of days.

If adopted, it is expected to become effective for daytime shows this spring or summer, possibly in May or June, and for nighttime shows with the start

of the 1966-67 season next September.

Higher Rates? ■ There were conflicting views of what the new price structure would mean to sponsors.

CBS sources said that in revising the rates to reflect the loss of discounts their intent all along had been not to "penalize" existing advertisers, that some time periods would go for higher and some for lower prices than the net paid now, and that if there should be any overall increase it would be "moderate," not "substantial."

Some agency and advertiser sources who had been briefed at least generally by CBS-TV authorities estimated, however, that in total the plan would increase advertising costs on CBS-TV by anywhere from 7% to 15%.

The increase for Procter & Gamble, TV's biggest customer, whose expenditures on CBS-TV during the first 10 months of 1965 were believed to approach \$50 million, was put at 8% to 10% by one agency executive. A P&G official declined to confirm this estimate but said the company would have to "review" its advertising program if the increase was that much.

Mixed Opinion ■ Some CBS competitors branded the new concept as a device to raise rates. Others looked on it as a logical move and said that, if it does invoke a price increase, "a lot of that increase would have come anyway"—to pay for color and because CBS is in a position to demand higher prices now than it was a year ago.

The move was also interpreted widely as intended to meet growing congressional concern over media discount practices. Senator Philip A. Hart's Antitrust and Monopoly Subcommittee has been investigating the subject for months and has indicated plans to hold hearings this year.

It was reliably reported that Senator Hart (D-Mich.) has been "informally kept informed" of the CBS plan.

Critics of existing discount policies, and of TV discounts in particular, contend that they discriminate in favor of the big advertiser and against the small one, at the same time tending to limit competition among networks and

Sears is warming toward national TV

Sears, Roebuck & Co.'s major plunge into network television on a regular weekly basis appears to be more of a question of when than whether.

Reports of the possibility that Sears may soon make a multimillion dollar commitment in network TV (CLOSED CIRCUIT, Jan. 17) were strengthened last week by comments of Marvin C. Lunde, national retail sales promotion and advertising manager of Sears, in talks before the 14th annual national Retail Advertising Conference in Chicago.

Asked whether Sears may sign for a new Garry Moore series on CBS-TV, Mr. Lunde said the network had offered the program but it was only one of several presented and considered. He indicated, however, that it is inevitable that Sears will expand its share of advertising dollars for both television and radio.

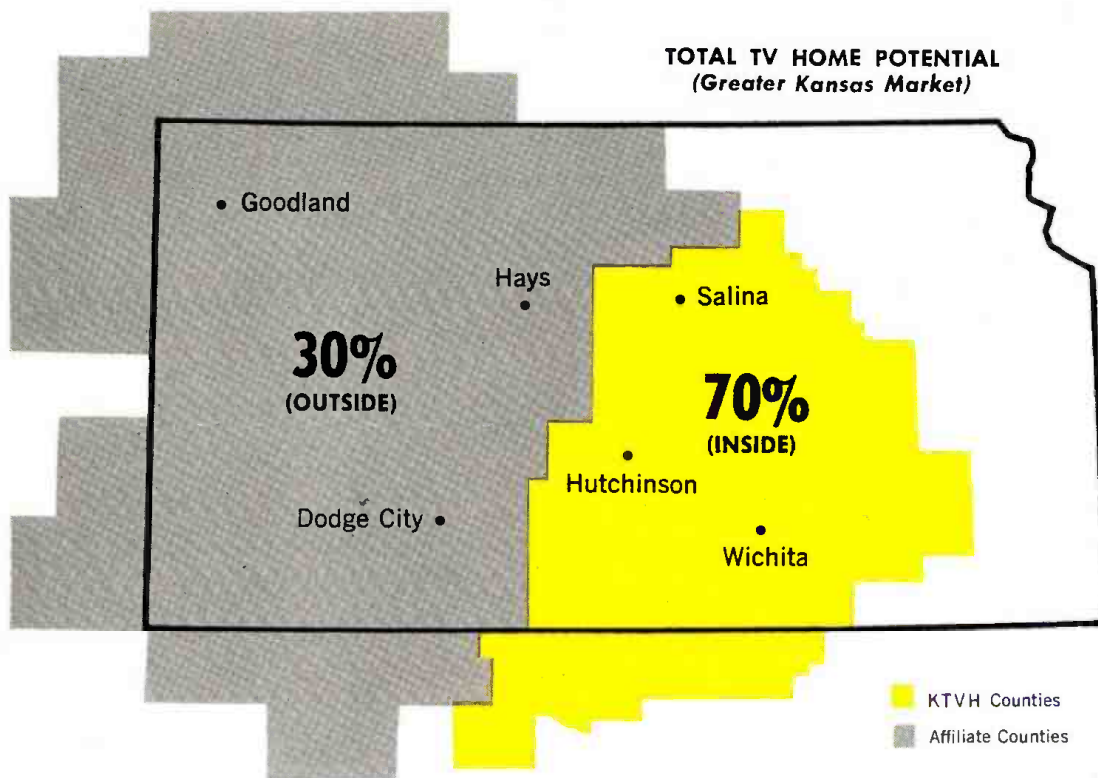
During another session at the conference Mr. Lunde discussed the Sears philosophy in print advertising and pointed out that the retail giant is "concerned" about the soaring costs of print in the past couple of years. In talking about the need for

better quality in print advertising generally and greater attention-getting copy, Mr. Lunde noted that "the reading time in newspapers today is probably fleeting."

Until now Sears's use of radio and television has been chiefly at the decision of local-store managers. Broadcast billings have totaled only about 2.5% of Sear's ad dollar. For more than a year, however, Sears has tested spot TV on more of a national basis. Sear's agencies include Ogilvy & Mather, New York, and North Advertising, Chicago.

Sears has no breakdown of actual broadcast dollars in its ad budgets. In 1964 the company spent \$108 million in all media, with \$76 million of this amount going into newspapers. In 1965 newspapers got over \$80 million out of a total budget estimated to exceed \$112 million. Sears's fiscal year ends this month.

"Advertising is nothing more than selling," Mr. Lunde told the conference. He said there is too much reliance on advertising as a "crutch" and explained there must be a balance with good planning, merchandising and sales promotion.



KANSAS BROADCASTING SYSTEM

THE PRECISE MARKET/MEDIA MATCH

"INSIDE-OUTSIDE" COVERAGE

ASSURES THE BEST EXPOSURE

PER ADVERTISING DOLLAR

OF ANY KANSAS TV BUY

MARKET			MARKET		
Population	444,300	31%	Population	969,600	69%
CSI	\$885,567,000	31%	CSI	\$1,994,291,000	69%
TRS	731,740,000	36%	TRS	1,306,755,000	64%
Food Sales	137,843,000	34%	Food Sales	267,371,000	66%
Drug Sales	21,274,000	33%	Drug Sales	42,972,000	67%
General Merchandise Sales	50,179,000	26%	General Merchandise Sales	145,425,000	74%
Apparel Sales	28,261,000	32%	Apparel Sales	60,874,000	68%
Home Furniture Sales	31,041,000	35%	Home Furniture Sales	57,724,000	65%
Automotive Sales	153,001,000	34%	Automotive Sales	296,446,000	66%
MEDIA			MEDIA		
9:00 a. m. — 12:00 noon M-F		30%	9:00 a. m. — 12:00 noon M-F		70%
12:00 noon — 4:00 p. m. M-F		28%	12:00 noon — 4:00 p. m. M-F		72%
6:30 — 10:00 p. m. M-S		31%	6:30 — 10:00 p. m. M-S		69%
9:00 a. m. — 12:00 midnight M-S		31%	9:00 a. m. — 12:00 midnight M-S		69%

SOURCE: ARB Television Coverage/'65
ARB March 1965 Audience Survey
SRDS December 1965
Nielsen Audience Studies Confirm this Precise
Market/Media Match



KBS



FLAGSHIP STATION:
KTVH, Wichita-Hutchinson
KTVC, Ensign-Dodge City
KAYS-TV, Hays
KLOE-TV, Goodland



A banana seal with a lot of appeal

The little seal on United Fruit Co.'s Chiquita Brand bananas turns up in a variety of unlikely places in the color commercials scheduled for prime time in 50 top markets during 1966. In a swinging beach scene that is set to a musical back-

ground, everyone gets stuck with a seal: guitarist, life guard, the disinterested newspaper reader in the sand, little brother and girls doing the frug.

The campaign for the Boston firm, to run on TV and in magazines, is through BBDO, New York.

perhaps even among stations.

All Alike ■ Under the new CBS approach any given segment would carry the same price tag for all advertisers, big or small.

But CBS authorities insisted that the move, if adopted, would not be "a reaction to Washington" but would represent "a reaction to the realities of the marketplace."

The current rate card is "an anachronism," they said, and CBS has been considering the new concept for at least five years and actively working to develop it for more than two—in either case, since long before Washington began to show concern.

Well-placed sources said the new concept was designed to "bring the rate card into line with the way network sales are made these days." They specifically cited the decline in full and alternate sponsorships, dating back several years and the concurrent rise in participating or minute sales.

It was also noted that in practice some programs always bring better prices than others and that sometimes a network finds itself with "distress merchandise" on its hands and has to make extra concessions.

One result of the new approach presumably would be to eliminate or at least curtail haggling by making prices

"more realistic" in the first place, according to some sources familiar with it.

The Plan ■ There would be two sets of prices.

One would be for time only and would be used by those advertisers, now relatively few, who bring their own programs to the network for presentation.

The other set would be prices, stated in terms of minutes, for advertisers who want to buy into programs provided by the network. The minute prices would vary from one period and program to another and, as minute prices do now, would cover both time and program costs without distinguishing between the two.

"The advertiser who doesn't bring his own program is interested in what he can get for his money, not how much of it goes for time and how much for production," one source explained. "He usually has a certain amount of budget available and wants to get as much for it as he can. With fixed prices, he can see very quickly what's available and what it will cost him—and our own bookkeeping is made easier, too."

The printed rate card would carry the time or facilities charges—those for use by advertisers when they sup-

ply their own programming. Packaged minute prices are not now listed in the printed card and there appears to be no plan to list them under the new approach. They would be available, as now, "on request."

The facilities or time-only charges would be the ones most extensively affected by the virtual elimination of discounts. Packaged minutes do not now generally carry discounts, although in some cases the purchase of minutes may be applied toward discounts on other purchases.

Seasonal Rates ■ Prices would vary by season, with different levels for winter, for spring, for summer, and for 52 weeks. It was understood that, roughly, winter prices would apply from September through March, spring prices from about April into June, and summer prices from about July to about September.

This would be a refinement of the system now used in CBS-TV's so-called "morning minute plan," which establishes a differential (\$400 a minute) between winter (September through May) and summer (June through August).

Packaged nighttime minutes under the new approach were reported unofficially to be pegged from a low of about \$37,000 to a high of about \$50,000 on the 52-week level. Of the three seasonal levels, winter prices would be highest, summer prices lowest and spring prices in between, following the seasonal patterns in audience levels.

Currently nighttime packaged minutes were said to vary between \$35,000 to \$40,000 at the low end and around \$50,000 at the high end.

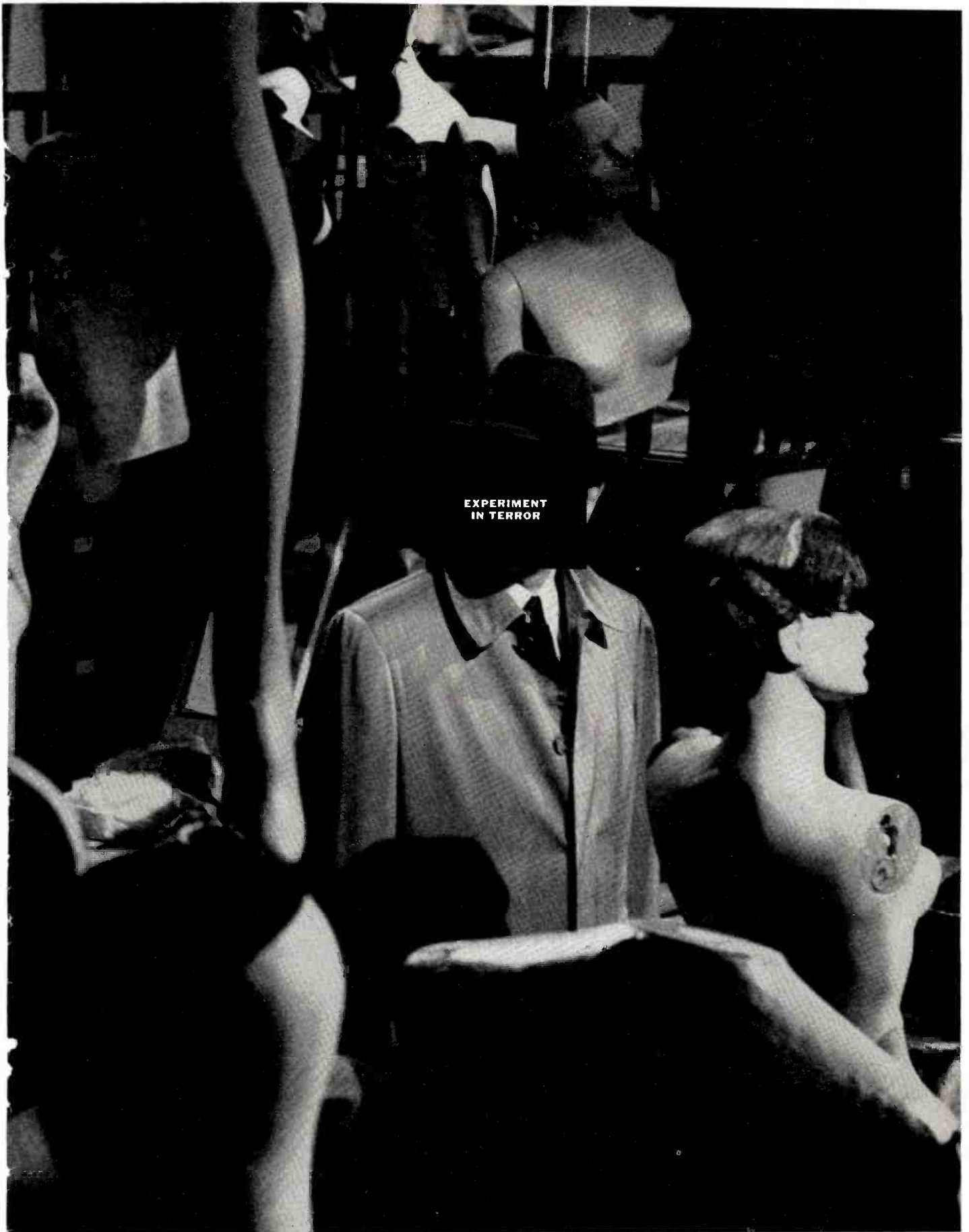
No CPM Guarantee ■ CBS sources vigorously rejected any suggestion that taking individual program strengths and time-period audience levels into consideration represented a move toward "guaranteed circulation" or "guaranteed cost per thousand."

"It's just a simple fact of life that 9:30 p.m. is worth more than 7:30 p.m.," one source asserted. Similarly, he said, programs obviously vary in actual and potential strengths as well as in production costs. Some types of show do better than others, and the strength of a high-rated opposing show, such as NBC-TV's *Bonanza*, cannot be overlooked, either.

Although the plan would set up prices applicable to both big and small advertisers without discrimination, some sources acknowledged that sellers faced with two offers are always free to accept "the best order" and that "the biggest order is often the best."

Neither ABC nor NBC would comment on the CBS plan.

There was widespread speculation, however, that if CBS puts it into ef-



EXPERIMENT
IN TERROR

CHAIR-GRIPPING TALE OF SUSPENSE AND INTRIGUE WITH A TWIST. STARRING GLENN FORD, LEE REMICK AND STEPHANIE POWERS. ONE OF THE SIXTY GREAT
60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's.  **SCREEN GEMS**



fect and it proves successful, other networks—and quite possibly other media and perhaps individual stations—would eventually adopt similar plans. Unofficially, some competitors thought it a beneficial move for television; others dismissed it as “window-dressing.”

Buyers' Views ■ Agencies generally offered guarded comment. Some said they had heard about it but knew few details. One executive, whose agency represents a number of heavy TV spenders, thought it would have no appreciable effect on the price of package buys but could have substantial effect on program purchases.

In general, he thought it would mean higher prices for all advertisers, but with bigger increases for some than for others. For the big TV advertisers he speculated that it might hike costs 10% to 15% a year and could lead to “a little less” buying, though not for new products.

He said he was “yelling like hell” against the plan but didn't know how effective this would be.

Procter & Gamble wasn't yelling in public, but in response to questions a spokesman said the company would have to review its buying if the new approach resulted in “increases of 8% to 10% as has been rumored.”

Smaller advertisers generally were expected to welcome a virtual elimination of discounts, while those who have gained most from discounts normally would oppose it unless the down-scaling of rates kept their own net costs from rising.

Defense of Discounts ■ The P&G official defended big discounts for big spenders, pointing out that “justified discounts are a common practice in American business.”

He acknowledged that a company has the right to review its price and discount structures, but said that “in this case, it seems to us that 52-week contracts deserve some price considerations versus the cost of the purchase of only one or two announcements on a participating program once or twice a year.”

The P&G official declined to reveal the company's TV expenditures or its investment on CBS-TV in 1965. The Television Bureau of Advertising estimated that P&G spent approximately \$148.8 million on network and spot TV in 1964. Based on company expenditures for the first 10 months of 1965, P&G will top its 1964 spending by at least \$8 million.

Authorities estimated that P&G spent about \$71.4 million on the three networks (net time and program costs) during the first 10 months of 1965 and almost 70% of this total was spent on CBS-TV.

Trouble in the Batcave

Guest villain of the week is that fourth commercial, as WJZ-TV pulls the switch

ABC-TV in the second week of its “second season” remained firm in its policy of accommodating four minutes of commercial time in its twice-weekly *Batman* series in the face of sharp protests of several affiliates and one outright refusal to clear the program.

Affiliate WJZ-TV Baltimore has reshuffled its programming to fill the *Batman* 7:30-8 p.m. EST period on Wednesdays and Thursdays with other ABC shows. *Batman* is being shown in Baltimore on WBAL-TV, an NBC-TV affiliate, with two half-hours back to back, at 2:30 p.m. Saturday (started Jan. 22).

ABC spokesmen intimated the network believed it had the support of most of its affiliates. It noted that plans for revamping the *Batman* commercial format had been made known and discussed at affiliate meetings in Mexico City (BROADCASTING, Nov. 15, 1965) and in regional sessions held later in major cities in this country.

The network as of last Thursday (Jan. 20) claimed *Batman* had a 178-station clearance (live and delayed), or about average for a show in the 7:30 p.m. period. Spokesmen added that the network has been receiving “congratulatory messages” from affiliates on the showing of increased ratings and shares achieved by the program (BROADCASTING, Jan. 17).

ABC's position that the additional commercial time is being sold to obtain revenue needed to help defray the \$150,000 weekly costs of the two-part shows brought a rebuttal. Said one detractor: “This is specious. If this reasoning is acceptable, would it not mean that if in the future a half-hour show cost say \$90,000, the network would then have a choice to offer what—eight commercials in the period?”

No Extra Commercial ■ WJZ-TV indicated in December it would accept the program as a desirable entry in the schedule, but without the additional commercials. Within a week of the show's Jan. 12 start the station sharply protested the network's plan, suggesting it would slot the shows if the station could exclude one of the commercials each week by rotation.

The Westinghouse Broadcasting station maintains that while the four

minutes of commercial time in prime-time are technically and legally within National Association of Broadcasters code limitations, the commercial format is contrary to standard practice.

ABC has provided for the extra commercial by cutting back on other non-program material. It has explained that the trimming of promos, logos and credits and deletion of billboards amounts to a loss of only three seconds of program but gives the viewer a feeling of seeing more of the show (BROADCASTING, Jan. 3).

In its protests to ABC, WJZ-TV noted widespread current charges of high commercial content in TV and said it believed the network increase in commercials from three to four minutes would lead to further criticism. Fears were expressed that the other networks would follow suit, giving rise to an escalation as in the introduction in the past of the piggyback commercial and the 40-second station break in prime time.

It was also reported last week that several ABC affiliates (in the Taft Broadcasting Group) had accepted the program only after formal protest.

WJZ-TV said that *The Legend of Jesse James* and *A Man Called Shenandoah*, which the station had pre-empted on Monday nights for a motion picture, have been returned to the nighttime schedule in the two 7:30-8 p.m. periods that would have been filled by *Batman*. The pre-empted programs had been slotted in the 4-5 p.m. period on Sundays. That time now will be filled by *American Sportsman*, an ABC show.

All of Miles billing headed for Tinker

The success of Jack Tinker & Partners, New York, in finding new creative advertising approaches to stimulate substantial sales increases for Alka Seltzer this past year appears to have been a chief reason why Tinker soon will get another \$10 million-plus of product billings from Miles Laboratories, Elkhart, Ind.

The loser once again: Wade Advertising, Chicago, which had started Alka Seltzer on its big growth trend through radio over three decades ago. Wade lost the Alka Seltzer portion of the account to Tinker in late 1964. That move also involved more than \$10 million in billings, chiefly TV.

Donald L. Bryant, president of the consumer products division of Miles, confirmed late Thursday (Jan. 20) that the remaining Miles products at Wade will move to Tinker. No date of transfer has been set, he said, and other

*"Perfection
is no trifle."*

*Michelangelo Buonarroti—1475-1564
Italian Sculptor, Painter, Poet*

Like Michelangelo, the great genius of the Renaissance period, Griffin-Leake employs a sense of style and integrity in striving for **PERFECTION**. Indeed this is the goal of the management philosophy guiding G-L stations.

**GRIFFIN-LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



*The
Bettmann
Archive*

details also are still to be worked out. There is no explanation given for the change.

Miles products at Wade involved in the transfer include Bactine, Chocks vitamins, One-A-Day brand vitamins and Nervine. Myron C. McDonald of Tinker, account executive on Alka Seltzer, is to be responsible for the additional Miles products after the switch.

Wade Advertising will be left with billings of between \$5 million and \$7 million, according to informed estimates, with clients including Toni Co., Dow Corning Corp. and Hamilton Beach. A major reorganization of the agency is expected as a result of the Miles loss. Wade billings a few years ago were near \$30 million with 80% in broadcast.

Some reports last week said Wade's board chairman, Albert G. (Jeff) Wade II, is joining Tinker in an executive capacity at the request of Miles, but so far none of the principals involved confirms this.

OB&M gets a new name; now it's Ogilvy & Mather

Ogilvy, Benson & Mather, New York, is now Ogilvy & Mather.

The change in name, which became effective Jan. 17, also was adopted by Mather & Crowther, London, which merged with the U.S.-based Ogilvy agency in 1964. The international agency's billing last year totaled more than \$151 million (BROADCASTING, Dec. 20, 1965).

The new name was adopted for all seven agencies that had been involved in the international merger. This includes the agencies in Toronto; Frankfurt, West Germany (now becomes Heumann, Ogilvy & Mather GmbH & Co.); Zurich, Switzerland; Milan, Italy, and Vienna. The U.S. agency has branch offices in San Francisco, Chicago, Los Angeles and Atlanta.

The agency started in the U.S. in 1948 as Hewitt, Ogilvy, Benson & Mather.

Good results bring Hotpoint back to radio

A pair of local saturation radio campaigns that produced an "unusually high" dealer and consumer response for Hotpoint, New York City appliance distributor (BROADCASTING, Dec. 27, 1965), led to still a third campaign last week. The latest drive, for Hotpoint's 795 transistorized automatic washer, will include 135 one-minute commercials over a six-week period on New

Lieberman sets up firm

Dr. Seymour Lieberman, vice president and director of research for Kenyon & Eckhardt, New York, has resigned to form his own public opinion and market research organization. The new organization, Lieberman Research Inc., of which Dr. Lieberman will be president, will engage in both commercial and noncommercial research projects. It will be located at 18 East 41st Street, New York 10017. Dr. Lieberman, who was on K&E's board of directors, also served on the agency's plans and creative review boards.

York stations WOR, WCBS and WNEW.

Hotpoint introduced the 795 early last month with a wave of 350 one-minute announcements over a 10-day period. Later in the month it ran 65 announcements over a four-day period to offer free installation of Hotpoint's built-in dishwasher. Those commercials were on seven New York stations.

In the original use of radio by the distributor, its first time in four years, the saturation technique was selected because of a marketing situation. Hotpoint was being marketed in New York ahead of the national schedule and sufficient newspaper space could not be obtained. Shelton Fredericks Advertising, New York, is the agency for Hotpoint.

Honda bikes to get more TV exposure

Americans—especially westerners—have taken to motorcycles the way Europeans have accepted soft drinks. So American Honda Motor Co., Gardena, Calif., has allocated the biggest advertising budget in its six-year history. In 1966 the company will spend some \$3 million for advertising and sales promotion. That's about \$800,000 more than last year and approximately doubles its 1964 expenditures. Each succeeding year, broadcasting—particularly network television—has been the big gainer.

This season's network-TV buys, to start in March and run through the summer, include participations on five NBC-TV prime-time shows. Reportedly, all of Honda's commercials will be shown in color. These buys add up to about a \$600,000 slice of the company's total advertising purchases for the year.

Honda's radio plans call for an ex-

tensive national-spot campaign on top 40 music stations in major markets. Singing jingles will be used to promote the advertiser's product during peak selling periods.

Agency for Honda is Grey Advertising, Beverly Hills, Calif.

ABC O&O radios up 21% in '65 sales

Sales in 1965 of the six ABC-owned radio stations rose by 21% over 1964. Harold L. Neal Jr., president of the division, told the division's annual meeting with the management of the ABC Inc. in Dorado, P. R., last week that the division's total sales have more than doubled since 1960.

Mr. Neal said that a plan for the future, called Project 70, was outlined during the meetings. He reported that the project includes recommendations in the field of programing and sales research but did not provide details.

Company executives in attendance included Leonard H. Goldenson, president of ABC Inc.; Simon B. Siegel, executive vice president; Everett H. Erlick, vice president and general counsel; Alfred Schneider, vice president and assistant to the executive vice president and James G. Riddell, vice president in charge of the western division.

Business briefly . . .

American Motors, Detroit, through Benton & Bowles, New York, will sponsor *Carol Plus Two*, a CBS-TV color special starring Carol Burnett with guest stars Lucille Ball and Zero Mostel, on Tuesday, March 22 (8:30-9:30 p.m. EST).

Timex Watches, through Warwick & Legler, both New York, will sponsor NBC-TV's color special, *The Greatest Show on Earth*, Ringling Bros. and Barnum & Bailey Circus (April 7, 7:30-8:30 p.m. EST).

Firestone Tire and Rubber Co., Akron, Ohio, through Campbell-Ewald, Detroit, will sponsor *Golf with Sam Snead*, a series of 13 golf lessons featuring Mr. Snead, that will be colorcast on NBC-TV, beginning March 26 (5:30-6 p.m. EST). Produced by Independent Sports Inc. and filmed by Henry Ushijimi Films Inc., both Chicago, the series will originate on the championship course at the Firestone Country Club in Akron.

The Chrysler Corp., Detroit, through Young & Rubicam, New York, will sponsor the final rounds of the *Bob Hope Desert Golf Classic* in black and

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RATING POINTS
WHERE YOU NEED THEM!**



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HOMES, RATINGS, SHARES AND VIEWERS...**

IMPROVES TIME PERIOD

(OVER LAST YEAR)

BOSTON.....up 33%	PORTLAND ORE...up 100%
CHICAGO.....up 400%	SCRANTON...up 800%
CLEVELAND..up 200%	SOUTH BEND...up 50%
LOS ANGELES..up 50%	WASHINGTON..up 80%

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REMCO · KELLOGG · CHUNKY · MARS · BAYER ASPIRIN · HOSTESS CAKE
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Wherever you look—in big markets, medium, or small—Zorro lifts ratings...increases shares... adds more and more viewers...beats the daily network news programs...and attracts national advertisers with its consistent, powerful performance, week after week, in more than fifty markets. Zorro can correct programming weak spots in your important time periods.

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Detroit, Michigan 48214

Or call or wire, collect, the nearest
Buena Vista Distribution, Co. Office.

white on NBC-TV Saturday, Feb. 5 (4-5 p.m. EST) and in color the following day (3:30-5 p.m. EST).

Campbell Soup Co., Camden, N. J., through Leo Burnett Co., Chicago, in a special Lenten season campaign built around meatless meals, will use daytime participations on all three networks and TV spots in 33 major markets to advertise Franco-American spaghetti and macaroni during March and April.

Texize Chemical Co., through Henderson Advertising, both Atlanta, for the second consecutive year will use participations in NBC-TV's *Today* and *Tonight Show Starring Johnny Carson* to advertise its K2r spot-lifter. The product, which was introduced two years ago, is also being advertised on NBC Radio's *Monitor* for the first time.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will sponsor *An Evening with Carol Channing, or How You Can Watch Television Without Being Plugged In*, a CBS-TV color special scheduled for Friday, Feb. 18 (8:30-9:30 p.m. EST).

Audit bureau branch may explore radio-TV

The board of directors of the Audit Bureau of Circulations has approved the creation of a new affiliated corporation, the Audit Bureau of Marketing Services, which will explore the expansion of the ABC's traditional print auditing role to other media, possibly including broadcasting. The expansion study move was voted by the ABC membership at its annual meeting last fall.

ABMS headquarters will be at the parent organization's offices in Chicago at 123 North Wacker Drive and initially will share staff services too. Additional fields of auditing to be explored include direct mail and trade-show attendances as well as radio-TV.

The new service also is to be available to advertising media or marketing service firms for special studies in circulation auditing.

Also in advertising . . .

Looking for agency ■ STP Division of Studebaker Corp., Des Plaines, Ill., maker of gasoline additives, has split with W. B. Doner & Co., Detroit, and is asking Chicago area agencies to make presentations for the account.

Advertising student awards ■ Cunningham & Walsh, New York, will provide two annual awards for excellence to advertising students of Syracuse (N. Y.) University's School of Journalism, according to agency president Carl

W. Nicholas. An award of \$200 will be given to the school's outstanding copy student, and a summer training position at C&W will be offered to another undergraduate. The agency plans to expand the awards program to include other colleges and universities.

Scholarship fund ■ Jack Melvin, president of the Melvin Co., Las Vegas and Reno advertising agency, has established an annual \$500 scholarship fund for students interested in an advertising career studying at Brigham Young University, Provo, Utah. The university has set up the Jack Melvin Outstanding Junior Award in Advertising which, with a large portion of the scholarship money, will be given each spring. Several smaller awards will also be presented at that time.

Agency appointments . . .

■ Nestle Co., White Plains, N. Y., names Leo Burnett Co., Chicago, to handle additional product billings of some \$2.5 million, including instant tea lines, moving account from Warwick & Legler, New York. Burnett now handles nearly \$12 million of Nestle advertising. Nestle also moves its Decaf instant coffee from Warwick & Legler to VanSant, Dugdale & Co., Baltimore.

■ The United States Tobacco Co. has appointed Needham, Harper & Steers, both New York, as advertising agency for several of its tobacco brands and for its corporate trade advertising, effective Feb. 7. The tobacco products, currently handled by West, Weir & Bartel, New York, are: King Sano cigarettes, Skol chewing tobacco, Model pipe tobacco, and Mapleton and Bowl of Roses aromatic smoking mixtures. NH&S has serviced United States Tobacco's Copenhagen snuff and Old Briar and Dill's Best tobaccos accounts since 1961. The new accounts are estimated to bill around \$1 million; about \$100,000 in spot radio.

■ American Enka Corp., last week moved its \$2 million-plus account from Erwin Wasey, to Delehanty, Kurnit & Geller, all New York. An agency spokesman indicated that future media plans would include the use of TV.

■ Schieffelin & Co., New York, wine and spirit distributors, has appointed Carl Alley, New York, to handle advertising for three brands: Cinzano French and Italian vermouths and Italian sparkling wines, Florio Marsala wines, and Gonzalez, Byass Tio Pepe sherry. The nationally distributed products, with estimated billings of \$500,000, previously were handled by Lennen & Newell. Though broadcast billings were not disclosed, Cinzano is known to have used some radio.

Ads, shows line up for Prime Network

Prospects for starting the so-called "fourth network" next summer by Sylvester L. Weaver and Oliver Treyz appeared brighter last week as signs of advertiser support emerged for the project and programing plans were divulged to key agencies.

A source close to Prime Network said the organization had received verbal orders for a total of 12 commercial minutes, subject to station clearances and agency approval of the network's programing. Prime Network's charter advertisers will be paying \$15,000 per minute for exposure on a hookup of 15 stations in major markets.

It plans to telecast on Sundays from 7:30 p.m. to 10:30 p.m., starting July 10, with two 90-minute blocks, one devoted to "simulated movies" and another, starting at 9 p.m. to a "comedy hour."

The "movie" segment, which has the advertiser support, will be on color tape and will emphasize personal appearances by performers and humorous material rather than story lines (for example, a comic version of "Dracula"; a lampoon of "Peyton Place"; a musical version of "Dr. Jekyll and Mr. Hyde"). The "comedy hour," which has not attracted sponsor interest to date, is projected as a collection of sketches and comedy shorts.

One advertiser that had expressed interest in investing on Prime Network was Bristol-Myers. It had been learned though that B-M will not participate because it decided instead to make a contribution of \$250,000 to noncommercial WNDT(TV) Newark, N. J.-New York (BROADCASTING, Jan. 17).

Rep. appointments . . .

■ KICU-TV Fresno, Calif., and WAKR-TV Akron, Ohio: Eastman TV Inc., New York.

■ KSL Salt Lake City: Metro Radio Sales, New York, effective Feb. 1.

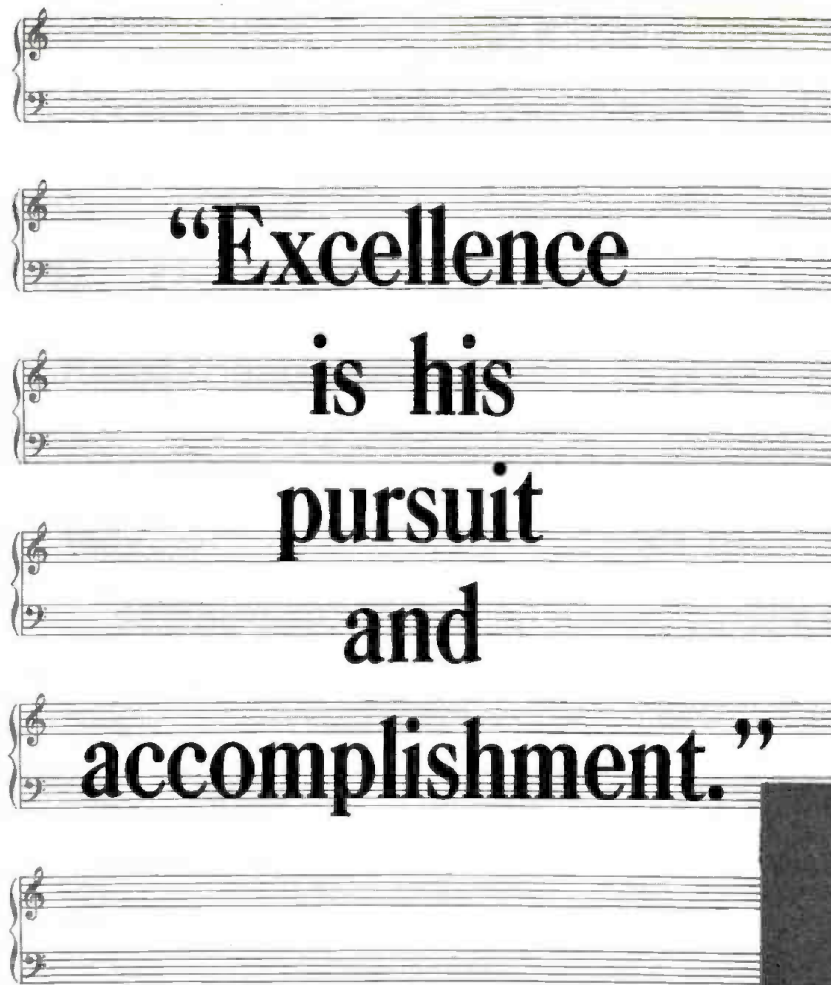
■ WDIO(TV) Duluth, Minn.: The Katz Agency, New York.

■ KAYS-AM-TV Hays, KTVC(TV) Ensign and KLOE-AM-TV Goodland, all Kansas: Devney Organization Inc., New York.

■ WTVP(TV) Decatur, Ill.: National Television Sales Inc., New York.

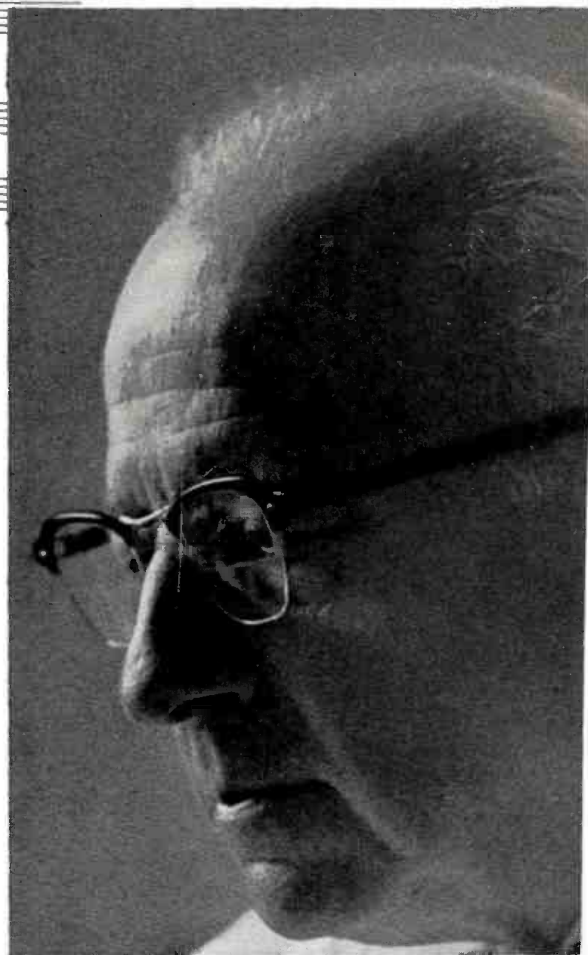
■ KUMU Honolulu: Advertising Time Sales, New York.

■ WTOK-TV Meridian, Miss.: Busby, Finch and Woods Inc., Atlanta.



Few composers produce works that are classics in their own time. There is, however, one who may claim this distinction. He is Walter Piston, acknowledged dean of today's American composers. Uniformly excellent are his eight symphonies, orchestral suites and his chamber music which critics have praised for their essential rightness as well as their magnificent craftsmanship. Audiences applaud them for their freshness and vigor. BMI honors this faultless musician, dedicated educator, winner of two Pulitzer Prizes, and feels privileged to license his music for public performance.

Among Walter Piston's musical contributions are:
Symphonies 1 through 8; The Incredible Flutist, Lincoln Center Festival Overture; String Quartets 1 through 5.



ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

BMI
BROADCAST MUSIC, INC.

The flag still waves on the Hill

NCTA campaign bombards Congress with letters, phone calls, wires opposing regulation of CATV; FCC bends a little, will keep legislators informed

A one-week campaign instituted by the community antenna industry, alarmed at what it believes is the forthcoming assumption of jurisdiction over CATV by the FCC (BROADCASTING, Jan. 17), inundated Congress with letters, telegrams and phone calls from CATV operators and their subscribers. A good bit of the overflow fell onto the FCC, and at week's end this is how the matter stood:

■ FCC Chairman E. William Henry informed the commerce committees of both the House and the Senate that the FCC intends to go ahead with its consideration of CATV, now scheduled for Feb. 10, but that it will keep both committees advised of each step. The implication is that Congress may call for an explanation whenever it feels that the commission is overstepping its authority.

■ At the organization meeting of the House Commerce Committee, under its new chairman, Representative Harley O. Staggers (D-W. Va.), it was decided to sit tight on the CATV question, awaiting notification by the FCC of the steps it intends to take in dealing with the problem.

■ Both the National Association of Broadcasters and the Association of Maximum Service Telecasters, which had urged FCC assumption of controls over all CATV's, played it cool. Neither intensified its efforts on Capitol Hill or at the FCC, although it was evident that their representatives were in constant touch with the situation as it developed.

The CATV industry's crash program was instituted following a special board meeting of the National Community Television Association in Washington on Sunday, Jan. 9. The meeting was called because of reports that the commission was to meet Feb. 7 on the CATV matter and that it proposed not only to impose the same conditions it imposes now on microwave-fed CATV's (carriage of local stations, 15-day before-and-after program protection to local stations), but also to limit the distance for signal reception and prohibit CATV in markets or cities with

fewer than three operating TV stations.

During the weekend of Jan. 14 and 15, eight regional meetings of the NCTA were held throughout the country, addressed by NCTA board members. It was at these meetings that the campaign to persuade Congress to require the FCC to defer its meeting was inaugurated.

The campaign took the form of advertisements in newspapers, radio spots, direct letters and telephone calls to subscribers urging them to write, wire or phone their congressmen. The project resulted in a flood of mail to members of Congress, especially Chairman Stag-

gers and Representative Walter Rogers (D-Tex.), chairman of the House Commerce Subcommittee on Communications.

This in turn sparked an avalanche of inquiries to the FCC from congressmen or their assistants. In some instances, FCC staffers recount, the inquiry was: "What is CATV?"

The material used in the CATV campaign warned subscribers that the FCC's assumption of control threatened their choice of television programs.

One suggested letter (the same form was used in a pre-printed postcard), read as follows:

"Dear Congressman.....: "I subscribe to a community antenna service (CATV) in..... because it provides more stations and clearer pictures than I can receive otherwise. Without CATV, color reception is poor or impossible in....."

"The Federal Communications Commission is prepared to upset my family's television viewing habits by restricting the present service provided by the CATV system.

"I understand they are taking this action without the authority of Congress, and even without the same thorough study of the CATV industry undertaken by the Senate & House subcommittees. Congress has studied the industry but has not reached a conclusion. How can the FCC, without thorough study and hearings take such action?

"I understand the necessity of controlling transmission of radio and television, but am appalled to learn that an agency of the government now proposes to dictate which of the signals in the air I can watch.

"Please convey my concern to Congressman Walter Rogers and support any efforts he might undertake to stop the FCC's actions. A letter or call from you to Chairman Henry would also be helpful.

"Thank you very much.

"Sincerely,

"P.S. This is a form letter and you will be receiving others. But I have read it; I understand it;

IMPORTANT ANNOUNCEMENT TO ALL CABLE TV SUBSCRIBERS

DUE TO CIRCUMSTANCES BEYOND OUR
CONTROL, MANY PROGRAMS NORMALLY
SEEN TONIGHT WILL NOT BE SHOWN.

This may soon become a frequent announcement... but before your screen goes "black" on many of your favorite programs usually seen on your favorite channels. No, it won't really happen tonight... but it could happen... VERY SOON... unless you do something about it NOW!

Your freedom to choose the television channel YOU WANT at the hour YOU WANT for the program YOU WANT may soon not be your right at all. Your choice will be controlled by the Federal Communications Commission in Washington, D. C.

Under government regulations now being actively considered by the FCC, you may soon be denied the freedom to select your family television entertainment at the hour or on the channel to which you are accustomed. A federal agency will tell you which stations you can watch, how many stations you can watch, and which programs you can watch.

In short, the rules proposed by the FCC would give the federal agency power to regulate your television reception... something unheard of before in this country... an idea completely foreign to the American system of free enterprise broadcasting. In effect, the FCC would severely limit your freedom to select the channel of your choice for your family's television entertainment.

If you want to protect your rights as an American citizen... if you want to safeguard your freedom of choice... if you oppose unwarranted government intervention in your family's TV viewing habits... THERE IS SOMETHING YOU CAN DO.

Members of the Federal Communications Commission are not elected to office. BUT they are answerable to Congress. Write your Congressman TODAY. Let him know that you are against the FCC's proposed rules which will regulate and limit cable television reception. Let him know you are against a federal agency taking upon itself powers not given to it by the Congress of the United States. Address your letter to:

The Honorable Albert Gore The Honorable Ross Bess The Hon. James H. Quillen
United States Senator United States Senator United States Senator
Knoxville, Tenn. Knoxville, Tenn. Nashville, Tenn.

PLEASE ADDRESS A COPY OF YOUR LETTER TO EACH OF THE ABOVE REPRESENTATIVES
For the President, Vice, or Staff, Mr. John Smith or Mr. Philip Jones, Tennessee State Dept., 200 Chestnut St., 37040

EXAMPLE: If you are a basketball fan and wish to view the Florida vs. Georgia basketball game to be played Sat., Jan. 22 at 7:00 P.M. at the stadium... This couldn't be possible with the FCC rules, you would have to wait until a later date to see the game... after the winner has been announced.

Representative of the hard-driving campaign mounted last week by community antenna industry to persuade Congress to halt the FCC's consideration of regulation of CATV systems not now under commission jurisdiction is this full-page advertisement that appeared Jan. 18 in the "Kingsport (Tenn.) Times." The ad was placed by TV Cable Corp. of Kingsport.



AMECO, INC. 2949 West Osborn Road • P. O. Box 11326 • Phoenix, Arizona 85017 • Phone (602) 262-5500

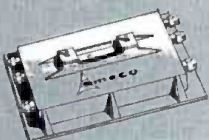
Facts about Ameco!



Do you know AMECO equipment is used in over 80% of the CATV systems?



Do you know AMECO has turnkeyed over 7500 miles of CATV plant?



Do you know AMECO manufactures over 207 basic CATV products?



Do you know AMECO has overnight, off-the-shelf delivery on most products?



Do you know AMECO has more experienced CATV engineers than any other leading CATV manufacturer?

Those are just a few of the facts...

More important are the people . . . Ameco people, who really work for you. 1000 skilled people able to foresee the needs of CATV. People who produce over 250,000 connectors each month — who assemble 3500 solid state amplifiers every month.

So let's add one last fact: Ameco is built on PERFORMANCE, PRODUCTS AND PEOPLE. Can you ask for a better foundation for your CATV system? **WHEN QUALITY COUNTS—COUNT ON AMECO!**

Performance-Proven Products



OFFICES IN ALL PRINCIPAL CATV AREAS

Staggers sets new lineup for Commerce Committee

The House Commerce Committee's new chairman, Representative Harley O. Staggers (D-W.Va.) moved into the driver's seat last week and gave the committee its new power alignments as well as his plans for the coming session (see page 46).

He told the committee he will relinquish his gavel as head of the Subcommittee on Transportation and Aeronautics. He will, however, fill the vacancy of his predecessor, Representative Oren Harris (D-Ark.), as chairman of the Subcommittee on Investigations. This subcommittee has the power to investigate any business dealing in interstate and foreign commerce, as well as investigative powers into practically all the government independent agencies, plus the sprawling complex of the Health, Education and Welfare Department.

Replacing him as chairman of the transportation subcommittee will be Representative Samuel N. Friedel (D-Md.), second ranking member of the full committee after Representatives Staggers and Walter Rogers (D-Tex.). Representative Rogers will remain as head of the Communications Subcommittee.

Representative John Jarman (D-Okla.) gives up his post on the transportation body to take over the chairmanship of the Subcommittee on Public Health and Welfare, a



Mr. Staggers

post formerly held by Representative Harris.

Two committee members, Representatives John Dingell (D-Mich.)

and J. Oliva Huot (D-N. H.) will transfer their subcommittee memberships from the commerce and finance group to transportation subcommittee, filling all the committee's seats except that of the one vacated by Representative Harris.

The committee's new members most likely would be placed on the Subcommittee on Commerce and Finance, since it is the only subcommittee that doesn't have a two-to-one ratio of Democrats to Republicans. That group is headed by Representative Torbet MacDonald (D-Mass.).

Representative Staggers told BROADCASTING that a new staff member "with experience in community antenna television affairs" might be added to the committee.

He stressed that nothing was underway on the matter but said that "it's a thought. There is a possibility that we might add a staffer with CATV background."

Most of the communications specialists on the committee are broadcast oriented. They have been there during the development of radio and television and the CATV industry is a new factor for them, he said.

But he has pointed out repeatedly since he first learned he was moving to the chairmanship that the present committee staffers would keep their jobs if they desired.

and, I agree entirely with its content."

Robert H. Beisswenger, now president of Jerrold Corp. (see page 10), wrote to all CATV franchise holders and applicants:

"By now, I'm sure you know that the adverse rules governing off-the-air fed CATV systems are scheduled for adoption by the FCC on Feb. 7, 1966.

"If this happens, the FCC may not allow you to put your system into operation. No new system will be permitted where the FCC guesses that CATV might injure a UHF channel that might some day go on the air.

"Even if they do allow you to install your system, the FCC rules will probably make it impossible for you to attract enough subscribers to make the venture viable. You will be told how many channels and which channels you can carry. This and the 15-day before-and-after nonduplication rules will definitely diminish the entertainment package you're able to offer. . . .

"This is a fight for survival," Mr.

Beisswenger declared. He urged his readers to follow the NCTA program, to persuade as many people as possible "to visit, write, phone, or telegraph their congressmen. Offer to pay for calls and telegrams." Get local political leaders, councilmen, attorneys and business leaders to contact congressmen.

Partnership ■ The heat generated by the campaign is forcing the FCC to take on Congress as a partner in its deliberations on the complex issues involved—and a partner with the power to influence the final decisions.

Chairman Henry made no commitments in the separate discussions he had with Representative Staggers and with Nicholas Zapple, the Senate Commerce Committee's staff expert on communications.

But the implication, clearly, was that any time either committee didn't like the direction in which the commission was headed, it could call the commissioners up to a hearing on Capitol Hill to explain themselves.

This approach is the FCC's under-

standing of what Chairman Henry told the Capitol Hill lawmakers.

Mr. Staggers's understanding is slightly different, although in the main quite similar. The new House Commerce Committee chairman said last week that the committee would take no action on CATV until it receives a report from the FCC.

He said that Chairman Henry had come to see him (apparently on the FCC chairman's own initiative) and had said that the commission would meet Feb. 10 to "discuss fully" all aspects of the CATV problem. "Then," Mr. Staggers said, "the commission's chairman will come to the committee with a list of recommendations and proposals on what steps the commission feels should be taken to solve the problem. These would be given careful consideration by the committee.

"But," he added, "the commission in doing this would not continue to act on its rulemaking proceeding. It would," he said, "defer to the committee, for now at least, before making any wide-

sweeping regulations."

Congressman Rogers agreed with Mr. Staggers's views and said he felt the FCC wanted to explain to the committee its authority to impose regulations on CATV before actually doing so.

Both lawmakers acknowledged that they had received numerous letters, telegrams and phone calls to have the committee stop the FCC from regulating CATV.

Mr. Rogers conducted the hearing on CATV last spring (BROADCASTING, May 31, June 7, 1965). It was based on the bill (HR-7715) introduced by former House Commerce Chairman Oren Harris (D-Ark.), who resigned two weeks ago to become a federal judge in Arkansas.

Pastore Glum ■ On the Senate side, Commerce Committee staff members seemed to take a different view, said to be the attitude of Senator John O. Pastore (D-R. I.), chairman of the Communications Subcommittee: "We told you so and you didn't believe us; now see if you can settle the matter yourselves."

Senator Pastore was floor manager of a bill to place CATV under the jurisdiction of the FCC in 1959-1960. The bill failed of passage by one vote (BROADCASTING, May 23, 1960).

The Senate unit would act, it is said, if the House passes a bill to govern CATV operations.

NAB sources said that while the NCTA barrage is continuing, it is quietly continuing to tell its story to congressmen. The NAB board last spring came out forcefully in support of placing all CATVs under FCC jurisdiction. Although NAB would welcome congressional guidelines, an NAB spokesman said, it still maintains that the FCC has the authority to act without explicit direction from Congress.

Deadline nears on Austin CATV option

A decision is expected to be made this week that may put the family of President Lyndon B. Johnson into the community antenna television business.

Mrs. Johnson and the Johnson daughters are the owners of Texas Broadcasting Co., licensee of KTBC-TV Austin. TBC holds an option to purchase 50% interest in Capital Cable Co., the CATV system in that city. The option expires Jan. 31.

Reports have been published that TBC intends to exercise the option. But principals in both the TV station and the cable company have declined to comment.

Originally, there were two cable companies operating in Austin; the other

was TV Cable of Austin Inc. TV Cable of Austin, however, was operating under FCC-imposed conditions applicable to cable systems using microwave-relay facilities to bring in distant TV signals. Capital Cable Co. does not use microwave relay and thus was not limited by FCC proscriptions.

Because the FCC conditions require program duplication protection, TV Cable of Austin in 1964 sold out to Capital Cable Co. The price was understood to be \$1.5 million.

The option held by TBC requires that it pay half the costs of Capital Cable's investment: this has been estimated to be \$3 million, or \$1.5 million for TBC. The option stems from the original franchise granted to Capital Cable after TBC, also an applicant, withdrew. Capital Cable is now owned by Midwest Video Inc., a group CATV operator, with headquarters in Little Rock, Ark.

The Johnsons' interest in TBC has been placed in an irrevocable trust while Mr. Johnson is President.

Less talk, more action

That's what Bill Henry says FCC needs, and he calls for war on trivia

FCC Chairman E. William Henry has called for "a war on trivia." He defined trivia as "an endless succession of words and data." It, he added, is clogging the gears of the commission's comparative-hearing processes and resulting in a waste of time and money for government and litigants.

But he indicated that he wouldn't be ready for total war, in terms of employing radical measures, in the immediate future.

For the present, he is asking the cooperation of the communications attorneys and is considering moderate solutions to the problem of trivia. He spoke last week at a luncheon meeting of the Federal Communications Bar Association.

"The simple truth," he said, "is that due process has been overdone."

He said that while hearings are designed to produce facts on which decisions can be based "... we are literally drowning in trivia—an endless succession of words and data ... that we do not care to know and do not need to know in order to decide where the public interest lies."

Hearings, he said, have become

"mighty enterprises" involving a staggering amount of work—"interlocutory proceedings, monumental exhibits, examinations, cross-examinations, proposed findings, exceptions, oral arguments, petitions for reconsideration, appeals."

Not Needed ■ "And yet," he added, "the sad truth is that much of this great sound and fury signifies very little. Many of our hearing records and many of our decisions contain some of the world's greatest collections of useless information."

He noted that some steps have been taken to deal with the problem. Rules have been adopted to govern some matters previously dealt with on an ad hoc basis. And last summer the commission adopted a policy statement listing the criteria it would follow in determining winners in comparative hearings.

Many attorneys criticized the use of rules that precluded the use of judgment in all but exceptional cases in such matters as the FM and AM allocations. The chairman noted that attorneys said the rules amounted to an abdication of administrative responsibility on the part of the commission.

But, he said: "The tremendous time and effort expended in hearings prior to the rules simply could not be justified in terms of the results we achieved."

The policy statement on criteria is designed to "limit hearing differences to those with a real distinction ... to reduce the piling up of minutiae by parties seeking some advantage," he said.

Radical Measures Coming ■ But if comparative hearings under it don't improve "over the next few years," he added, he would be prepared to consider more radical proposals made in the past: "award a facility to the first qualified applicant, auction it off to the highest bidder, choose a winner by lot among those meeting high minimum qualifications, enforce a merger of qualified applicants."

He said he was serious in raising those possibilities. "If ... the whole tortured comparative hearing process is not substantially improved, then it is not in the public interest to waste our time, your time and everybody's money on a process that often resembles a hollow charade."

The Writing Job ■ One of the more moderate proposals for "oiling the gears" without changing the character of hearings would call for the commissioners to involve themselves more directly in the decision-writing process.

Commissioner Lee Loevinger has advanced this proposal many times. And Chairman Henry said he agrees with the commissioner that decisions would "more accurately reflect the agency's

views—in better and more precise language”—if individual commissioners would assume responsibility for each agency decision. The commission now plays a collective and supervisory role, with actual writing done by the staff.

In this connection he chided the staff and commission on their draftsmanship and verbosity. “Decisions which are shorter, sharper and quicker would be twice as effective,” he said, adding, with tongue in cheek:

“Let it be resolved for 1966 that no single paragraph in our decisions require more than three inches of type in Pike & Fisher; that no commission sentence run longer than, say, 2,500 words.”

Fire razes WEMD's studio-transmitter

Fire caused an estimated \$50,000 in damages to WEMD Easton, Md. According to manager Dick Lee, the station's 1-kw signal was back on the air last Friday (Jan. 21), six days after its entire studio-transmitter complex was destroyed.

While the fire was still burning Collins Radio Co.'s Washington office was on the telephone locating new equip-

ment. A Collins 20-V3 transmitter was flown in from Dallas and was placed in a 60-foot trailer.

Now Mr. Lee is busy replacing a less easily obtained item. He is worriedly trying to press the wrinkles out of an undetermined number of records damaged by heat and water during the blaze.

The fire originated in a faulty oil burner. No one was injured.

Central Nine wants Orlando in interim

Another chapter was added to the 11-year-old Orlando channel 9 case last week. Central Nine Corp., a new applicant for the channel, asked that the temporary operating authority granted to Mid-Florida Television Corp. be terminated. After the U. S. Court of Appeals for the District of Columbia returned the case to the FCC for a new comparative hearing with new applicants the commission vacated its grant to Mid-Florida but authorized it to continue operation of its station, WFTV (TV), on a temporary basis.

Central Nine said that since it is the

only applicant for permanent authority at this time it should be given interim authority to operate channel 9. If its request is granted, it said it will establish a distinct interim organization in which all qualified applicants for permanent authority will be able to participate on an equal basis.

The court held that reaffirmation of the FCC's 1957 grant to Mid-Florida, made in 1964, was based on a stale record (BROADCASTING, March 8, 1965).

The case was returned to the FCC twice before because of ex parte charges involving the late Commissioner Richard A. Mack. The charges were made before the old House Legislative Oversight Subcommittee.

The deadline for filing new applications for permanent authority is March 1. Mid-Florida is expected to file for permanent authority before that date.

Central Nine, which is composed of a group of Orlando citizens, said the commission has stated in the past that a grant of exclusive interim authority to any one applicant seeking permanent authority prejudices the case of the other applicants. Interim authority should be granted to all applicants for permanent authority on a joint basis, it added.

Central Nine said that it had communicated with Mid-Florida in an effort to work out a lease arrangement for the channel 9 facilities. If an arrangement cannot be worked out, Central Nine said it planned to construct new facilities on a crash basis.

check Blackburn about financing!

Arranging the proper financing that responsible buyers and sellers need to do business is just one of the full range and depth of services of Blackburn, the reliable broker. Others, equally important, include an accurate appraisal or actual as well as potential; a good name that is worth more to us than any single commission could ever be.

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346-6460

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Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Selph
G. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Changing hands

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

■ WCVS Springfield, Ill.: Sold by J. William O'Connor to Roger A. Neuhoft and associates for \$700,000. Mr. O'Connor owns WBOW-AM-FM Terre Haute, WHUT Anderson, both Indiana, KASK and KOYA-FM Ontario, Calif. Mr. Neuhoft owns WCHV Charlottesville and WHAP Hopewell, both Virginia, and recently sold WALT Tampa, Fla., to Universal Broadcasting Co. for \$360,000. WCVS went on the air in 1926 on 1450 kc and operates with 1 kw daytime and 250 w nighttime. Broker was Blackburn & Co.

■ WMTW-FM-TV Poland Spring (Portland), Me.: 17.9% sold by John W. Guider to Jack Paar for \$401,875. Mr. Guider is president of the licensee company, Mt. Washington TV Inc., and served as general manager of the operation from 1958 until 1965. The sale will give Mr. Paar 98.4% interest in the stations. Mr. Paar originally bought his 80.5% from Mr. Guider, Horace

A. Hildreth, Peter Anderson and others for \$3,675,000 in 1964. Mr. Guider is a pioneer in radio law and plans to remain in broadcasting as a consultant in business and management problems. WMTW-TV went on the air in 1954 on channel 8 with 87.1 kw. WMTW-FM went on the air in 1958 on 94.9 mc with 48 kw.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 74).*

■ **KARK-AM-FM-TV** Little Rock, Ark.: Sold by Madeline M. Barton and sons to John C. Mullins (KBTR and KBTW [TV] Denver) for \$3,750,000 (see story this page).

■ **KELP-AM-TV** El Paso, Tex.: Sold by Norman Alexander and Joseph Harris to John B. Walton Jr. for \$2,375,000 (see story this page).

■ **WIXN-AM-FM** Dixon, Ill.: Sold by Lloyd Burlingham and Robert L. Harris to Harry Campbell, Dolph Hewitt, Donald Blanchard and Norbert A. Drake for \$260,000, which includes \$60,000 for agreement not to compete. Messrs. Campbell and Blanchard each own 26% of KCFI Cedar Falls, Iowa. Mr. Hewitt is producer and director for WGN Chicago. Mr. Drake is a Chicago attorney. WIXN went on the air in 1961 and operates daytime on 1460 kc with 1 kw. WIXN-FM was added in September 1965 and operates on 101.7 mc with 3 kw.

■ **KBLU-AM-TV** Yuma, Ariz.: One-third interest sold by Robert W. Crites and John and Helen Noga to Paul E. Morgan and Herman Newhouse for \$140,000. KBLU went on the air in 1959 and is a daytimer on 1320 kc with 500 w. KBLU-TV, which began operations in 1963, is on channel 13 with 11.2 kw.

Supreme Court upholds WLBW-TV's license

The U. S. Supreme Court last week backed the FCC and a federal court of appeals when it refused to review the FCC's 1964 grant of a full license to WLBW-TV Miami. The FCC had given a three-year license to L. B. Wilson Inc., but it was protested by South Florida Television Corp., one of three applicants that sought the license.

South Florida had charged the FCC action was "an example of the consistent practice of the commission to favor an incumbent licensee." The appeals court, by a 2 to 1 vote, upheld the FCC last year (BROADCASTING, July 12, 1965).

BROADCASTING, January 24, 1966

Little Rock, El Paso transfers approved

FCC DISMISSES LITTLE ROCK CITIZENS' PROTEST

The FCC in two split decisions last week approved the sale of radio and television stations in Little Rock, Ark., and El Paso.

The commission on a 5-to-2 vote approved the transfer of control of KARK-AM-FM-TV (ch. 4) Little Rock, from Madeline M., Clark M., and T. K. Barton to Mullins Broadcasting Co., for \$3,750,000. Mullins owns KBTR and KBTW (TV) (ch. 13) Denver.

Tentative approval had been voted two weeks ago (BROADCASTING, Jan. 17).

By a 6-to-1 vote, the commission approved the \$2,375,000 sale of KELP-AM-TV El Paso to John B. Walton Jr. from Norman Alexander and Joseph Harris. Mr. Walton owns KVKM-AM-TV Monahans and KVII-FM-TV Amarillo, both Texas; KVOD Albuquerque, N.M., and KFIF Tucson, Ariz.

In approving the KARK-AM-FM-TV sale the commission dismissed a petition to deny filed by the Arkansas Citizens and Advertisers Protest Committee. The commission said the committee lacked standing to oppose the sale.

Renewal Look ■ The commission

dealt, however, with the central argument in the petition—that Mullins would have to overcommercialize to pay off the \$7.5 million debt it is incurring in connection with the acquisition. The commission said it could determine at license renewal time whether the stations had permitted their programming to deteriorate or whether they had exceeded their proposed commercial policies.

Commissioner Kenneth A. Cox, in a dissenting statement in which Commissioner Robert T. Bartley joined, said Mullins had not adequately explained the projected increased income and depreciation figures contained in the application for transfer. He said more information was needed before he could vote for a grant.

Commissioner Bartley was the lone dissenter in the KELP case. He said the material in the application for the assignment of licenses had not convinced him that the sale would result in an improvement in the general structure of broadcasting. He said a hearing was necessary to determine if the assignment would be in the public interest.

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The ups and downs of UHF operation

PUTNAM REVEALS FINANCIAL DETAILS OF SPRINGFIELD TV COMPANY

It's an unusual businessman who is willing to bare his balance sheet to public view. But William Putnam, president of Springfield Television Broadcasting, is such a man. What's more, his company's four UHF TV stations, taken together, are losing money.

A \$40,000 profit in the manufacture and sale of UHF transmission equipment by a subsidiary operation, Townsend Associates, just kept Springfield's consolidated statement for 1965 in the black.

The prize property of the company, WWLP(TV) Springfield, Mass., grossed \$1.8 million during 1965 and turned a profit of \$500,000. But the poor boy of the organization, WKEF(TV) Dayton, Ohio, cost \$450,000 to operate and billed only \$150,000.

But it's in Dayton that the company sees a quickly changing competitive position—and a chance for the whole UHF industry to view in microcosm its future, just as long as Mr. Putnam is willing to keep his books open.

Dayton is a three-station market where two VHF signals, operated by two of the strongest group operators in the business, Cox (WHIO-TV) and Avco (WLWD(TV)) provide the competition.

UHF Homes ■ It's estimated that 32% of Dayton's TV homes are UHF-equipped. Mr. Putnam thinks this figure ought to reach 50% by the end of 1966 and that four years from now UHF should have set penetration virtually equal to that of VHF.

But for the present he will rattle off a list of troubles as long as your arm.

He hasn't even gotten his WKEF call letters in a Nielsen Station Index report yet.

Being the third station in town means getting the network programs left after the VHF stations have had their pick.

And if the V's misjudge the popularity of a given network program they can change their minds. With 28 days notice from a network WKEF may have to give up a show to accommodate one of its competitors. Right now WKEF takes programing from all three networks. Six-sevenths of its prime-time hours are network-originated. How soon does it expect to have a firm affiliation with one of them? Mr. Putnam thinks this problem will be out of the way after two more years of growing UHF set ownership.

The highest-rated show ever carried by WKEF was an NBC-TV *Saturday Night Movie* that drew 13,200 homes, according to an American Research Bureau report. The station can boast only four occasions on which it attracted more than 10,000 homes.

Another problem for the U station is in purchasing syndicated programs and movies where the price starts at the rate the competition can pay.

Mr. Putnam doesn't foresee profits for WKEF for a while in 1966. But he thinks that by the end of the year the station will have had several months of black-ink operation.

Income Creeps Up ■ He figures the break-even point comes when the station can gross \$40,000 a month. Although still in the red, the income curve

for the station is accelerating upward. In December 1964 WKEF billed \$8,000; in December 1965, it was triple that at \$24,000. The Dayton U went on the air in September 1964. "It's been rougher going than we expected," says Mr. Putnam.

Particularly disappointing has been the lack of attention from national advertisers despite a "charter plan," set up to attract national accounts who would join the station before it got on the air with the quid pro quo being a 50% discount for the first month, with the price going to 10% a month thereafter until it reached the full rate.

Some national clients came into this plan but got out after their discount franchise expired, according to Mr. Putnam. But he says national business is now picking up. Of the station's total billing, 60% is local and 40% national. WKEF's staff of 28 people, four of them salesmen, draw an annual payroll of about \$200,000. Seven of the staff work on a part-time basis.

CATV Outlook ■ Community antenna television, which Springfield says has done untold damage to its WWLP(TV) Greenfield, Mass. (also losing money, according to Mr. Putnam), does not seem to be an immediate threat in Dayton.

The Dayton city council, reportedly after communication with the FCC, decided to table a proposal for a CATV operation. Cox Broadcasting's cable TV subsidiary has been interested in establishing a system in Dayton. Mr. Putnam says his company would prob-

Sarnoff biography set for February release

A biography of Brigadier General David Sarnoff, board chairman of RCA, will be published next month by Harper & Row Publishers Inc., New York. By Eugene Lyons, author and a senior editor of *Reader's Digest*, it is scheduled for publication on Feb. 28, the day following General Sarnoff's 75th birthday.

Also in 1966, General Sarnoff will observe the 60th anniversary of his entry into radio and electronics (as a messenger boy). The 384-page biography, entitled "David Sarnoff," details among other high points in General Sarnoff's career his role in stimulating

RCA's growth and development and in founding NBC. The book contains a 16-page portfolio of photographs from General Sarnoff's early boyhood to the present.

General Sarnoff, meantime, was named last week as the 1966 recipient of the Concert Artists Guild award, which honors individuals "whose outstanding initiative has helped establish the musical heritage of the nation." Previous recipients have included famous musical artists and patrons (CBS Board Chairman William S. Paley is a past award recipient).

Noted by the concert artists was General Sarnoff's contribution through RCA and NBC to various musical programs beginning in 1928 with the *Music Appreciation Hour* on NBC,

opera in 1931, the NBC Symphony in 1937 on up to the establishment of the NBC Opera Company in 1950.

The award will be presented April 27 in New York.

Agenda set for state presidents' meet

An extra afternoon of activities has been set up for delegates to the National Association of Broadcasters' 11th annual state presidents' conference in Washington, Feb. 17-18.

New to the agenda this year is a series of panel discussions on Thursday (Feb. 17), and a Friday afternoon



Mr. Putnam
Relief two years away

ably try to get into system ownership if the city eventually gives its blessing to community antenna operators.

An imminent boon to WKEF is the planned doubling of its transmitter power to one megawatt.

Springfield Television is backed by a \$500,000 15-year loan from the Massachusetts Mutual Life Insurance Co., which according to Mr. Putnam is willing to continue underwriting Springfield's UHF expansion plans on the basis of WWLP(TV)'s record. Cost of the loan is said to run about 6%.

Springfield expects to get another UHF station, WJHF(TV) Raleigh, N. C., on the air next fall.

(Feb. 18) program including a luncheon and tour.

The conference will open with the executive secretaries' breakfast meeting at 7:30 a.m. Thursday.

Panels and participants are:

"Working with Legislators" — Paul Comstock, NAB vice president for government affairs; Robert Redding, vice president and general counsel, Transportation Association of America; Clee Fitzgerald, legal counsel, Oklahoma Broadcasters Association, and Robert Lambe, WTAR-AM-FM-TV Norfolk, Va., president of Virginia Association of Broadcasters.

"Convention Planning" — Clarence Arata, executive director of the Washington Convention and Visitors Bureau; Tom McCarthy, assistant to the vice

president for national sales, Marriott Hotels, and Doris Potter, WKBC North Wilkesboro, N. C., president of the North Carolina Association of Broadcasters.

"Stateside Public Relations"—Hank Parkinson, executive secretary, Kansas Association of Radio Broadcasters; John Conley, director of public relations, National Automobile Dealers Association, and John Couric, NAB vice president for public relations.

"Future Plans and Projects"—Howard Mandel, NAB vice president for research; Ruth Jones, network and station relations, J. Walter Thompson, New York; Sherril Taylor, NAB vice president for radio, and Harvey Harkaway, assistant publisher, Standard Rate & Data Service.

Also set for Thursday are remarks from NAB President Vincent Wasilewski; a discussion of "State Associations and Regulation" by Douglas Anello, NAB general counsel; a luncheon talk by Mitch Miller, and the annual NAB government reception.

FCBA Session — The Friday morning program includes a two-hour roundtable discussion. Delegates to the conference will attend the Federal Communications Bar Association luncheon where Mr. Wasilewski will speak, and that afternoon will tour the Voice of America where they will hear from Leonard Marks, director of the U.S. Information Agency.

The members of the program advisory committee for the conference are: Elton Rule, KABC-TV Los Angeles, president of the California Broadcasters Association; Arnold F. (Doc) Schoen Jr., WDBO-TV Orlando, Fla., president of the Florida Association of Broadcasters; William Becker, wvow Logan, W. Va., president of the West Virginia Broadcasters Association, and Michael O. Lareau, wood Grand Rapids, Mich., president of the Michigan Association of Broadcasters.

Religious broadcasters to hear FCC members

Two commissioners of the FCC and a representative of the National Association of Broadcasters' code authority will address the National Religious Broadcasters at their annual meeting in Washington, Jan. 25-27.

FCC Chairman E. William Henry and Commissioner Kenneth A. Cox, will be luncheon speakers on Jan. 26. Stockton Helffrich, manager of the NAB's New York code office, will speak during the morning session that day.

The meeting features seven different sessions and outstanding religious broadcasters will participate in each. All meetings will be in the Mayflower hotel.

What's hot in Florida?

The issues facing NAB

boards: commercial time,

CATV, chairman's function

Internal organization and the regulation of community antenna television appear to be two of the major topics facing the joint board of the National Association of Broadcasters meeting in Palm Beach Shores, Fla., Monday through Friday (Jan. 24-28). One is on the formal agenda; the other isn't, but both are expected to come up at the Tuesday joint board meeting.

As it was earlier in the month (BROADCASTING, Jan. 3), the feeling among many board members is that the trial of a fulltime working chairman of the NAB in Washington will end in June when the term of John F. Dille Jr., wsjv(tv) Elkhart-South Bend, Ind., incumbent chairman, ends. However, the subject did not have a spot on the agenda last week, and Mr. Dille, as he has for weeks, was keeping his counsel to himself. His position has been that he has not decided whether to recommend continuing or discarding the working-chairman theory.

Board members last week said they feel, and the membership has told them, that the NAB staff under President Vincent Wasilewski is doing a good job, that no chairman is needed at headquarters.

One board member noted that when the present concept was approved at the January 1965 board meeting: "I don't think anyone anticipated it as a long-term arrangement, but we figured: Let's give it a try." He added that if there is too much top-level work for Mr. Wasilewski, the answer is to appoint an executive vice president.

A big part of the problem in picking a course of action, one commented, was that "Jack hasn't made up his mind yet."

The working chairman has been budgeted for \$50,000 a year in salary and living expenses. This figure has caused sensitivity among smaller stations, which feel the money could be put to better use.

Other Matters — Aside from the role of the chairman, the radio and television boards have on their agenda a new CATV proposal, proposed dues increases for the radio and television codes and an increase in the public relations budget. And they are almost certain to be asked for an opinion on whether

the time standards in the codes should be revised or dropped, although this is another nonagenda item.

The NAB has been pushing its CATV position: that the FCC has jurisdiction to regulate all CATV's, that congressional mandate is not required. Under this thinking, NAB has been urging, among its main points, 15-day before-and-after nonduplication and a rule on leapfrogging.

This week the joint board will be asked to approve a Future of Broadcasting Committee report that would amplify the NAB's proposal for a CATV contour which would extend beyond the Grade B area. The plan, first broached publicly at last fall's regional conferences, would allow a CATV system to pick up signals from an independent station beyond the station's grade B contour, provided certain technical requirements are met.

However, this is predicated on the system's first carrying service of all three networks. The basis of the proposal is that TV signals of measurable quality may extend beyond the grade B contour. How far a signal may go and how to measure it are still undecided.

A few board members said they don't look too favorably on the plan but are withholding final judgment until it is presented to them.

With the FCC planning to take some action on CATV on Feb. 10, perhaps along lines the NAB has recommended (see page 46), there are no signs of a radical change in the NAB's stand.

PR Funds ■ The requested \$87,000 public relations budget increase was by-

passed at the finance committee meeting two weeks ago (BROADCASTING, Jan. 17), and another meeting of the public relations committee will take place Tuesday morning.

It is expected that the committee will seek to get some additional PR funds, at least enough for one or two additional people on the five-man staff and possibly enough for one or two new projects. The PR request was said to have been pared in favor of an additional \$50,000 allocation to the All Radio Methodology Study, which will cost \$100,000 more than the \$150,000 it had been budgeted for.

The radio and television boards will hear finance committee recommendations for a 50% and 15% dues increase, respectively. The radio code's dues scale is now set at one-half a station's highest one-minute rate. This would become three-fourths of the minute rate. The maximum radio fee, now \$216, would also be increased slightly. There is no radio minimum.

In television the current yearly dues are the highest one-hour rate with a \$300 minimum and \$1,200 maximum. This would be increased to 115% of the hourly rate with "slight" increases in minimum and maximum.

Question on Time ■ The code time-standards question, one board member said last week, "will definitely be brought up" (CLOSED CIRCUIT, Jan. 17, 3). It was said that some board members are in favor of dropping specific time limitations and putting language in the codes that would make the matter one for the broadcaster's discretion. This principle is based on the broad-

caster knowing his audience, his market and his competition better than anyone else and being better able to judge what would be within the bounds of good taste.

Also on the agenda are the reports of the building committee, American Values Committee, convention committee and editorializing committee.

The building committee, with a finance committee recommendation, will propose that the NAB spend \$1.8 million for a seven-story building on the current Washington site and the adjoining parking lot.

The American Values Committee is expected to seek funds for a small staff to promote an improved social and moral climate in the country.

Also before the joint board will be a progress report on NAB committee work in creating guidelines to be used in implementing the FCC's policy statements on loud commercials; a report on the engineering/management seminar held at Purdue University in November, with a recommendation that a second session be scheduled this fall, and a recommendation that the "NAB Engineering Handbook" be updated with a sixth edition.

The board will also be asked to renew the Harold E. Fellows Memorial Scholarship, which carries an annual budget of \$2,500 for two scholarships to students of broadcasting in member schools of the Association for Professional Broadcasting Education.

Facing the radio board will be the report on the 1965 program clinics and a recommendation for another series this year, with the opening session be-

Broadcaster and NCTA lock swords on CATV

Lawrence H. Rogers, president of Taft Broadcasting, charged last week that some community antenna television systems are continuing to delete commercials from the programs they carry.

Benjamin J. Conroy Jr. chairman of the National Community Television Association, answered that he had never found a single instance of altered commercial transmission by a CATV. "It hasn't ever been documented," he said.

Messrs. Rogers and Conroy exchanged the comments at a debate on regulation of the CATV industry held at an International Radio and Television Society meeting in New York. In debate, Mr. Rogers did not offer any examples though he later suggested that the problem had come up in the Scranton-Wilkes-

Barre, Pa., market. Taft operates WNEP-TV there.

"The fact is that programs are being altered by CATV's," Mr. Rogers charged, and that "CATV's do originate programs." He said that sometimes the protective attitude of a local chamber of commerce might pressure the CATV operator, who depends on the city's government for his franchise, to pull off the commercial of an out-of-town retailer to protect a local store. "Then you start to open up a can of worms," he said.

Mr. Rogers called for FCC assumption of regulation of community antenna TV.

"Nobody is really fooling anybody about the ultimate purpose of unregulated CATV," he asserted. Representatives of Jerrold Electron-

ics and H & B American, he added, "have gone on public record predicting that they would one day have the nation wired coast to coast, enabling them to compete at the source for their own programs."

Mr. Conroy answered that NCTA didn't stand for nonregulation of CATV. Some regulation is needed, he said, but not regulation assumed by the FCC. Some members of the FCC who want the commission to assert authority over CATV are "badly misreading the temper of Congress," he warned.

In rebuttal to Mr. Rogers's arguments, Mr. Conroy said that CATV's might be forced into originating their own programming if too much of what they're now allowed to carry is blacked out through government regulation.

ginning on the West Coast; plans for the May Radio Month campaign with the theme "Radio . . . America's Sound Habit"; an ARMS report; the report on studies to determine the feasibility of publishing an encyclopedia of recorded sound, and a request to create a small-market radio committee.

Other items on the TV board's agenda will include the Television Information Office report, a staff recommendation to create a new-stations committee, and a report on TV music licensing.

More opposition on Cox's CATV plans

Cox Broadcasting Corp., whose increasing activity in community antenna television has involved it in a growing number of disputes with fellow broadcasters, has picked up another opponent from among its broadcasting colleagues.

Rust Craft Broadcasting Co. last week urged the FCC to deny or set for hearing a Cox subsidiary's application for authority to provide microwave service to CATV's in Toledo and Findlay, both Ohio. The microwave would relay the programs of WGN-TV Chicago, 225 miles away.

Rust Craft, which owns 16 broadcasting stations, including five television outlets, is concerned about the chance of success of the UHF station it holds a construction permit for on channel 54, in Toledo.

If the commission wants to see "the development of UHF stations in accordance with congressional intent and its own stated purposes," Rust Craft said, "then the application of Video Service Co. must be denied."

Other Opposition ■ Petitions from three other broadcasters opposing Cox-connected CATV plans are already on file at the FCC. Steinman Stations is opposing applications to relay signals of New York and Philadelphia stations to CATV's in Chambersburg and Tyrone, both Pennsylvania. Steinman is licensee of WGAL-TV Lancaster, Pa.

Storer Broadcasting Co. and D. H. Overmyer have filed petitions opposing proposals for serving the Toledo and Findlay CATV's. Storer is licensee of WSPD-TV (ch. 13), and Overmyer holds a permit to construct WDHO-TV (ch. 29), Toledo.

The Cox microwave system, to which the Chicago link would be added, now serves CATV's in Logansport, Lafayette and Peru, all Indiana. Cox Cablevision, another subsidiary of the broadcasting company, holds a 45% interest in the Toledo CATV and a 50% interest in the one in Findlay.

Awaiting Policy ■ Indications are that



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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

Twin City stations beat fines

In what's called benchmark case, federal court says FCC doesn't know what 'willfull and repeated' mean, exonerates TV stations of FCC changes

The FCC last week flunked the first court test of its system of levying fines for alleged infractions of its rules. A federal district judge ruled that the commission erred in assessing fines of \$500 each on Minneapolis-St. Paul television stations that it had accused of violating its regulations on sponsor identification.

The decision was hailed by broadcasters and communications lawyers as a setback to the commission's method of imposing fines. It was issued on the stations' motion to dismiss after the government had presented its case. U. S. District Judge Edward Devitt, sitting in Minneapolis, didn't even ask the stations' lawyers to rebut the argument that the government presented in opposition to the motion for dismissal.

The case arose when the FCC charged four Twin City stations, WCCO-TV, KSTP-TV, KMSP-TV and WTCN-TV, with "willfull and repeated" violations of its sponsor-identification rules. The stations had broadcast only twice, and on the same day, a taped message favoring a Sunday-closing law. The message contained

no mention of the sponsor.

The stations claimed their failure to identify the originator of the message was neither willfull nor repeated. They refused to pay the fines (BROADCASTING, Dec. 2, 1963).

Under the procedures established by law, the FCC may ask the Department of Justice to sue for the collection of fines that are challenged. The Department of Justice, acceding to the FCC's request, instituted and conducted the prosecution that ended last week in the exoneration of the stations.

Only three of the accused stations were involved in last week's decision, which came after trial before a judge without a jury. The fourth, WTCN-TV, had asked for a jury trial which it was awaiting. Lawyers conjectured that since the facts were the same, the case against WTCN-TV would also be dismissed.

Upholds Stations ■ In his ruling last week Judge Devitt said from the bench that the infractions cited by the FCC were neither willfull nor repeated and

seemed to him to be inadvertent, insignificant and due to no negligence on the part of the stations. He invited the stations' lawyers to submit proposed findings.

Government lawyers at the FCC and the Justice Department did not hide their disappointment at Judge Devitt's ruling. Asked whether they were considering an appeal, they would say only that they were awaiting the written opinion; after reading it they would decide whether to carry their three-and-a-half year litigation to a higher court.

The Minneapolis-St. Paul case was the first defiance by broadcasters of the FCC's power to levy fines. The second such action was taken by WHAS-TV Louisville, which in mid-1964 was assessed a \$1,000 fine by the FCC on the charge that it failed to correctly identify the sponsor of a political program. The Louisville case has not yet been tried. The Minneapolis-St. Paul ruling may play a significant part in the Louisville case.

Testimony Introduced ■ In the case

the commission will take no action on any of the protests until it has resolved basic CATV policy matters. It is scheduled to start discussing proposed policies and rules Feb. 10.

Rust Craft, in its petition, said the commission rules requiring CATV's to carry the programs of local stations and to afford them 15-day before-and-after nonduplication protection would be inadequate in the Toledo situation.

It said the distribution of up to 10 television signals on CATV's in Toledo and Findlay would cause its proposed station "irreparable" economic damage. Toledo is currently served by two VHF's and one educational UHF station.

In addition to WGN-TV, both CATV's would carry the programming of the local stations. The Toledo system, which is not yet in operation, would also carry the programs of four other distant stations. The Findlay system, which is operating, carries the programs of seven outside stations. Only the WGN link depends on microwave.

That amount of CATV service, Rust Craft said, "would destroy" the "only hope" its Toledo UHF has of attracting viewers—the rebroadcasting of network

shows not released in Toledo.

Rust Craft plans to carry NBC and CBS programs. But, it said, if a network has the choice of releasing its entire program over a CATV through the format of big-city stations or in "piecemeal as unreleased programs on a local UHF, the choice would be obvious."

Now a new threat to news production

Senator Edward V. Long, (D-Mo.) who last year castigated the Internal Revenue Service for its use of wire-tapping to trap tax offenders, has announced plans to look into business espionage this session, particularly as conducted by means of electronic devices.

A spokesman for the senator said last week that "television and radio will not be affected directly, but the industry spokesman will probably want to come before us to go on record against the regulations we intend to write into legislation."

Senator Long, who is chairman of the Judiciary Committee's Subcommittee on Administrative Practice and Procedure, reportedly will move to prohibit the use of concealed microphones and cameras without the permission of the people concerned.

The spokesmen stated that CBS-TV's *Candid Camera* was not an object of the legislation. CBS, he pointed out, doesn't use the pictures or voices of any of the participants without first getting their permission.

But he indicated that the networks might come in for a blast or two for the use of hidden cameras in shooting documentaries on various subjects, and that the use of the hidden camera or microphone, per se, would be taken under scrutiny and attempts to have them banned would be started.

Asked about the specific business-espionage practices that the subcommittee would try to uncover and outlaw, the spokesman said: "Anything dealing with spying by use of electronic devices will be studied."

He pointed out that these elements and their use constitute "an invasion

against the Minneapolis-St. Paul stations the government introduced testimony by more than a dozen witnesses. Attorneys for the three stations—John Robertson, Ben Deinert and James Geraghty, all of Minneapolis—rested their case without presenting any witnesses. They stood on their cross-examination of government witnesses. The government lawyers—William Nelson and Leslie Nicholson of the Department of Justice and John Harrington of the FCC—made their final arguments. Before defense attorneys could sum up their arguments, Judge Devitt ruled.

The National Association of Broadcasters lent its moral, as well as legal, support to the Minnesota stations. The NAB challenged the FCC's interpretation of "willful or repeated" immediately after the first "notice of apparent liability" was issued in September 1962. The commission's final order was issued in October 1963.

In its order, the FCC contended that the tapes were made 24 hours before they were broadcast and that the stations had plenty of time to note the lack of sponsor identification.

It also maintained that under court decisions the word "willful" does not require a showing that the licensee knew he was acting wrongfully; "it requires only that the commission establish that the licensee knew that he was doing the acts in question—in short, that the acts were not accidental (such as brushing against a power knob or switch)."

of privacy and should be prohibited."

A hearing on the matter will probably begin early in March, according to the spokesman.

Ky. takes big step in financing ETV network

The Kentucky legislature has passed a \$359,000 budget allocation to establish an educational television network. Also approved was the planned sale of \$5.3 million in 22-year revenue bonds to add to the ETV funds. The next step, according to the Kentucky ETV Authority, will be to obtain \$1 million in matching funds from the U.S. Department of Health, Education and Welfare, and \$1.7 million from the President's Appalachian program.

The end result of this planning will be a statewide ETV network comprising seven production centers and 12 transmitting stations. The seven originating facilities will be located in the five state colleges, the University of Kentucky and at a central studio in Lexington.

A way to count auto radios?

**ABC Radio says it has
electronic measurer that
ticks off ratings anywhere**

A major step forward in the measurement of the automobile radio audience is being claimed today (Jan. 24) by Robert R. Pauley, president of the ABC radio network.

Mr. Pauley called it "the first step toward silent electronic measurement of the entire radio audience."

Research commissioned by ABC Radio, Mr. Pauley announced, has produced an electronic device that in preliminary tests has been successful in measuring (1) the number of cars passing by, (2) the time they pass, (3) the number having radio sets in use and (4) the frequency to which each operating set is tuned.

Mr. Pauley called upon the radio industry to take steps to begin measuring the auto radio audience as soon as possible.

He said he had been assured by the developers that the unit could be made mobile. Thus, he said, "it may reasonably be assumed that it can be taken to beaches and other public places to measure radio listening there, and that by moving up and down streets it could also measure home audiences."

There have been many attempts to devise a practical electronic method of tabulating auto radio listenership, one of the most elusive elements of the entire radio audience measurement problems. Observers thought that this was the first time, or certainly one of the few times, a device has been said to be capable of identifying not only automobile tune-in, but the station being tuned.

How It Works ■ The device was developed by the Franklin GNO Corp. of West Palm Beach, Fla., a scientific research and development company not previously involved in audience research. The firm was hired by ABC Radio last summer to "investigate all possible methods by which to measure electronically radio's listenership in cars" (BROADCASTING, June 14, 1965). Mr. Pauley said the bill had come to \$50,000.

Dr. Martin J. Cohen, vice president of Franklin GNO, said the new device measures the emission of the local oscillator radio frequency from the passing car's antenna.

This technique, he noted, has been used before but has been plagued by interference. The oscillator emissions are normally "very low," he explained, and noises due to atmospheric, power lines and local ignition have made accurate measurement difficult.

The new device overcomes this problem, Dr. Cohen told BROADCASTING, by employing dual antennas operating in opposite phase, so that the interference is cancelled out.

He said the device can be set up to measure any lane of traffic anywhere and can be operated automatically or by attendants. Depending on the complexity of the research, the cost of setting up the device in any desired location would range from \$2,000 to \$5,000, according to Dr. Cohen.

He said the time needed to get into production would depend upon a number of factors but that it probably would take at least a year.

He also said, in answer to further questions, that he thought it could be used for measurement of TV as well as radio audiences but that for TV it probably wouldn't need as many "special tricks"—presumably an allusion to the multiple-antenna setup.

Nobody Knows ■ Mr. Pauley, whose network has been a pioneer in several areas of radio audience research, was enthusiastic about the development, which he said would introduce the concept of "silent interrogation" into audience measurement. Unlike interviews, diaries and set-attached devices, he explained, the new technique measures listening without the listeners' knowledge.

"The ABC radio network spent \$50,000 to underwrite this preliminary study in behalf of the industry," he said, "and we are completely satisfied that electronic automobile measurement, employing [this] technique, is now possible and practical."

"In my opinion, silent interrogation electronically is the answer to true broadcast research. Any known contact with a respondent—whether at home or in a car—conditions the listener and causes bias."

"Four years ago I was told that silent electronic measurement of automobile radios—without an instrument attached to each car—was too complex a process and could not be done. After consultations with numerous companies since 1962, it now is apparent to me that the radio industry can—and I heartily recommend that it does—appoint a market research firm to begin measurement of automobile radio listenership as soon as possible."

Mr. Pauley saw "enormous" short-term and long-term advantages for radio. "Broadcasters have talked for

FM committee stresses importance of AM-FM transistors

The industry move to put a transistor radio in every home was endorsed and enlarged last week by the National Association of Broadcasters' FM Committee, which called for those transistors to be of the AM-FM variety.

At its meeting in Washington last Wednesday (Jan. 19), the committee requested the NAB to seek support from manufacturers, civil-defense authorities and broadcasters in encouraging AM-FM transistors for everyone.

The committee also reaffirmed a year-old resolution calling on rating services to measure AM and FM adequately and properly. Everett L. Dillard, WASH(FM) Washington, committee chairman, added that the raters should consider FM "as a part of the total radio universe."

In other business, the committee heard a progress report on the All Radio Methodology Study, and made preliminary plans for the FM Day session at the NAB Chicago conven-



Present at the NAB meeting were seated (l-r): Harold I. Tanner, WLDM (FM) Detroit; Ben Strouse, WWDC-FM Washington; Everett L. Dillard, WASH(FM) Washington, and Harold R. Krelstein, WMPS-FM Memphis.

Standing (l-r): Sherril Taylor, NAB vice president for radio; Fred Rabell, KITT(FM) San Diego; David Polinger, WTFM(FM) Lake Success, N. Y., and N. L. Bentson, WLOL-FM Minneapolis.

tion, March 27-30. The FM Day (Sunday, March 27) agenda is split with NAB taking the afternoon ses-

sion and the National Association of FM Broadcasters planning the morning meeting.

years about the tremendous potential of electronic measurement of automobile radio listening," he said. "How many times have radio men been told by potential advertisers: 'But you people don't really know how many people can be reached in their autos.' Now, for the first time, broadcasters will have a positive reply for these advertisers."

As to the longer-range potential, he said: "This will be the most accurate count we have ever had of the number of car-radio listeners, due to a vastly enlarged audience sample and to the very fact that the system is electronic."

"Broadcasters eventually will be able to determine the listening habits of drivers. They will be able to tell which

shows drivers prefer at various times of the day and program accordingly.

"With such devices as camera attachments, the near future should bring about our determining the makes and ages of cars as well as program preference of the drivers of those cars.

"Various demographic studies could be undertaken to determine programing tastes based on locales, income levels and many others.

"And since these devices can readily be moved from highway to highway, it is reasonable to assume that in the not-too-distant future they can be moved off the highway and into beach areas and other public places to measure the vast transistor audience."

ACLU hits damage awards

The awarding of punitive damages in libel suits where the libel deals with public issues was opposed last week by the American Civil Liberties Union as a threat to freedom of speech and press. The ACLU board of directors said that the award of punitive damages is "inconsistent with the First Amendment principles."

FCBA says no to FCC

A move to allow members or employees of the FCC to become members of the Federal Communications Bar Association failed to muster the necessary two-thirds affirmative vote of the bar association's meeting on Jan. 14 and thus was defeated. The vote was on an amendment of the FCBA's constitution to extend membership eligibility to attorneys who are commissioners or staff members of the FCC.

Those opposing the proposal said that inclusion of FCC members or lawyers would inhibit the association from taking positions which may be contrary to commission views.



Taft third quarter shows slight increase

Taft Broadcasting Co., Cincinnati, has reported an increase in revenues and income for the quarter ended Dec. 31, 1965. Net revenues for the fiscal quarter were \$7,570,647 compared to \$7,147,526 in the same quarter of 1964. Net income rose to \$1,717,931 from \$1,444,621 reported in the third quarter of the previous year. Profits before federal income taxes rose to \$3,303,713 from \$2,877,718. Earnings per share were 52 cents compared to 44 cents in the previous year.

The company also declared a quarterly dividend of 12½ cents a share payable March 14, to stockholders of record Feb. 15.

Nine months ended Dec. 31, 1965:

	1965	1964
Earnings per share	\$1.34	\$1.02
Net revenue	20,629,154	18,967,605
Profit before federal income taxes	8,550,543	6,768,860
Net income	4,400,926	3,346,386

Disney earnings up 60% in 1965

Thanks to the spectacular success of the feature film "Mary Poppins" and to a lusty \$14.8 million increase in theatrical and television revenues, Walt Disney Productions, Burbank, Calif. is basking in the reflection of fiscal 1965, its best year ever.

Fiscal 1965 was the first time Disney gross income exceeded \$100 million. The company's 1965 net earnings were 333% greater than those registered in 1956.

Year ended Oct. 2, 1965:

	1965	1964
Earnings per share	\$6.08	\$3.96
Income from theatrical and television films	60,893,929	46,136,050
Income from Disneyland Park and other entertainment activities	35,420,768	32,758,226
Other income—publications, merchandising, music and records	13,632,371	7,756,832
Gross income	109,947,068	86,651,108
Total costs and expenses	98,568,290	79,593,673
Net income	11,378,778	7,057,435

Stockholders OK Capital Cities' split

Capital Cities Broadcasting stockholders have approved a two-for-one stock split and authorized the company to increase stock to 5 million shares. The actions took place at a special meeting held Jan. 17 in Albany, N. Y.

Capital Cities had noted that the split

was intended to increase the market supply for its shares and to broaden the base of its stockholders (BROADCASTING, Dec. 13, 1965). The stock is traded on the New York Stock Exchange.

Filmways profit picture improves

Filmways Inc., New York, more than doubled its earnings in the quarter ending Nov. 30, 1965, compared to the same quarter a year earlier.

The company now lists eight film series on the networks: ABC-TV's *The Double Life of Henry Phye* and *The Addams Family*; CBS-TV's *The Beverly Hillbillies*, *Petticoat Junction*, *Green Acres*, *Mr. Ed* and *The Trials of O'Brien*; and NBC-TV's *Eye Guess*. In pilot production, Filmways has: for ABC-TV, *The Surfers* and *The Pruitts of Southampton*; and two game shows in cooperation with Bob Stewart Productions.

For the three months ended Nov. 30:

	1965	1964
Earnings per share	\$ 0.43	\$ 0.18
Revenues	8,331,374	7,536,838

	1965	1964
Expenses	7,786,940	7,324,268
Income before federal taxes	544,434	212,570
Provision for federal taxes	257,500	100,700
Net income	286,934	111,870
Shares outstanding	668,752	633,031*

* Restated for 2% stock dividend paid June 1965.

Kahn sells part of his Teleprompter stock

Irving B. Kahn, Teleprompter board chairman and president, has sold 8,100 shares of Teleprompter stock, according to an insider trading report issued by the American Stock Exchange last week. Mr. Kahn retains 46,080 shares.

Hubert J. Schlafly, senior vice president and a director of Teleprompter, sold 2,000 shares and acquired 2,500 shares in gifts and now holds 30,528.

Teleprompter's stock, trading in recent months around 11 points, rose sharply following a community antenna franchise grant from New York City (BROADCASTING, Dec. 6, 1965), reaching 27 several days after the grant was made. Last week it fell to 17½.



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Budget Bureau gets FCC's TV form

It has a close resemblance to earlier radio questionnaire, so quick approval is expected

The FCC's proposed program-reporting form for television took a long step toward enactment last week. The commission, by a 5-to-2 vote, cleared the form for submission to the Budget Bureau. The action had been foreshadowed on Jan. 7, when the commissioners reached agreement on issues then holding up approval (BROADCASTING, Jan. 10).

Relatively quick clearance is expected since the form closely resembles the AM-FM questionnaire approved by the bureau last summer. The Budget Bureau, which must pass on all government forms issued to the public, will get the views of a broadcast industry advisory committee before it acts.

The commission's action last August in adopting the radio form broke the stalemate on the TV form, although it

was not generally realized at the time. For in adopting the radio form, the commission had blocked out the shape and content of a form for TV that a majority of the commission would accept (BROADCASTING, Aug. 16, 1965).

Work on the AM-FM form started late in 1963 under the supervision of Commissioner Lee Loevinger. It was regarded as a simpler and less controversial project than the TV form, which was the center of a continuing controversy. And the radio form emerged as a questionnaire that was far less demanding than any of the TV-form versions that had been issued for comment.

Unhappy Broadcasters ■ Nevertheless broadcasters were still unhappy with the radio form, and the Budget Bureau's advisory committee filed a

lengthy, strongly-worded criticism of it. But it moved along with relative speed to final adoption.

When that task was completed the commission turned back to the TV form. And it found the draft of that document had undergone a profound change. Most of the questions requiring detailed information about programing were gone, including one that would have required fact sheets on programs aired in each of three composite weeks (BROADCASTING, Oct. 18, 1965).

What remained closely resembled the radio form. The staff, in drafting the TV form, had taken its cue as to what the commissioners would accept from what they said during their discussions of the radio form.

Programing Question ■ The TV form, as currently proposed, asks the amount of time devoted to news, public affairs and other programing, exclusive of entertainment and sports, and commercial practices in the composite week. It also asks how much time the station intends to devote to those categories in the future. The radio form asks the same question.

There are, however, some differences.

Unlike radio licensees, TV broadcasters would be required to describe the programs they report in their composite week. They also would be asked to give the source of programing (local,

Big 10 basketball gets color-TV coverage

On Jan. 15 the Ohio State at Michigan State basketball game was fed in color to 46 stations in 11 states as part of collegiate basketball's oldest, continuous series, *Big 10 Basketball*.

Of the nine Saturday afternoon games on TV this season, four are scheduled for color. Kay Schultz, director of the Big 10 Service Bureau, Chicago, and producer of the series, said the only limitation on color is the lighting available at the various schools. Originations from Michigan State, Illinois and Ohio State are the only ones that can be shown in color. Several conference schools, however, are constructing new field houses and gymnasiums with sufficient lighting for color.

Big 10 Basketball, now in its 12th season, had one test game in color last season. Mr. Schultz said the

audience response was very good. Sports Network Inc., which co-produces the series, said it would originate as many games as possible in color in the future.

Another new feature this season is the use of combined video tape and live half-time fill material. The tape was also used experimentally last year.

The remote pickups are fed to WGN-TV Chicago and from there to the network, which covers the Midwest. All tapes and spots are also fed from WGN-TV. The half-time tapes are made at the school the day preceding the game and recorded at the WGN-TV studios.

The series is one-half sponsored by Standard Oil of Indiana through D'Arcy Advertising, Chicago (now in its 10th year of sponsorship), one-sixth by the Dodge Division of

Chrysler Corp. through BBDO, New York (in its third year) and one-third locally.

The *Big 10 Basketball* series began in 1954 on CBS-TV when that network had a package deal with the conference to cover football and basketball. In 1956 SNI and Sports Programs took the series. When Sports Programs became an arm of ABC Sports and found it was competing with ABC-TV's *Wide World of Sports*, it bowed out. The current production team has been together since 1963.

Bill Flemming, announcer for the games, is in his seventh season.

Although the schools do not get a lot of money—about \$6,000 to \$8,000 each—for the series, Mr. Schultz said they like it, especially the coaches. "To them it's a good recruiting gimmick." He added the

exchange, network, recorded) aired during various segments of the day.

The Vote ■ The same commissioners who opposed the radio form—Rosel H. Hyde and Robert T. Bartley—voted against sending the TV form to the Budget Bureau. The reasons for their opposition are the same as in radio.

Commissioner Hyde feels the form would permit the commission to regulate programing. Commissioner Bartley believes the form does not require broadcasters to make a sufficiently detailed survey of community needs.

The five commissioners in the majority are not entirely satisfied either. But after the more than seven years the commission has been struggling to revise the TV form, they feel the document on which they finally reached agreement on Jan. 7 is as good a compromise as they can hammer out.

AP membership climbs

Broadcast membership in the Associated Press rose to a new high of 2,780 in 1965 with a net gain of 65 TV-radio stations. This new figure was announced last week by Wes Gallagher, general manager, during a meeting in Santa Barbara, Calif., of the AP board of directors. He noted that newspaper membership rose to 1,221 dailies, a net gain of 18 over 1964.

series had also been a "good public-relations program."

He said an A. C. Nielsen survey of the 1965 games over nine weeks of conference play gave the series an average 12.8 rating and a 31.4% share of audience. The 1965 games were carried on 40 stations in 10 states.

Mr. Schultz said the series is naturally picked up by some community antenna television systems, although he doesn't know how many. But apparently they are far reaching. He recalled one letter from a group of men in International Falls, Minn., at least 150 miles from the nearest station carrying the games, who requested that the series be kept on the air. Their reason is that the games give them something to watch while inhibing in a local bar.

NCAA plan kicked by FCC

Commissioners don't like blackout system and hope for more flexibility

If the National Collegiate Athletic Association was an immovable object, the FCC was something less than an irresistible force in a meeting on the NCAA's policy of restricting the televising of college football games.

FCC commissioners last week expressed their concern over the system. They feel it unduly restricts the televising of programs that the public wants to see.

But Asa Bushnell, program director of the NCAA TV committee, indicated the association intends to maintain the integrity of a plan that has stood the colleges in good stead. NCAA recently sold its football game-of-the-week television rights to ABC-TV for two years for \$15.5 million.

Under the plan, games not carried on the network may be televised under two exceptions if they are sold out, and then only in the home areas of the teams involved and in the city in which the game is being played if that is neutral territory; games played 400 miles away from the visiting team campus may be televised in the visitor's town. But there is a blanket ban on local television if community antenna television systems pick up the signal.

The meeting, in FCC Chairman E. William Henry's office, was a direct outgrowth of the NCAA's action last fall in barring WNDU-TV South Bend, Ind., from broadcasting Notre Dame games (BROADCASTING, Nov. 1, 1965). The exemption that had been granted was withdrawn when the station was unable to prevent the CATV's from retransmitting the telecasts.

Concern Over CATV ■ Mr. Bushnell relayed to the commission the association's concern with CATV and its potential impact on the efforts to protect the college football box office. The association at its annual convention in Washington two weeks ago voted to conduct an investigation of CATV "in all of its ramifications" (BROADCASTING, Jan. 17).

Attending the meeting with Chairman Henry were Commissioners Kenneth A. Cox and Robert E. Lee and key staff members. NCAA TV committee members sitting in with Mr. Bushnell were William R. Reed, of Chicago, a direc-

tor of the Big 10 Conference, and William J. Flynn, of Boston College.

The commissioners were hopeful that NCAA, instead of tightening up its rule, would liberalize it to permit more stations to carry the nonnetwork games. In one incident that preceded the controversy over Notre Dame, the commission virtually ordered KRLD-TV Dallas to ignore NCAA rules and permit KLTU-TV Tyler, Tex., to rebroadcast its coverage of the Texas-Oklahoma game (BROADCASTING, Oct. 18, 1965).

The commissioners last week recalled that not only was that game a sellout but that the station's signal didn't penetrate any area where a college game was being played. NCAA officials, however, expressed the view that exceptions of that sort could ultimately erode the plan.

Chairman Henry following the meeting said it had been useful in permitting the two sides to hear each other's views. He indicated future talks were probable and said he remained hopeful that NCAA would be more flexible in implementing the rule.

Ski championships new TV attraction

Professional skiing on an organized level will push off into TV this week with the opening of the 1966 world's professional skiing championships and with nearly half of the sponsorship of the telecast coverage already tied to a single advertiser.

Although professional skiers have appeared on network and local TV programs before, the frequency of their races and the subsequent coverage by TV have been neglected because of a lack of organization and money.

But a new group, the National Professional Ski League, hopes to change the picture. NPSL's promotion for the upcoming races—played off in three two-day meets—will include TV coverage on one-hour delayed tapes for each meet. Sports Network Inc., cooperating with the league, has arranged a regional hookup of 22 stations in the Northeast. NPSL's prize money for the three events totals a record \$30,000.

Sponsors' interest in the TV exposure came quickly after NPSL's announcement of the contests last week. First commitment was made by F & M Schaefer Brewing Co., Brooklyn, N. Y., for almost half the available time—three minutes in each of the three meets. Participations in the remaining four minutes in each meet were said to be under consideration, as of last Thurs-

NAB to canvass stations on editorializing

A national survey of executives' opinions on broadcast editorials will be conducted by the National Association of Broadcasters this spring. The survey of all broadcast licensees, approved by the NAB editorializing committee at its meeting in Washington last Tuesday (Jan. 18), is planned for an April start.

Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., committee chairman, said the questionnaire will be used by NAB to further assist the members in developing editorial

practices. The questionnaire will be mailed to both member and non-member stations.

The national survey was approved by the committee after it had seen the results of a pilot study of about 85 stations conducted last fall by the Opinion Research Corp., Princeton, N. J. That survey was based on 90-minute in-depth interviews with radio and TV station executives in the Dallas, Chicago, San Francisco, Atlanta, New York and Denver areas.



Committee members at the NAB meeting were seated (l-r): George Whitney, KFMB-AM-FM-TV San Diego; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., and A. Louis Read, WDSU-AM-FM-TV New Orleans. Standing (l-r): George

Comte, WTMJ-AM-FM-TV Milwaukee; John F. Dille Jr., Communicana Group of Indiana, NAB joint board chairman; Oliver J. Keller, WTAX-AM-FM Springfield, Ill., and Eugene W. Wilkin, WGAN-AM-TV Portland, Me.

Stations change to C&W program format

The country-and-western sound has picked up volume according to reports received from stations.

Plough Broadcasting Co. on Jan. 15 switched WPLO Atlanta to that format after more than a year of study of the country sound and how it should be applied to the market. Plough cited the successful record of its WJJD Chicago which was converted to country-and-western music in February 1965.

WPEN Philadelphia also announced that, effective Jan. 17, it had included a Monday through Saturday, 6:35 to 10:30 p.m. segment of country-and-western into the station's middle-of-the-road musical format.

Earlier, the All-Tex Network changed its format to complete country-and-western programming. Network includes KAWA Waco, KEES Gladewater, KDOX Marshall and KYAL McKinney, all Texas.

Storer consolidates feature-film buying

Storer Broadcasting Co. has centralized feature-film buying for its five television stations through its New York office. Robert Guy, program development manager, will be in charge of the operation, which will be located at 500 Park Avenue, Storer's present New York address.

Bill Michaels, Storer vice president for television, said last week about 75% of the stations' feature-film budgets will be spent through the coordinated purchases. The remainder will be for individual packages presented to the stations. The New York office will not buy syndicated products since that will be purchased locally according to a station's needs.

Storer's TV stations are: WJW-TV Cleveland, WITI-TV Milwaukee, WJBK-TV Detroit, WAGA-TV Atlanta and WSPD-TV Toledo, Ohio.

Rotation system brings Emmy show to CBS-TV

The Emmy awards telecast of the National Academy of Television Arts and Sciences, the subject of much controversy over the past two years, will be presented on CBS-TV May 22 (10-11:30 p.m. EDT) in color.

Under a new plan the Emmy program will be rotated among the three TV networks. In recent years the show has been telecast over NBC-TV. The carry-

day (Jan. 20), by a tobacco company, an oil company, a credit card firm and others.

The contests, narrated by Marty Glickman, who will also conduct interviews, are scheduled at Stratton, Vt. (Jan. 26-27), Windham, N. Y. (Feb. 9-10) and Sugarbush, Vt. (March 2-3), with telecasts following on the Sundays after each event: Jan. 30, Feb. 13 and March 6, respectively.

SNI's regional TV lineup includes New York (WPIX-TV), Boston (WNAC-TV), Providence, R. I. (WJAR-TV), and

extends into upstate New York (WRGB-TV) Schenectady, WNBC-TV Binghamton, WGR-TV Buffalo, WPTZ-TV Plattsburgh, WHEC-TV Rochester, WKTV-TV Utica, WWNV-TV Watertown and WNYS-TV Syracuse); Pennsylvania (WLYH-TV Lebanon, WSBA-TV York, WJAC-TV Johnstown, WHP-TV Harrisburg, WHC-TV Pittsburgh, WDAU-TV Wilkes-Barre-Scranton and WFIL-TV Philadelphia); Maine (WLBZ-TV Bangor and WCSH-TV Portland); Connecticut (WNHC-TV New Haven) and Massachusetts (WWLP-TV Springfield).

ing network pays \$250,000 for rights to the program.

CBS News, whose boycott of the Emmy presentations two years ago was followed by repudiation of the awards by CBS-TV and ABC-TV, is currently the only network entity still refusing to recognize the annual award system of the academy.

After outcries about the awards program last year the method of choosing Emmy winners was again reorganized (BROADCASTING, Oct. 4, 1965). A year earlier the selection method underwent a complete restructuring (BROADCASTING, Nov. 2, 1964).

GOP committee set up to 'reform' convention

Will the national political conventions be trimmed down to eliminate the periods of dullness in full-text television coverage?

This is the question facing both the Democratic and Republican national committees as they start planning for the 1968 elections.

Last week the Republicans, under the direction of their chairman, Ray C. Bliss, appointed a "convention reform committee" with the sole purpose of "modernizing and simplifying the GOP national conventions so that they are more attractive and effective in the eyes of the public."

The committee will meet in Washington Jan. 30 to make plans for the convention study, the chairman said.

The formation of the committee is an outgrowth of a speech made by former President Eisenhower to the Republican National Committee last June (BROADCASTING, July 5, 1965).

The chairman reported that the committee will seek ways to improve its conventions and that the advice of correspondents in broadcasting and print will be sought. Also to be consulted are "the officials of the radio and television industry," Mr. Bliss said.

Fred C. Scribner Jr., general counsel of the RNC, will also serve on the 12-member committee on convention reforms. No broadcasters are on the committee, but they will be consulted after the organizational meeting at the end of January.

50-50 rule deadline

The new deadline for filing comments in the FCC's rulemaking to limit network ownership or control of programming is April 15. BROADCASTING last week erroneously reported the deadline had been extended from Jan. 31 to March 15. Deadline for reply comments is May 16.

TV freed to cut Preminger film

New York court rules that television has the right to insert commercials and make appropriate changes

The New York State Supreme Court last week turned down a bid by producer-director Otto Preminger to prevent any cutting or commercial interruptions during TV presentations of his feature film, "Anatomy of a Murder."

Mr. Preminger later said that he planned to appeal the decision.

In rejecting Mr. Preminger's motion for a permanent injunction last Wednesday (Jan. 19), State Supreme Court Justice Arthur G. Klein cited two main points. He noted that the TV exhibition contract with the defendants, Columbia Pictures and Screen Gems, did not give the plaintiff [Mr. Preminger] the right to make cuts in the films or block the use of commercials. Secondly, Judge Klein decided that under the prevailing custom in the TV industry, the stations have the right to use their judgment and discretion as to which "minor cuts, eliminations, and interpolations are appropriate."

Mr. Preminger had charged that if the feature were shown on TV with what he called "excessive cuts and commercials," his reputation as a producer would be damaged and the commercial value of his film would be reduced.

Judge Klein referred at one point to the portion of the contract which contained the specific grant of TV rights and said it makes "no reference to 'cutting and editing.'" He continued:

Lucy plays hard-to-get

Lucille Ball, is in an off-again mood in her relationship with CBS-TV. Reportedly she has notified both the network and her sponsors, Lever Bros. and the Toni Co., that there isn't going to be a continuation of the *Lucy* series in the 1966-67 season. Miss Ball wants to do "other things." She's already signed to do at least two specials for CBS-TV next season.

The half-hour Monday night *Lucy Show*, which Miss Ball's Desilu Productions produces, is in its fourth season on CBS and still garnering winning ratings. The actress went through similar cliff-hanging negotiations with the network last winter before agreeing to a continuation of the series.

"In these circumstances the court is inclined to the view that the right to the 'final' cutting and editing reserved to the plaintiffs is limited to the original or theatrical production of the picture and not to showings on television; and that as to such showings [on TV], in the absence of specific contractual provision, the parties will be deemed to have adopted the custom prevailing in the trade or industry. This view is confirmed by the authorities and fortified by the evidence."

Judge Klein acknowledged that viewers may resent commercial interruptions but voiced the opinion that "this resentment would be directed at the station or the sponsor of the program" and not at the film's producer or director.

"So standardized has the practice of interrupting films for commercials become," he pointed out, "that guidelines have been established in the TV industry as to the maximum number of commercials regarded as acceptable in a given time period."

The film, "Anatomy of a Murder,"

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Reston shows how TV changed print news

The role of the newspaper and its reporters is changing toward a more interpretative approach to news events, a change in no small measure hastened by the presence of the TV camera.

James Reston, associate editor and columnist with *The New York Times*, took note of the change of that "square eye" in an interview conducted by Washington correspondent Paul Niven for telecast on stations affiliated with National Educational Television. The program, *A Conversation with James Reston*, was shown on WNDT(TV) New York last week.

Mr. Reston said: "We can't compete with the square eye looking at us here as reporters. If I go out now to write a descriptive story about, say, a presidential inauguration, how

can I compete with this machine that sees the tears on Jackie Kennedy's cheeks?

"So we can't compete in the same way. We have to do things. We have to deal with ideas, interpret thoughts and movements of policy, and things which the camera can't get on."

In noting that the newspaper reporter's job has been forced to change by "modern developments," Mr. Reston said that today's news columns contain more interpretation compared with those of 20 years ago.

He also called attention to what he said was too little "aggressive and assertive" reporting. "As things get more and more complex," he said, "a reporter has to do more and more interpreting."

has been shown in several major markets in its entirety recently pending the court's decision. The ruling is significant in that "Anatomy" is scheduled to be presented on approximately 100 local stations within the next few months.

FOI legislation introduced in House

House passage of the Senate-passed freedom of information bill was called for last week. Representative Robert Dole (R-Kan.) told the House: "At some point we must stop restating the problem . . . and come to grips with it."

He introduced a bill similar to the one passed in the Senate under the guidance of Senator Edward V. Long

(D-Mo.) (BROADCASTING, Oct. 25, 1965).

He stressed that the government does have the right to withhold certain information and that the right of individual privacy must be upheld. But he added: "In a democracy, the public must be well informed if it is to intelligently exercise the franchise. There is little room in a democracy for secrecy."

The office of the President, he said, by virtue of its constitutional powers in matters of national security and foreign affairs, "has some derived authority to keep secrets. But we cannot leave the determination of the answers to some arrogant or whimsical bureaucrat. They must be written into law."

Congressman Dole emphasized that his bill would permit the President's use of secrecy, but he charged that the "balances have been too long weighted in the direction of executive discretion

and the need for clear guidelines is manifest. "I am convinced," he said, "that the answer lies in a clearly delineated and justifiable right to know."

He urged the House to place a "high priority" on the bill, which, he said, "perhaps failed to act in 1965 because of opposition from the White House and other administration leaders in the executive branch."

The bill would provide for the right of a person to go to court when information other than confidential business information, information relating to foreign affairs or national defense, medical files on individuals, trade secrets or investigatory findings were denied him by the agency from which he sought the information.

Similar bills have passed the Senate on two other occasions, but have failed to clear the House.

Film sales . . .

Tarzan Features (Banner Films): KBOI-TV Boise, Idaho.

The Big World of Little Adam (Banner Films): WITA San Juan, P. R.

Bold Journey (Banner Films): WREC-TV Memphis.

1965 Auto Racing Specials (Triangle): KING-TV Seattle and KCFT-TV Concord, Calif.

Tell Me, Dr. Brothers (Triangle): KLAS-TV Las Vegas and KCFT-TV Concord, Calif.

Radio series sales . . .

Jimmie Fidler in Hollywood News (Jimmie Fidler in Hollywood Inc.): KLOE Goodland, Kan., and KUPI Idaho Falls, Idaho.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): WKYX Paducah, Ky., WSNO Barre, Vt., and WMGO Canton, Miss.

Red Foley (Radiozark Enterprises Inc.): WKYX Paducah, Ky., and WSNO Barre, Vt.

Strangest of All (Radiozark Enterprises Inc.): WDAY Fargo, KXGO Fargo, KILQ Grand Forks, KNOX Grand Forks, KDLR Devils Lake, KGPC Grafton, KOVC Valley City and KBMW Wahpeton, all North Dakota, KRWB Roseau, KDLM Detroit Lakes, KROX Crookston, KTRF Thief River Falls, KBUN Bemidji, all Minnesota, KUPK Garden City, Kan., and WDW Dowagiac, Mich.

Earl Nightingale Program (Nightingale-Conant): WAVU Albertville and WJRD Tuscaloosa, both Alabama; KFI Los Angeles; WILI Willimantic, Conn.; WJAX Jacksonville, Fla.; WGPA Cairo, WLET Toccoa, WAYX Waycross and WBMK West Point, all Georgia; WIBR

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Baton Rouge; KLEB Golden Meadow, both La.; WBCK Battle Creek, Mich.; KMRS Morris, Minn.; WKXL Concord, and WGIR Manchester, both New Hampshire; WNJH Hammon, N. J.; WIZR Johnstown, and WMCR Oneida, both New York; KABR Aberdeen, S. D.; WMC and WREC Memphis; KHFI Austin, Tex.; KOHN Logan, Utah; WBTM Danville, Va.; WHEE and WMVA Martinsville, Va.; WWRN Beckley, W. Va.; WKTS Sheboygan, Wis. Total markets; 433.

30 Hours of Christmas (Triangle): KSRV Ontario, Ore.; KVOC Casper, Wyo.; KRAI Craig, KUBC Montrose and KSLV Monte Vista, all Colorado.

Program notes . . .

Manual for Arnie's Army ■ A series of 312 golf tips, each 30 seconds long and narrated by Arnold Palmer, is now available to sponsors and radio stations. Contact: Bob Rohrs, Arnold Palmer Enterprises, Union Commerce Building, Cleveland 44114. Telephone: (216) 621-5069.

Phyllis Diller series ■ Comedienne Phyllis Diller has signed for the lead of *The Pruitts of Southampton*, half-hour comedy project developed by former NBC-TV programming vice president David Levy. Taken from the novel, "House Party," by Patrick Dennis, it's scheduled for ABC-TV's fall 1966-67 schedule.

Spy spoof ■ King Features TV has signed Bob Kane, creator of ABC-TV's *Batman*, to originate a new half-hour TV color cartoon series entitled *Cool McCool*. According to Al Brodax, vice president and director of King Features, the series will be a "campy" spy spoof aimed at children in the 6-11-year old bracket, and will be offered to networks and national advertisers through the William Morris Agency.

'Bomba' in color ■ Production will begin shortly in Hollywood on the pilot of an animated color cartoon series, *Bomba the Jungle Boy*, designed for network and syndication sale. The series is being operated by Video Artists Inc. and producer Barry Lawrence, with Mr. Lawrence serving as executive producer. Episodes will run from five and one-half minutes to eight minutes long and the series will be available in segments or as half-hour programs.

On the house ■ Triangle Program Sales, syndication branch of Triangle Stations, will start distributing without charge the weekly radio series *Family Living*. Produced by Edwin Lee, programs with alternating moderators Kitty Carlisle and Pat Boone explore human problems and conditions, featuring guest personalities. *Family Living* had been an NBC Radio series for 11 years.

WBBM-TV to seek viewers' views of TV

CBS-owned WBBM-TV Chicago plans to survey its viewers to learn their feelings about television during a one-hour prime evening program next month. The project will be part of the station's "Feedback" viewer opinion system initiated a year ago and now also being used by WCBS-TV New York.

The special program, part of the WBBM-TV documentary series called *Eye on Chicago*, will carry the title of "Television—Triumph, Treadmill or Trivia." Parts of the show were taped last Tuesday (Jan. 18). Tentative air dates are Feb. 22 or 28.

Participants include FCC Commissioner Kenneth A. Cox; Jackie Cooper, executive vice president of Screen Gems; Roy Danish, director of the Television Information Office;

Dr. Henry Skornia, radio-TV department, University of Illinois and author of "Television and Society;" Dwight Newton, TV critic, *San Francisco Examiner*, and Leonard S. Matthews, executive vice president, Leo Burnett Co.

A total of 26 questions on various aspects of TV will be presented to viewers at the conclusion of the program. They will give their answers by mail on special ballots to be printed in Chicago newspapers. Questions will delve into programming, commercials and political broadcasting, among other topics.

This project was the last to be worked out for WBBM-TV by the late Dr. Gary Steiner of the University of Chicago who died in a fall last week (see page 73).

ending last summer. The series is financed by Menley & James Laboratories through its Family Life Institute, a nonprofit foundation.

Health service ■ CBS Radio plans a five-minute Monday through Friday series, *Dimension on Health*, about information on public and private medicine, beginning Jan. 31 (11:30-11:35 a.m. EST). The series, with correspondent Charles Kuralt as anchorman, will feature CBS News correspondents around the world in visits to medical centers and interviews with authorities in the field. Mr. Kuralt will write the programs with science writer Earl Ubell, who also is producer. Joel Heller is executive producer.

TV critique ■ National Educational Television has inaugurated a half-hour editorial series, *In My Opinion*. The series will present journalists and writers from both free and Communist bloc countries, each expressing his editorial viewpoint in four-minute segments. First program features four American journalists, an international cartoonist and a Washington correspondent for an Iron Curtain country. Executive producer is Harry McCarthy with Howard Felsher as producer.

Lindsay chats ■ New York Mayor John V. Lindsay last Wednesday (Jan. 19) delivered the first of a planned series of television "fireside chats" to his constituents. He detailed the fiscal problems besetting the city in a talk carried live in prime-time by noncommercial WNDT(TV) Newark, N. J.-New York

and WNYC-TV, a city-owned UHF outlet. Mayor Lindsay is expected to speak to the city again within a few weeks on the results of his requests to the federal and state governments for financial aid.

Sword Play ■ A half-hour action film series, *The Samurai*, is being offered for sale to TV stations in the U.S. by Charles Michelson Inc., New York. The programs were produced in Tokyo and spotlight Samurai fighting by warriors. Mr. Michelson said that the series, begun recently on stations in Australia, has more than 100 episodes available.

Team to split ■ The comedy writing team of Arnie Rosen and Coleman Jacoby is calling it quits after 19 years of uninterrupted collaboration. They currently are producing the NBC-TV half-hour series *Hank* for Warner Bros. The series and the Rosen-Jacoby partnership are due to reach the end of the line in April. Mr. Rosen plans to remain in television while Mr. Jacoby will work on the book for a possible Broadway musical.

Comics on TV ■ Producers Robert Lawrence and Stephen Krantz have acquired TV animation rights from Marvel Comics group for two of its comic characters, Spider-Man and Captain America. Production of a half-hour pilot film is now under way at Grantray-Lawrence Productions, Hollywood.

New grant ■ A three-year grant of \$6,000 a year, to be used as award money, has been presented to the Educational Television Stations Program

'Channel Choice' to test TV programs

Schwerin Research Corp. has developed a new audience testing technique for pilot films as well as series already on the air. Horace Schwerin, board chairman, said the new method uses a twin-screen approach.

Called "Channel Choice," it will be used exclusively in Schwerin Research theater laboratories where audiences representing a cross-section of TV viewers will be given a choice of two TV programs. At each session, viewers will be equipped with individual headsets and an electronic switching device so they may switch back and forth between channels. An electronic recorder diagrams each viewer's reactions for follow-up study and analysis.

Aaron Beckwith, director of program testing for SRC, said the company is convinced that "Channel Choice" will permit "far more productive and creative use of the millions of dollars which are gambled and lost every year on pilot films alone."

Studies already completed by SRC, he said, pointed up these multiple applications of the new tech-

nique:

Advance evaluation of actual competitive situations, with prospective new entries tested against established or similar shows they would face in a given time period; determining which episodes in a series should be scheduled at the beginning to build up interest among viewers; screen tests of actors for the leading role and supporting parts; testing of alternative titles and stock openings; providing information on the merits of introducing a new character into an established program.

Mr. Beckwith said the twin-screen approach already has been utilized by some producers, but emphasized that they have the option of using the long-established SRC single-screen testing method if they desire. Mr. Beckwith joined SRC last year to head a separate department for development and client service in program testing. He was a vice president of BBDO for six years as director of development for specials and documentaries, and earlier had been a vice president of MCA TV.

Service, Indiana University, by the Readers Digest Foundation, Pleasantville, N. Y. ETS will present six \$1,000 awards yearly to ETV stations for outstanding proposed programs.

Encore ■ CBS-TV has renewed Leonard Bernstein's *New York Philharmonic Young People's Concerts* for four taped one-hour concerts during the 1966-67 season. Started on the network in the 1957-58 season, the series originates from Philharmonic Hall at Lincoln Center for the Performing Arts in New York.

A Kennedy special ■ A 90-minute film documentary, titled *Kennedy*, will be produced by David L. Wolper Productions in association with Theodore C. Sorensen. The program will be based on Mr. Sorensen's book, "Kennedy," which drew upon the author's association with the late President as special counsel and legislative assistant. Production is expected to be completed in the early next year.

Hawaii back ■ *Hawaii Calls*, a new 30-minute color TV series, based on the 30-year-old radio show of Webley Edwards, is now in production. Field Communications Corp., Chicago, with Paradise Productions, Hollywood, will produce the series to be ready for

September.

Series for '67-'68 ■ Candid Productions, New York, has announced that it has acquired rights to the Rover Boys stories and plans to develop the property for a 1967-68 network TV series. Candid has been active in the production of sports specials for the past five years and currently is developing three color programs on sky-diving; a skiing championship and water skiing for network presentation, according to Paul Feigay, president of the production company.

Paper story ■ Southern Pulpwood Conservation Association, Atlanta, has available a new educational film, "The Paper Forest," which explains the operations of the South's pulp and paper industry. The movie is 28½ sound color and can be obtained, with no fee, by writing Modern Talking Picture Service, 1212 Avenue of the Americas, New York.

Just the facts ■ A new reference volume, the "Richard Rodgers Fact Book" is now available at no cost to radio-TV program directors, and other professionally interested agencies and individual. The 25-page book gives full details on all the song writer's productions to date, including TV and film versions. Contact: The Lynn Fernol

Group Inc., 50 Rockefeller Plaza, New York 10020.

Saloon sing-along ■ NBC-TV has plans for turning a singing saloon into a TV series and substituting it for several months in the *Mona McCluskey* show (Thurs. 9:30-10 p.m.). The program, to be called *Mickey Finn's*, will be modeled on a real saloon of the same name in San Diego where customers sing along with a band. Format of the show is planned as music and singing with a minimum of talk.

Wilding owns subsidiary

Wilding Inc., Chicago, has acquired full ownership of its Hollywood production subsidiary through purchase of the 10% interests held in Wilding-Feddersson studios there each by Don Feddersson and Jack Meyner. Price was not disclosed. Robert C. Ausbeck, Wilding president, said the West Coast studio will become Wilding Productions Inc. and will devote complete attention to TV commercials. Mr. Meyner continues as Hollywood manager.

Michaels to package sports

Jay Michaels, the man responsible for putting the Indianapolis 500 auto race on closed-circuit television for MCA Inc., is going to try to cash in on the lucrative sports-for-TV market on his own. He's resigned as supervisor for MCA TV Sports Division and is forming a new company, Trans-World Sport Inc., which will package and promote film and tape production of sports events. Partner in the firm, to be based in Beverly Hills, is Mark McCormack, attorney and personal manager for top golfers Arnold Palmer, Gary Player and Jack Nicklaus, among others. Mr. McCormack, as vice president, will establish headquarters in Cleveland. Mr. Michaels will be president of the company which is expected to emphasize sportscasts of golf tourneys and auto races.

Vietnam TV special

A one-hour color special depicting the life of American soldiers in Vietnam, *Or Give Me Death*, has been sold by the Olas Corp., Cleveland, in seven major markets. The filmed program is described as a human interest portrayal of U.S. servicemen in the combat zone.

Initial sales of the Olas production have been made to WOR-TV New York, WJW-TV Cleveland, WWJ-TV Detroit, WAGA-TV Atlanta, WGR-TV Buffalo, and WHEC-TV Rochester, both New York, and KPTV(TV) Portland, Ore.

SMPTE sets film color-TV standards

AIMS FOR QUALITY CONTROL BEFORE TINT TRANSMISSION

The Society of Motion Picture and Television Engineers has made new color-TV test films and slides available for use as reference prints in processing film for colorcasting (CLOSED CIRCUIT, Nov. 15, 1965).

SMPTE spokesmen also disclosed last week that efforts are under way to establish a more uniform lighting standard in color studios and in monitoring and screening rooms. The efforts are aimed at achieving consistency in quality control of color film before transmission by the broadcaster.

SMPTE said that "satisfactory reproduction of this [test] film or of the companion set of eight 2 x 2 [inches] slides containing similar scenes, should indicate good reproduction of other materials with similar color balance and contrast range."

The engineering society said the film was produced in 16mm and 35mm, runs about four to four-and-a-half minutes and has a narrative sound track in addition to instructional literature supplied with the film.

SMPTE experts said the moves will help TV take a big step forward in reducing the frequent tendency of color tones on a TV set to get out of line when the viewer switches from one color program to another or when a filmed color commercial is run during a filmed color program.

The test film, it's believed, will receive wide use by networks, stations, advertising agencies, producers, manufacturers and, most important, laboratories.

Engineers have noted that up to this point, color correction in film has often been left to the subjective judgment of the print house.

SMPTE said the industry has been "striving for uniformity" and the use of the reference print should effect a more "consistent match of color release prints to be reproduced on television."

The test film, SMPTE said in its announcement, will be used as "representative material to subjectively evaluate product for density and color balance and as a final subjective evaluation of the performance of color television transmission systems, after the chain has been properly set up."

Engineers for some time have been plagued by a lack of color-tone standards, a void that has given rise to complaints from production houses in particular.

An objective is to render "a more pleasing and believable picture espe-

cially in facial tones," SMPTE technicians said in pointing up the importance of the new reference print and the moves in standardizing lighting.

SMPTE said it was taking orders for the test film and expected that by next month the prints would begin circulating throughout the industry. The organization is located at 9 East 41st Street, New York.

Electronic imports show marked increases

Imports of television sets for the first 10 months of 1965 totaled \$43,905,000, up 72.4% from the \$25,462,000 in the comparable period of 1964. Electronic Industries Association figures for consumer products show they went up 37.7% from \$160,165,000 in 1964 to \$220,541,000 in 1965.

The 10-month figures show phonographs up 91.3% to \$3,093,000; record players up 87.1% to \$20,372,000; transistor radios up 30.1% to \$80,504,000, and radio-phonographs up 28.1% to \$8,293,000.

Components imports also showed marked increases. TV-picture tubes went from \$478,000 during the 1964 period to \$1,258,000 in 1965, up 163.2%. Radio tuners went up 68.6% to \$21,503,000.

Success reported in better-reception drive

A nationwide organization of television antenna manufacturers — the American Institute for Better Television Reception (AIBTR)—reported last week that 47 television stations have participated in a campaign to improve the quality of TV reception through the installation of new and better home antennas.

The group also announced that 14 new markets will be the object of the program in the first quarter of this year. Among the cities: Baltimore, Houston, Indianapolis, Greenville-Spartansburg, S. C., Asheville, N. C., Charleston, S. C., and Sioux City and Cedar Rapids, both Iowa.

The reports were made at the quarterly meeting of the institute in Washington. It was also announced that 2,000 dealers had signed pledges to uphold the standards for antenna instal-

lations promulgated by the institute.

The group was formed last July and is headed by Robert R. Mullen. Mr. Mullen is a public-relations counselor.

The group was luncheon host to FCC Commissioner Rosel H. Hyde and the following FCC staff members: Arthur Stambler, special assistant to the chairman; Martin Levy, broadcast facilities division, and Louis Rein, rules and standards division, both Broadcast Bureau; Julian Dixon, technical division and Jules Dietz, research division, both Office of the Chief Engineer.

Also present were Lester Lindow, executive director, and Graydon Powers, assistant executive director, of the Association of Maximum Service Telecasters.

Representing member manufacturers were Sam Schluskel, Channel Master Corp.; Edward Finkel and Morton Leslie, JFD Electronics Corp.; Morris Finney, Finney Co.; Paul Wilson, S&A Electronics Co.; Joseph Ridge, Winegard Corp., and Alexander Berlin, Jerrold Electronics Corp.

Also present were Jack Galub, vice chairman of AIBTR (and a vice president of Mr. Mullen's public-relations firm), and Benedict P. Cottone, Washington attorney for AIBTR.

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Wider turnpike evokes plea

Four N.Y. area stations
tell FCC they will lose
towers as highway expands

The ever lengthening and widening rivers of asphalt and concrete that highway builders are laying across the country are creating problems for the broadcasters in their paths and for the FCC.

This was brought home to the commission last week when four New York and New Jersey radio stations asked for help in connection with New Jersey Turnpike Authority plans to widen the northern stretch of that superhighway.

The stations also made the unprecedented suggestion that the commission appoint a commissioner to follow the activities of the turnpike authority and to report to the commission on applications filed by stations affected by the highway construction.

The joint appeal was made by WHOM, WHN and WNEW, all New York City, and WJRZ Newark, N. J. Each has its tower in the so-called Meadows section of northern New Jersey. And it's believed that upward of a dozen more radio stations with towers in the same area may also be affected.

Potential Problems — Thus, a number of complex changes in station sites and in systems of operation may be in prospect, bringing with them problems of finding available land and of making necessary technical adjustments in operating procedures.

It has not been unusual in recent years for broadcasters forced to move by highway construction to seek commission cooperation. But last week was the first time four appealed at one time or that a request was made for a commissioner to

keep in direct touch with the problem.

The turnpike authority was authorized last month to widen the 30-mile stretch of road from Woodbridge, N. J., to the northern terminus near the George Washington Bridge. Twenty miles of road are to be widened from six to twelve lanes, the remaining 10 miles, from six lanes to ten.

The four stations said this construction may affect the locations of their towers, as well as the towers of other stations. And it may be necessary, they said, to apply for modification of their present system of operation or for authority to change their sites.

They said the applications may raise unusual problems and may require waiver of procedural rules "and other expeditious treatment in order to maintain service to the public."

The stations also said that in view of the "unique airspace considerations" involved—the area is surrounded by major airports—they may need commission assistance in dealing with the Federal Aviation Agency.

Color up everywhere, B&W drops in places

Distributor sales of color-TV sets and home radios showed increases in all geographical regions for the first nine months of 1965 compared to the like period in 1964. Monochrome TV set sales, however, showed comparatively small gains in six areas and decreases in three others.

The statistics, compiled by the Electronic Industries Association, show total distributor sales of color-TV sets in the 1965 period at 1,780,000 up 122% from the 804,846 in 1964. By region, the West South Central, up 165%; the East South Central, up 161%; the South Atlantic, up 156%, and West North Central, up 150%, showed the largest gains. The smallest color-TV

gain was recorded in the Pacific region where sales were up 87.72%.

Total home-radio sales by distributors went from almost 7 million in 1964 to 8.7 million in 1965, an increase of 25%. The West South Central region showed the largest increase, 40%.

Overall monochrome-TV-set sales went up 4% from 5.4 million sets in 1964 to 5.6 million sets in 1965. The largest increase was in the East North Central, up 10%. Decreases were in the Pacific area, down 6%; the Mountain area, down 4% and the West North Central, down 1%.

Bigger exhibits for NAB convention

Broadcast-equipment displays at the 44th annual convention of the National Association of Broadcasters, will be bigger than ever (CLOSED CIRCUIT, Nov. 15, 1965).

Everett E. Revercomb, NAB secretary-treasurer, announced last week that 91 manufacturers, all NAB associate members, have signed up for approximately 50,000 square feet for the March 27-30 session at the Conrad Hilton hotel in Chicago. At \$3.50 a square foot, space sales will total about \$175,000.

The 1966 figures are about 30% higher than those for the 1965 Washington meeting and about 56% more in footage and 75% more in dollars than for the last Chicago convention in 1964.

In 1965, 94 exhibitors paid \$134,484 for 38,424 square feet at \$3.50 a square foot. In 1964, 90 exhibitors paid \$100,478 for nearly 32,000 square feet at \$3.15 a square foot.

Because of the increased space demands this year, NAB has enlarged the exhibit area of the East and West Exhibit Halls to include the Continental Room. In previous years this room housed the sessions of the concurrent Broadcast Engineering Conference.

Comments split on radiation proposal

The FCC received mixed reactions last week to its rulemaking proposal to establish a standard method of calculating radiation from AM directional antennas.

In calculating interference the commission now relies on the MEOV (maximum effective operating values) concept which instead of being a hard-and-fast rule, allows for the consideration of variables such as terrain.

CBS said it supports the proposal be-

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cause it would enable the commission to determine assignment questions on the basis of the latest available technical information and at the same time would be conducive to administrative efficiency by adapting directional-antenna engineering data for use in computers.

CBS said that there can be no doubt that the present methods are inadequate to give a realistic picture of the performance of proposed antenna systems.

Robert A. Jones, a consulting engineer from LaGrange, Ill., said he did not agree that a standard method of calculation could be determined when there is no such thing as a standard antenna system or a standard antenna location.

E. Harold Munn Jr., a consulting engineer from Coldwater, Mich., warned about the attempt to computerize the calculation of coverage, overlap and interference. He said the commission should not ignore the tools of judgement and the developments of engineering experience.

The deadline for comments on the commission proposal was extended last week to July 14 and the deadline for reply comments to Aug. 15.

WITA-TV buys color gear

RCA has announced a \$175,000 equipment order by El Imparcial Broadcasting Co. for its WITA-TV San Juan. The contract is said to give the UHF outlet the first complete color-TV (studio) film system in Puerto Rico. The station is scheduled to be operating in color in March. RCA equipment: TK-27 four-tube color camera, three black-and-white 4½-inch image orthicon TK-60 cameras, projector and other color film gear.

VHF remote control backed

Only NABET opposes

FCC's proposal;

radiation device criticized

Widespread support of the FCC's proposed rulemaking to allow remote control of VHF television transmitters was expressed last week.

Most of those who supported the proposal, however, said they did not agree with the proposal that certain automatic devices should be employed at the transmitter site to detect and measure excessive out-of-band radiation.

The proposed rulemaking is the result of a request from the National Association of Broadcasters to extend the remote control privileges now enjoyed by AM, FM and UHF facilities to VHF operations (BROADCASTING, March 1, 1965).

Of the 21 groups and stations which filed comments last week only the National Association of Broadcast Employees and Technicians, AFL-CIO, came out flatly against the proposal. NABET said that the proposal will inevitably result in degradation of the commission's technical standards.

Economics — The union also expressed concern about the economic impact of the proposal on its members and the loss to the national economy of technical skills which may be of crucial importance in times of national emergency.

Among those who supported the proposal were ABC, CBS, NBC, Meredith

Broadcasting Co. and the National Association of Broadcasters. All five, however, said that out-of-band radiation from VHF transmitters of modern design was not a significant problem and that there was no necessity for the installation of detection equipment.

NBC said that since operational reliability is dependent on equipment design and maintenance, a remotely operated VHF TV transmitter is in no more danger of producing out-of-band radiation than one where an operator is present. The network said that the problem of spurious emissions is already amply controlled by the commission's rules which require broadcast equipment to be type-tested before installation and to be tested by a proof-of-performance test before it is put into operation.

Meredith Broadcasting Co. said remote control of VHF TV transmitters would directly benefit the public by allowing the flexibility necessary to accommodate varying local conditions. Transmitters could be located on sites such as mountain tops, which are otherwise not practical, to provide service to larger populations and areas, Meredith said.

Not 100% — The only broadcaster that did not voice full support for VHF remote control privileges was Springfield TV Broadcasting Corp., which is the licensee of four UHF TV stations and the permittee of two others. Springfield said that VHF stations had not asserted any economic need for the proposed change.

Springfield said that if the commission adopts the proposed rules, it should also adopt specific provisions which would allow the commission to examine the program service, the economic considerations and other public-interest aspects of each before granting applications for remote-control authority.

FATES & FORTUNES



Mr. Sherman

Mitchell Sherman, account supervisor at Cunningham & Walsh, New York, appointed VP. **Richard Tousey**, senior account executive with C&W there, named account supervisor. **Harold Longman**, formerly VP

and associate creative director at BBDO, New York, named associate creative director at C&W, same city. **Charles Camilleri**, media buyer with Sullivan, Stauffer, Colwell & Bayles, New York, joins C&W, that city, as media buyer.

Daniel A. Packard has retired as VP and manager of Detroit office of Geyer, Morey, Ballard. He had been in market-

ing and advertising there for 40 years and was with McCann-Erickson before joining Geyer.

Mort Wimpie, formerly president of Smith & Dorian Advertising, New York, named VP, Howard Marks Advertising/Norman, Craig & Kummel, New York.



Mr. Whelehan

Paul W. Whelehan, formerly regional sales manager at Falstaff Brewing Corp., St. Louis, appointed VP-sales manager at P. Ballantine & Sons, Newark, N. J.

Richard K. Jones, account executive with Don Kemper Co., New York,

named VP and general manager of Winus-Brandon Co., Cincinnati.

Leonard Ziegel, with E. S. Sumner Corp., New York, appointed VP.

Herbert Fried, VP and general manager at W. B. Doner & Co., Baltimore, appointed executive VP.

Don Le Masurier, program director of KDAL Duluth, Minn., promoted to sales manager, replacing **Jack Nugent** who joins KSTP Minneapolis-St. Paul in similar post.

Richard McLoughlin, formerly national radio sales executive, named national TV sales executive with RKO General Broadcasting, New York. **Hugh Wallace**, radio sales executive in RKO General's Yankee division, Bos-

ton, named to similar post in New York office.

Donald Ingram and **Robert Probst**, account supervisors at Needham, Harper & Steers, New York, elected VP's.



Mr. Iaricci

Charles Abry, VP, general sales execu-

Joseph Iaricci, director, sales administration, NBC-TV, since 1960, elected VP, sales administration. **Max E. Buck**, VP eastern sales, also named to supervise NBC-TV sales offices, except Chicago, and



Mr. Buck



Mr. Abry

tive, named VP, Detroit, Cincinnati and western sales, NBC-TV.

Peter G. Levathes, VP for advertising, P. Lorillard Co., New York, elected to board. Mr. Levathes joined company last year from Clyne Maxon, New York, where he was executive

VP and his background includes executive VP of 20th Century-Fox Film Corp. and posts with Young & Rubicam.

Jack Caplan, associate media director, Kenyon & Eckhardt, New York, **Dorothy Demy**, marketing specialist, and **William Graffis**, account executive, both with K&E, Chicago, elected VP's.

Frank Taubes, formerly associate creative director with BBDO International in England and Germany, and **Louis Serrille**, VP and co-creative director with Geyer, Morey, Ballard, New York, join The Marschalk Co., New York, as creative supervisors.



Mr. Schulz



Mr. Reames

Ed Schulz, with WHB Kansas City, Mo., named national sales manager. **Gary Reames**, also with WHB, appointed local sales manager.

David K. Hockensmith, director of continuity at WANE-TV Fort Wayne, Ind., named director of advertising and

promotion.

Chuck Mitchell, account executive at KALI San Gabriel, Calif., appointed sales manager of KRKD-AM-FM Los Angeles.

Jack Gelzer, local sales manager of WGR-AM-FM Buffalo, N. Y., appointed national sales manager. **Bob French**, account executive at WKRC-TV Cincinnati, also Taft Broadcasting station, succeeds Mr. Gelzer.



Mr. Schonlaw

Gary E. Schonlaw, formerly division director with United Appeal of Central Maryland, joins WFBR Baltimore, as national sales coordinator.

Lee Leicinger, with WCAR-AM-FM Detroit, joins WMAX Grand Rapids, Mich., as sales manager.

Les Scott, salesman at KGVO Missoula, Mont., named sales manager of KCAP Helena, Mont.

Alvin McGavin, formerly account executive with WKWK Wheeling, W. Va., named advertising sales manager of WOMP-AM-FM Bellaire, Ohio.

Earle K. Theimer, formerly head of own marketing consulting firm, joins Clinton E. Frank Inc., Chicago, as account executive.

Donald R. Adam, account executive with WINS New York, appointed account executive with KDKA-AM-FM Pittsburgh.

Lynn E. Knox, formerly with WISH-TV Indianapolis, appointed account executive at WTTV(TV) Bloomington-Indianapolis.

John Rafferty, formerly with *Philadelphia Evening Bulletin*, joins WPEN-AM-FM there as account executive.

James P. Carroll, **Jim Catalano**, **Thomas J. Costello**, account executives with Doremus & Co., New York, and **Bolling W. Haxall**, also with Doremus there, elected VP's.

Ron Granzow, account executive at KRNT-AM-TV Des Moines, Iowa, joins Carter Reynolds and Associates there as account executive.

Bengt Sommerschild, formerly film editor for National Educational Television, New York, appointed senior editor at Pelican Productions, commercial producer, that city.

William E. Waites, copywriter at Griswold-Eshleman Co., Cleveland, joins Chirurg & Cairns, New York, as copywriter.

29 broadcasters nominated for NAB radio board

Twenty-nine broadcasters have been nominated for two-year terms to fill 12 seats on the National Association of Broadcasters radio board.

District 2: **Simon Goldman**, WJTN Jamestown, N. Y., and **John B. Sullivan**, WNEW New York.

District 4: **W. Frank Hardin**, WIS Columbia, S. C., and **Jack Younts**, WEBB Southern Pines, N. C.

District 6: **F. C. Sowell**, WLAC Nashville, and **John Vath**, WSMB New Orleans.

District 8: **Dee O. Coe**, WWCA Gary, Ind.; **Robert D. Enoch**, WXLW Indianapolis, and **Raymond A. Plank**, WKLA Ludington, Mich.

District 10: **George W. Armstrong**, WHB Kansas City, Mo. (incumbent), and **George J. Volger**, KWPC Muscatine, Iowa.

District 12: **Grover S. Cobb**, KVOB Great Bend, Kan. (incumbent), and **Robert L. Pratt**, KGGF Coffeyville, Kan.

District 14: **Terry Clarke** KALG Alamogordo, N. M.; **Henry H. Fletcher**, KSEI Pocatello, Idaho; **M. H. Hilton**, KSOP Salt Lake City; **Robert McMahan**, KREX Grand Junction,

Colo.; **Al Ross**, KGEK Sterling, Colo., and **Gene Shumate**, KRXX Rexburg, Idaho.

District 16: **Kenneth Harwood**, noncommercial KUSC(FM) Los Angeles and **James W. Ross**, KOY Phoenix.

Class A: **Thomas L. Davis**, WAAF Chicago, and **Charles E. Gates**, WGN Chicago.

Class B: **R. E. Lee Glasgow**, WACO Waco, Tex., and **Daniel W. Kops**, WAVZ New Haven, Conn. (incumbent).

Class C: **J. R. Livesay**, WLBH Mattoon, Ill., and **Ben Sanders**, KICD Spencer, Iowa.

FM: **Everett L. Dillard**, WASH Washington (incumbent), and **David H. Polinger**, WTFM Lake Success, N. Y.

Ballots will be mailed Feb. 7 and must be returned by Feb. 21. Results will be announced Feb. 23.

A special election for one-year term is underway in District 7, Kentucky and Ohio, to fill vacancy left by the death of **Gene Trace**, WBBW Youngstown, Ohio. Election result will be announced March 15.

MEDIA

Peter C. Newell, station manager of BROADCASTING, January 24, 1966

FCC names Paglin, Plummer, and Renton

Max D. Paglin, former general counsel of the FCC, is returning to that agency on or about Feb. 1 as executive director, the commission announced last week. He replaces **Curtis B.**



Mr. Paglin

Plummer, who succeeds retired **Frank M. Kratokvil** as chief of the Field Engineering Bureau.

The commission also announced the appointment of **Ralph J. Renton**, acting chief of the office of chief engineer, to be chief. He replaces **Edward W. Allen**, who retired (BROADCASTING, Dec. 6, 1965).

Mr. Paglin resigned from the commission May 1, 1965, to become partner in Washington law firm of Grove, Paglin, Jaskiewicz, Gilliam



Mr. Plummer

& Putbrese. He had joined the commission in 1942 and held a number of posts including that of legal assistant to Commissioner Robert T. Bartley, before being named assistant general counsel in 1959. He was appointed general counsel in March 1961.

As executive director he will supervise commission procedures and administrative matters in order to recommend measures for improving



Mr. Renton

the administrative process.

Mr. Plummer, an engineer, has already headed four major offices in the 26 years he has been with the commission. He was chief of the Broadcast Bureau from 1951 to 1955 and chief of the Safety and Special Radio Services Bureau from 1955 until his appointment as executive director in November 1962.

Mr. Renton, acting chief engineer since Mr. Allen's retirement, has been an associate chief since March 1958, when he was promoted from assistant chief. He has served the commission and its predecessor Federal Radio Commission in a number of capacities since 1929. He attended a number of international conferences and for several years was chairman of the North American Regional Broadcasting Engineering Conference.

WPRO-AM-FM Providence, R. I., elected VP of Capital Cities Broadcasting Corp., and general manager of **WPRO-AM-FM**. He joined station in October 1964.

Carlos Rivera, formerly sales representative of TISA, Latin American sales rep for CBS film programs, named general manager of **WOLE-TV** Aguadilla-Mayaguez, P. R.

Richard D. Klinger, associate producer, D'Antoni/Baer Inc., New York, named contracts negotiator of CBS-TV network business affairs, New York. Mr. Klinger was formerly producer with Metromedia Inc. and before that was resident corporation counsel for Broadcast Music Inc., both New York.



Mr. Rine

William E. Rine, VP for administration at Storer Broadcasting Co., Miami Beach, Fla., retires after 33 years with company. Mr. Rine joined Storer in 1932 as salesman for **WWVA** Wheeling, W. Va. In 1957 he became director of company's radio division, and moved to administrative position in 1961. He will continue as public member of company's board of directors.

David J. Gardam, administrator, labor relations, RCA, New York, named director of personnel at NBC with responsibility for personnel activities at all NBC locations.

Richard Modig, business manager at **KHOW** Denver, named business manager at **KIAC** Los Angeles.

Lee Allan Smith, **WKY** Oklahoma City, re-elected president of Oklahoma Broadcasters Association. Also re-elected: **J. R. Bellatti**, **KSPI** Stillwater, VP, and **William A. Weaver**, **KGFF** Shawnee, secretary-treasurer. Named executive secretary was **Frank Lane**, former manager of **KRMG** Tulsa.

Joel Fleming, account executive at **WSYR-AM-FM** Syracuse, N. Y., named general manager of community antenna television operations for New Channels, that city. **Robert Winn**, controller at *Syracuse Post-Standard*, joins New Channels there as controller.

Sidney B. Tremble, station manager of **KCMO-TV** Kansas City, Mo., appointed general manager of Westport Television Inc., permittee for channel 30, that city.

Herbert H. Lee, president of **WKTY** La Crosse, Wis., named president and general manager of **WFOx** Milwaukee.

Charles Conrad, formerly sales manager for **WRCR** Maplewood, Minn., named general manager.

William Hirshey, sales manager of **KODE-TV** Joplin, Mo., appointed assistant station manager and general sales manager. **Jay Corrington**, radio operations director of **KODE** Joplin, named assistant manager.

Arnold H. Dubrow, formerly partner in Los Angeles law firm of Zagon &

Schiff, appointed assistant general counsel of Metromedia, that city.

Philip G. Smith, assistant operations manager at **WCHS-TV** Charleston, W. Va., named operations manager.

PROGRAMING

Ron Silverman, associate producer for Warner Bros. TV department, Burbank, Calif., named executive of TV program development.

Henry Onorati, VP of Commercial Recording Corp., New York, moves to CRC's Dallas office for four to six months to assist John J. Coyle, CRC president, in implementing expansion and diversification program.

Pat O'Day, program director at **KJR** Seattle, appointed national program director of Seattle, Portland & Spokane Radio Group there (**KXL-AM-FM** Portland, Ore.; **KJR** Seattle; **KNEW** Spokane, Wash., and **CKKN-AM-FM** Kansas City, Mo.).

Dean Borba, program manager at **KXTV(TV)** Sacramento, Calif., named program manager at **KHOU-TV** Houston. He is replaced by **A. Philip Corvo**, formerly production manager at **KXTV(TV)**.

Jerry D. Lloyd, member of faculty of Central Connecticut State College, New Britain, Conn., joins University of Detroit Television Center as producer-director.

Robert D. Smith, director of program development at noncommercial **WETA-TV** Washington, appointed direc-

Broadcasters name Porter

William Porter, with the Washington law firm of Collins, Robb, Porter & Kistler, elected chairman of board of the National Broadcasters Club, Washington. **Martin F. Malarkey**, president of Malarkey & Associates, Washington consulting firm, elected president. Other officers elected: **Everett E. Revercomb**, secretary of National Association of Broadcasters, VP; **Oscar Reed**, Jansky & Bailey, secretary, and **Manny Sternfeld**, WRC Washington, treasurer.

Others elected to the board of directors: **George W. Dick**, American Research Bureau; **John F. Dille Jr.**, Communicana Group of Indiana; **Andrew Haley**, Haley, Bader & Potts, Washington; **Peter B. Kenney**, NBC, Washington; **John Murphy**, Avco Broadcasting Corp.; **E. Stratford Smith**, Smith & Pepper, Washington; and Messrs. Sternfeld and Malarkey.

tor of programming.

Tom Dunn, program director at KMBC Kansas City, Mo., appointed program director of WHK-AM-FM Cleveland, all Metromedia stations.



Mr. Cohen

Gil Cohen, assistant director of international sales at ABC Films Inc., New York, appointed director of sales administration for foreign sales department of ABC Films.

Ray Schreiner, news director of WXEX-TV Petersburg-Richmond, Va., joins Virginia Department of Agriculture, Richmond, as information officer in charge of radio and television programming.

H. Gerry Girouard, formerly sales director with Co-Co TV, program producer, New York, named account executive with ABC Films. Mr. Girouard will be in charge of sales territory in northeastern U. S. based in Dewitt, suburb of Syracuse, N. Y.

Peter L. Anderson, production assistant at noncommercial WEDH(TV) Hartford, Conn., appointed director.

Ted Zarpas, with Video Pictures Inc., New York, joins VPI of Illinois, Chicago, as director. **Billy Ray Smith**, formerly with Signet Productions, Hollywood, named production manager for VPI of California, that city.

Budd Wiener, director of sports at KTVU(TV) Oakland-San Francisco,

named director of operations.



Mr. Hirschfield

Leonard Hirschfield, VP-staff cameraman at Video Pictures Inc., New York, joins MPO Videotronics there as cameraman-director.

Morton Braude, formerly head of own sales and marketing firm, appointed merchandising consultant for special projects division of United Artists Corp., New York.

Louise Carver, hostess for 12 years on daily *Accent* program at WKZO-TV Kalamazoo, Mich., has retired. She is succeeded on *Accent* by **Jeanne Maurice**.

Charles Peterson, operations manager at WINQ Tampa, Fla., joins KQV-AM-FM Pittsburgh as production director.

NEWS



Mr. Ford

Russ Ford, newsman at wsoc Charlotte, N. C., appointed news director.

Don La Vine, news editor at WJRZ Newark, N. J., appointed news director.

Richard Gottschalk news director of WECB Duluth, Minn., named news director of WDIO(TV) Duluth.

FANFARE

Robert E. Mack, editor at NBC News, New York, appointed director, corporate information, at NBC, that city.

Boyd Seghers, promotion manager for WGN Chicago, and **Calo O. Mahlock**, program-promotion director for WKJG-TV Fort Wayne, Ind., elected to board of directors of Broadcasters Promotion Association. **Joe Constantino**, KTVU(TV) Oakland-San Francisco, and **Tom Daley**, CFPL-AM-FM London, Ont., named treasurer and secretary of BPA, respectively.

Robert Kevern, weatherman at WTVO (TV) Rockford, Ill., appointed promotion manager.

Penny Martin, formerly with WINX Rockville, Md., joins WKPA New Kensington, Pa., as publicity-promotions director.

EQUIPMENT & ENGINEERING

George W. Green, VP-finance, at Ameco Inc., Phoenix, appointed VP in charge of marketing.

Albert J. Eicholzer, chief engineer at WSYR-AM-FM-TV Syracuse, N. Y., ap-

pointed general manager of microwave operations at New Channels Corp., that city.



Mr. Morita



Mr. Schwarzenbach

Akio Morita, president of Sony Corp. of America, New York, elected chairman of board of directors. **Ernest B. Schwarzenbach**, formerly VP at Smith, Barney & Co., New York, succeeds Mr. Morita as president and chief executive officer.



Mr. Crist

Duane Crist, VP-contract sales, at Ameco Inc., Phoenix, appointed VP in charge of general administration and finance at Kaiser-Cox Corp., that city.

George Alexandrovich, chief engineer at Fairchild Recording Equipment Corp., Long Island City, N. Y., appointed VP of engineering.

Dominick Bruno, **Louis J. Climent** and **John E. Neeck**, supervisory engineers, WPIX(TV) New York, named assistant chief engineers for WPIX-FM-TV. They will be in charge of transmission,

Culligan joins Burns

Matthew J. Culligan, who headed the NBC radio network and was top executive of the Interpublic Group of Companies before becoming head of Curtis Publishing Co. in 1962, went to work last week as consultant to William J. Burns International Detective Agency Inc., New York.

He will concentrate primarily on evaluation and expansion of use of electronic and electromechanical devices for protective and security purposes.

Mr. Culligan resigned as president and chief executive officer of Curtis in 1964 and as chairman last February, after internal policy squabble. Under terms of his settlement he was not free to take another job until last week, and then only in field not competing with Curtis. His Curtis contract assures him \$110,000 this year and then he becomes Curtis consultant and will receive about \$24,000 per year for 10 years under deferred-compensation plan.

operations and facilities, respectively.

Ken McGowan, formerly with WQAD-TV Moline, Ill., named engineering supervisor for WNAC-TV Boston.

Charles A. Anderson, formerly with Fischer and Porter Co., Warminster, Pa., named manager of sales control for community antenna systems division of Jerrold Electronics, Philadelphia.

Rodney E. Hunter, engineer at non-commercial WEDH-TV Hartford, Conn., named studio supervisor.

INTERNATIONAL

Paul Herriot, VP at Young & Rubicam Ltd., Toronto, named chief of broadcast production.



Mr. Kraus

Max H. Kraus, formerly manager of communications systems division of Jerrold Philadelphia, named director of Jerrold International, that city.

Sam Ross, manager of the Ottawa Radio News Bureau, Ottawa, elected president of Parliamentary Press Gallery. He is first broadcaster elected to post. **Tom Earle**, Canadian Broadcasting Corp., Ottawa, elected VP.

Allan Slaight, program and promotion manager of CHUM-AM-FM Toronto, appointed general manager.

Crawford U. Hall, VP of Stanfield, Johnson & Hill Ltd., Toronto advertising agency, joins Oneida Ltd., that city, as advertising and sales promotion manager.

Joan Watson, formerly of CFNB Fredericton, N. B., and CHFI-AM-FM Toronto, named to copy staff of F. H. Hayhurst Ltd., Toronto advertising

agency.

Lorne Freed, formerly with J. Arthur Rank Television in England, named executive producer of CFTO-TV Toronto.

ALLIED FIELDS

Milton C. Mumford, board chairman of Lever Brothers Co. and director at National Educational Television, both New York, named national volunteer chairman of United Community Campaigns of America there.

Francis J. Kaus, formerly VP of marketing of *The American Weekly* and *Puck-The Comic Weekly*, appointed VP of Brand Names Foundation, New York.

Joe E. Levitt, president of KXR San Jose, Calif., named state chairman of California Council on Crime and Delinquency, Oakland, Calif.

Donn S. Mitchell, former deputy assistant director for congressional relations of Office of Economic Opportunity, opens own consultant firm, D. S. Mitchell Associates, at 610 Fifth Street N.W. in Washington.

DEATHS



Mr. Balcom

Max F. Balcom, 78, chairman of board of Sylvania Electric Products Inc. from 1950 to 1953, died Jan. 17 at his home in Emporium, Pa. Mr. Balcom joined Sylvania's predecessor, Novelty Incandescent Lamp Co., in 1918 as purchasing agent. When Novelty and Hygrade Lamp Co. of Massachusetts merged in 1931 to form Sylvania, Mr. Balcom became assistant secretary of new firm. He was elected Sylvania director in 1934 and VP and general manager of radio tube division in 1937. In 1944 he was named treasurer and in 1950 became chairman of board. Mr. Balcom retired as board chairman in 1953 but continued as director until 1962.

Archibald Granville Bush, 78, former chairman of executive committee of Minnesota Mining and Manufacturing Co., died Jan. 16 in his home in Winter Park, Fla. At Minnesota Mining, Mr. Bush became sales manager in 1914, company director and treasurer in 1921, and was elected VP in 1948. In 1949 he was elected chairman of executive committee. He is survived by his wife, Edythe.

William H. Horsley, board chairman of Pacific National Advertising Agency, Seattle, died Jan. 12 following brief illness. He was elected president of agency in 1937 and board chairman in 1954. He also served as chairman of

Pacific region of American Association of Advertising Agencies from 1952 to 1955, and was president of Advertising & Marketing International Network from 1959 to 1960. Surviving are his daughter and son.

Vincent J. Donehue, 50, Broadway and TV director, died Jan. 17 of Hodgkins disease at Lenox Hill hospital, New York. Mr. Donehue, one of television's most acclaimed directors in mid-1950's, was most noted for his direction of *Peter Pan* with Mary Martin. He worked mostly on Broadway during past 10 years, but occasionally directed episodes of *The Defenders* and *The Nurses*.



Dr. Steiner

Dr. Gary Steiner, 34, University of Chicago psychology professor and author, died Jan. 17 after plunging five floors from window in office building in downtown Chicago. Police said Dr. Steiner was apparently discussing marital problems with lawyer in building before he fell from window in vacant room. Dr. Steiner wrote "The People Look at Television, Human Behavior: An Inventory of Scientific Findings" (with Bernard Berelson), "The Creative Organization" and "The People Look at Commercials."

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 13 through Jan. 19 and based on filings, authorizations and other actions of the FCC during that period.

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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV Stations

APPLICATIONS

Orlando, Fla.—Central Nine Corp. VHF channel 9 (186-192 mc); ERP 316 kw vis., 31.6 kw aur. Ant. height above average terrain 596 ft., above ground 669 ft. P.O. address: c/o Benjamin F. Smathers, 369 North Orange Ave., Orlando 32802. Estimated construction cost \$1,716,500; first year operating cost \$1,322,000; revenue \$1,326,000. Studio located in Orlando, trans. located SW of town. Geographic coordinates 28° 36' 02.5" north lat., 81° 27' 10" west long. Type trans. RCA TT25-DH LA; type ant. RCA TW15A9P. Legal counsel Welch & Morgan, consulting engineer George C. Davis, both Washington. Principals: Richard G. Danner (18%), J. Rolfe Davis, Robert F. Lilley, Austin A. Caruso, Grover C. Bryan (each 10%), Benjamin F. Smathers (12%), and others. Mr. Danner is lawyer; Mr. Davis is real estate investor; Mr. Lilley is lawyer; Mr. Caruso is citrus grower; Mr. Bryan is insurance executive; Mr. Smathers is lawyer and banker. Application filed simultaneously for interim operating authority on channel 9, Orlando, and petition in alternative for conditional grant of application for interim authority or for right to participate in present temporary operation on channel 9, Orlando. Ann. Jan. 18.

Lafayette-New Iberia, La.—Southwestern Louisiana Communications Inc. UHF channel 24 (530-536 mc); ERP 251.7 kw vis., 50.34 kw aur. Ant. height above average terrain 554.5 ft., above ground 556 ft. P.O. address: c/o James C. Pollack, 1203 Myrtle Place Blvd., Lafayette 70501. Estimated construction cost \$449,900; first year operating cost \$165,000; revenue \$150,000. Studio and trans. located south of Lafayette. Geographic coordinates 30° 02' 30" north lat., 91° 59' 00" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel G. Ray Cox, Lafayette. Principals: J. W. Francisco, Thomas Latiolais Jr., Haskell Walker, James

C. Pollack, Al W. Beacham, Roy C. Breaux, John J. Burdin, Richard E. D'Aquin, James R. Smith, John N. Straub (each 10%). Drs. Latiolais, Beacham, Burdin and Straub are physicians in Lafayette. Mr. Francisco is regional manager of Sun Oil Co., Land Dept. Mr. Walker is 80% owner of electrical equipment company. Mr. Pollack is communications consultant in radio, TV and CATV. Mr. Breaux is asst. VP of Shearson-Hamill & Co. Mr. D'Aquin is editor and general manager of *Lafayette Advertiser*. Mr. Smith is manager of oil exploration company. Mr. Pollock is 13% stockholder of KKKW Lafayette. Ann. Jan. 13.

Jamestown, N.Y.—James Broadcasting Co. UHF channel 48 (674-680 mc); ERP 154 kw vis., 30 kw aur. Ant. height above average terrain 678 ft., above ground 548 ft. P.O. address: c/o Mr. Simon Goldman, Hotel Jamestown Bldg., Third and Cherry Sts., Jamestown. Estimated construction cost \$394,668; first year operating cost \$244,210; revenue \$250,000. Studio located in Jamestown, trans. located W-SW of Jamestown. Geographic coordinates 42° 05' 06" north lat., 79° 17' 23" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Dow, Lohnes & Albertson; consulting engineers Jansky & Bailey, both Washington. Principals: Simon Goldman, Reginald A. Lenna (each 43.2%), J. Carl Willems (5.4%), George C. Pfeeger (2.8%), Daniel F. Lincoln (2.0%), Dayton S. Wilkins (1.7%), Max E. Robertson (1.4%), Merlin D. Simundson (0.3%). James Broadcasting Co. is licensee of WJTN-AM-FM Jamestown, WGGO Salamanca, both New York, and is parent company for WDOE Dunkirk, N.Y., WVMT Burlington, Vt., and WWYN-AM-FM Erie, Pa.; it is also one-third owner of Jamestown Cablevision Inc. Ann. Jan. 13.

Kingsport, Tenn.—Kingsport Broadcasting Co. UHF channel 63 (764-770 mc); ERP 146 kw vis., 36.8 kw aur. Ant. height above average terrain 1,342 ft., above ground 543 ft. P.O. address: c/o Robert I. Ratcliff, Box 569, Kingsport. Estimated construction cost \$544,537; first year operating cost \$125,000; revenue \$70,000. Studio located in Kingsport, trans. located SW of Kingsport. Geographic coordinates 36° 31' 37" north lat., 82° 35' 12" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-27DH. Legal counsel McKenna & Wilkinson, Washington; consulting engineer Louis A. King, Bristol, Tenn. Principals: Kingsport Broadcasting is owned 100% by C. P. Edwards Jr., who is owner of WKPT-AM-FM Kingsport. Ann. Jan. 13.

*Morgantown, W. Va.—Board of Governors of West Virginia University. UHF channel 35 (572-578 mc); ERP 1,875 kw vis., 375 kw aur. Ant. height above average terrain 1,502 ft., above ground 518 ft. P.O. address: c/o C. Gregory Van Camp, West Virginia University, Morgantown. Estimated construction cost \$1,586,144; first year operating cost \$390,230. Studio located in Morgantown, trans. in Grant Township, both West Virginia. Geographic coordinates 39°

41' 43" north lat., 79° 45' 46" west long. Type ant. RCA Zig-zag; type trans. RCA TTU-30A. Legal counsel Welch & Morgan, consulting engineers Silliman, Moffet & Kowalski, both Washington. Revenue (appropriations) will be administered by legislature of state of West Virginia through direction of Board of Governors. Ann. Jan. 14.

Existing TV Stations

ACTION BY FCC

■ WECT(TV) Wilmington, N. C.—Commission granted CP to move trans. site about 21 miles N-NW of present location, increase ant. height from 940 ft. to 1,940 ft., and make other changes; conditioned that neither Roy H. Park nor Dorothy D. Park hold office or participate in management of corporation. Commissioner Bartley dissented; Commissioners Loevinger and Wadsworth absent. Action Jan. 12.

New AM Stations

ACTIONS BY FCC

Greensburg, Ind.—Tree Broadcasting Corp. Commission granted CP for new daytime AM to operate on 1330 kc, 500 w, DA; conditions. Commissioner Cox dissented. Action Jan. 12.

Cochran, Ga.—Bleckley County Broadcasting Co. Granted CP for new AM on 1440 kc, 1 kw, D. P.O. address Box 184, Hazlehurst, Ga. Estimated construction cost \$11,997; first year operating cost \$31,200; revenue \$42,000. Principal: John Hulett. Mr. Hulett has 24.5% interest in WVOH Hazlehurst. Action Jan. 14.

Harriman, Tenn.—Harriman Broadcasting Co. Granted CP for new AM on 970 kc, 500 w, D. P.O. address: c/o F. L. Crowder, Box 39, Livingston, Tenn. Estimated construction cost \$27,702; first year operating cost \$42,000; revenue \$50,000. F. L. Crowder is sole owner. Mr. Crowder is owner of billiard parlor and 7-Up Bottling Co., 50% partner in WLIV Livingston. Action Jan. 12.

APPLICATIONS

Burney, Calif.—Ulysses Sherman Bartmess. 1450 kc, 250 w, U. P.O. address: Box 956, Burney 96013. Estimated construction cost \$1,500; first year operating cost \$24,000; revenue \$36,000. Mr. Bartmess is income property investor in California and Oregon. Ann. Jan. 17.

Fort Pierce, Fla.—Walter A. Duke tr/as St. Lucie Broadcasting Co. 1070 kc, 1 kw, DA, D. P.O. address: Box 186, Hendersonville, Tenn. 37075. Estimated construction cost \$49,630; first year operating cost \$60,000; revenue \$70,000. Mr. Duke is 50.92% owner of WDBM-AM-FM Statesville, N. C. Ann. Jan. 17.

Florence, S. C.—Eastern Carolina Broadcasters Inc. 1490 kc, 250 w, (1 kw LS), U. P.O. address: 1232 Berkley Ave., Florence 29501. Estimated construction cost \$15,360; first year operating cost \$36,000; revenue \$40,000. Principals: Frank L. Martin, A. P. Skinner III (each 44%), M. W. Pell (10%), H. M. Gilbert (2%). Mr. Martin is sales manager of WOLS Florence, 50% owner of telephone time service company. Mr. Skinner is salesman for WOLS and 50% owner of telephone time service company with Mr. Martin. Mr. Pell is chief engineer and sales announcer for WOLS. Mr. Gilbert is retired. Ann. Jan. 14.

Existing AM Stations

APPLICATIONS

KWYN Wynne, Ark.—East Arkansas Broadcasters Inc. Seeks CP to change hours of operation from SH to U; change ant., trans. location to highway U.S. 64 just west of state highway 1, Wynne, Ark.; with remote control from main studio location. Ann. Jan. 17.

WCCO Minneapolis—Midwest Radio-Television Inc. Experimental broadcast station application tendered June 19, 1964, requesting operation on 830 kc, 750 kw, U, amended Dec. 29, 1965, to change from developmental broadcast to standard broadcast. (Petition filed requesting waiver of Secs. 73.25(a), 73.21(a)(1), 73.41, 73.182(a)(1), and any other relevant sections of rules having to do with

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



maximum power of 50 kw, in order that application be accepted for filing and considered on its merits. Ann. Jan. 12.

WKDK Newberry, S. C.—Newberry Broadcasting Co. Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. Ann. Jan. 17.

KFKF Bellevue, Wash.—F. Klempner Freeman, Elwell C. Case and Mrs. Florence G. Hayes db/as Bellevue Broadcasters. Seeks CP to change hours of operation from D to U, using power of 1 kw. DA-1; change ant. trans. location to 2205 118th S.E., Bellevue; install new trans. Requests facilities of KBVU. Ann. Jan. 14.

New FM Stations

ACTIONS BY FCC

Perry, Ga.—Howard C. Gilreath db/as Radio Perry. Granted CP for new FM on 100.9 mc, channel 265A, 3 kw. Ant. height above average terrain 198 feet. P.O. address Radio Station WPGA, Perry. Estimated construction cost \$23,636; first year operating cost \$20,000; revenue \$25,000. Mr. Gilreath has 70.6% interest in WCLA Claxton, has 50% interest in WKIG Greenville, and owns WMAC Metter and WPGA Perry, all Georgia. Action Jan. 11.

New Albany, Miss.—Vernon K. and Wynne Wroten db/as New Albany Broadcasting Co. Granted CP for new FM on 103.5 mc, channel 278, 36 kw. Ant. height above average terrain 79 feet. P.O. address Box 808, New Albany. Estimated construction cost \$15,605; first year operating cost \$5,500; revenue \$10,000. Principals: Mrs. Wynne (49%) and Vernon K. Wroten (51%). New Albany Broadcasting is licensee of WNAU New Albany, Action Jan. 17.

Las Cruces, N. M.—Chaparral Broadcasting Services Inc. Granted CP for new FM on 103.9 mc, channel 280, 2.70 kw. Ant. height above average terrain 3 feet. P.O. address Box 968, Las Cruces. Estimated construction cost \$20,825; first year operating cost \$17,650; revenue \$19,800. Principals: William R. Lask and others. Chaparral owns KGRT Las Cruces, Action Jan. 12.

***Tulsa, Okla.**—Oral Roberts University. Granted CP for new FM on 103.3 mc, channel 277, 100 kw. Ant. height above average terrain 165 ft. Estimated construction cost \$39,050; first year operating cost \$24,000. Oral Roberts Evangelistic Association, which created assignee university, is owner of KFMJ Tulsa. Action Jan. 12.

APPLICATIONS

Statesboro, Ga.—WWNS Inc. 100.1 mc, channel 281, 3 kw. Ant. height above average terrain 144 ft. P.O. address: Box 958, Statesboro 30458. Estimated construction cost \$23,390; first year operating cost \$7,500; revenue \$12,500. Principals: Donald Outland McDougald, William Worth McDougald, John Horace McDougald (each 33⅓%). Applicant is licensee of WWNS Statesboro. Ann. Jan. 12.

Oakland, Md.—Oakland Radio Station Corp. 92.1 mc, channel 221, 427 w. Ant. height above average terrain 687 ft. P.O. address: c/o Gary L. Daniels, Station WMSG, Oakland 21550. Estimated construction cost \$9,345; first year operating cost \$6,500; revenue \$7,500. Oakland Radio is licensee of WMSG Oakland, Md. Ann. Jan. 14.

***Raleigh, N. C.**—North Carolina State University at Raleigh. 88.1 mc, channel 201, 10 kw. P.O. address: c/o Gerald G. Hawkins, Box 5505, State College Station, Raleigh 27602. Estimated construction cost \$3,698; first year operating cost \$7,444. Station will be administered by trustees of University of North Carolina. Ann. Jan. 17.

Ellwood City, Pa.—Scott Broadcasting Co. of Pennsylvania Inc. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Herbert Scott, Station WPAZ, 247 High St., Pottstown, Pa. 19464. Estimated construction cost \$50,407; first year operating cost \$50,000; revenue \$50,000. Principals: Herbert Scott (45%), Ralph Mellon (22½%), Herbert Sinberg (15½%), Margaret Levine and Charles E. Mellon (each 8½%). Mr. Scott owns WJWL Georgetown, Del. Ralph Mellon owns WCAT Orange, Mass. Principals own, through Scott Broadcasting of Pa., WPAZ Pottstown, and through Scott Broadcasting of N. J., WTTM-AM-FM Trenton, N. J. Ann. Jan. 14.

Existing FM Stations

ACTION BY FCC

WRIP-FM Rossville, Ga.—Commission waived Sec. 1.534(b) of rules, accepted and granted application to replace expired CP for new class A FM. Action Jan. 14.

Ownership Changes

ACTIONS BY FCC

WKUL Cullman, Ala.—Granted transfer of control of licensee corporation, Cullman Broadcasting Co., from Hudson C. Millar Jr. (100% before, none after) to Airmedia Inc., owned by Hudson C. Millar Jr. (57.9%), William T. Baird (18.1%), James Jerdan Bullard (9.0%), Clarence A. Lee Sr. (7.2%) and others. Messrs. Millar and Bullard are applicants for AM in Huntsville, Ala. Consideration stock transaction. Action Jan. 13.

KYND Tempe, Ariz.—Granted assignment of license and CP from KYND Radio Corp. to Rene Cote of Pawtucket, R. I. Consideration \$341,250. Mr. Cote has no other present broadcast interests. Action Jan. 12.

KBLU-AM-TV Yuma, Ariz.—Granted voluntary relinquishment of negative control of licensee corporation, Desert Telecasting Co., by Robert W. Crites (50% before 33⅓% after), John and Helen Noga (each 25% before, 16⅔% after) to Paul E. Morgan and Herman Newhouse, a partnership (none before, 33⅓% after). Consideration \$140,000. Action Jan. 18.

KARK-AM-FM-TV Little Rock, Ark.—Granted transfer of control of licensee corporation, Arkansas Radio and Equipment Co., from Madeline M. Barton (40% before, none after), C. N. Barton (20% before, none after) and T. K. Barton (40% before, none after), to Mullins Broadcasting Co. (none before, 100% after), owned by John C. Mullins (100%). Consideration \$3,750,000. Mullins Broadcasting is licensee of KBTR and KBTB-TV Denver. Mr. Mullins has realty, investment, outdoor advertising and other interests in Colorado and Tulsa, Okla. Action Jan. 19.

KSPA Santa Paula, Calif.—Granted assignment of license from William F. Wallace and Anne Wallace, joint tenants, to Rancho Broadcasting Inc. Assignment is for legal convenience only; no financial consideration. Action Jan. 13.

WIXN-AM-FM Dixon, Ill.—Granted transfer of control of licensee corporation, Russel G. Salter Inc., from Lloyd Burlingham (75%) and Robert L. Harris (25%) to Harry Campbell, Dolph Hewitt, Donald Blanchard and Norbert A. Drake (each 25%). Mr. Campbell is 26% owner of KCFI Cedar Falls, Iowa; Mr. Hewitt is producer and director for WGN Chicago; Mr. Blanchard is employed as talent on WGN; Mr. Drake is Chicago attorney and general counsel for KCFI. Consideration \$200,000 plus \$60,000 for agreement to compete. Action Jan. 18.

WMOK Metropolis, Ill.—Granted assignment of license from W. R. Tiner, Noah J. Korte, S. F. Chase, Bernard Lurie, Don M. Park, R. V. Gillespie, Eddie Clark, J. B. Humma and Elva M. Firmin, a limited partnership db/as Fort Massac Broadcasting Co., to Fort Massac Broadcasting Co. Transfer is for legal convenience; no financial consideration. Action Jan. 13.

KUDL Fairway, Kan.—Granted involuntary transfer of control of licensee corporation, KUDL Co. (joint venture), from Eugene Burdick and Carol W. Burdick to Carol W. Burdick individually and as executrix of estate of Eugene Burdick deceased. KUDL Co. is owned by Kamina Inc. (80%) and Zimmerman Enterprises Inc. (20%). Mr. and Mrs. Burdick each owned 50% of Kamina Inc. No financial consideration. Action Jan. 12.

KTEA-FM Midwest City, Okla.—Granted assignment of license from Midwest Stereo Broadcasting Co. to House of Sound Broadcasting Corp. Pro forma application following transfer of control granted Oct. 22, 1965. Action Jan. 13.

WYDD(FM) New Kensington, Pa.—Granted assignment of license from Gateway Broadcasting Enterprises Inc. to Milton James Hammond. Mr. Hammond owns Hammond Newspapers, Millvale, Pa., and has been officer and stockholder of three broadcast stations over past twenty years. Consideration \$15,000. Action Jan. 13.

KGNC-AM-FM-TV Amarillo, Tex.—Granted assignment of license from Plains Radio Broadcasting Co. (KGNC-AM-FM) and from Globe-News Publishing Co. (KGNC-TV) to Stauffer Publications Inc. Stauffer Publications is owned by Oscar S. Stauffer (21.05%), Grant Stauffer estate (3.30%), Stanley H. Stauffer (2.94%), John H. Stauffer (2.64%), Marion W. Stauffer (1.63%), John R. Porter estate (8.18%), Grace Hoffman (4.25%), Jean K. Garvey (3.91%), F. W. Brinkerhoff (2.98%), Mrs. H. Bernard Fink (2.60%), and seven others less than 1.0%. Stauffer Publications controls following wholly owned broadcast subsid-

aries: KSEK Pittsburg and KSOK Arkansas City, both Kansas; KGFF Shawnee, Okla.; Capper Publications, which wholly owns Topeka Broadcasting Assoc., which is licensee of WIBW-AM-FM-TV Topeka, Kan. Consideration \$5.9 million. Ann. Jan. 14.

KLVI Beaumont, Tex.—Granted voluntary relinquishment of negative control of licensee corporation, Radio Beaumont Inc., by each, John H. Hicks Jr. and Madelyn O. Hicks (each 50% before, 37.5% after), through sale of stock by licensee corporation to Charles M. Trub (none before, 25% after). Consideration \$25,000. Action Jan. 17.

KELP-AM-TV El Paso, Tex.—Granted assignment of license (of KELP-TV) from Norman E. Alexander and Joseph Harris db/as KELP Television Co., and (of KELP) from Northern Pacific Radio Corp., owned by Messrs. Alexander and Harris, to John B. Walton Jr. Mr. Walton is owner of KVKM-AM-TV Monahans, KVII-FM-TV Amarillo, both Texas; KVOD-AM Albuquerque, N. M.; KFFI Tucson, Ariz., and is applicant for UHF license in Lubbock, Tex. Consideration \$2,375,000. Action Jan. 19.

KZOL Farwell, Tex.—Granted assignment of license from G. D. Anderson to Best Broadcasting Co. Best Broadcasting is owned by Norman L. Thomas, Wilson W. Copeland, Bobby Simpson, Michael W. Briggs, Gil W. Patschke (each 20%). Mr. Thomas is banker; Mr. Copeland is retail hardware store owner and has CATV interests; Messrs. Simpson and Briggs are bankers; Mr. Patschke is sales manager and chief engineer of KLVT Levelland, Tex. Consideration \$75,000. Action Jan. 12.

WLSL Big Stone Gap, Va.—Granted assignment of license from W. H. Wren Jr. and Jean B. Wren db/as Gap Broadcasting Co. to W. H. Wren Jr. tr/as Gap Broadcasting Co. Assignment is result of court directed division of properties. Action Jan. 13.

■ Granted transfer of control of Great Empire Broadcasting Corp. (KBYE), Oklahoma City and Wichita Great Empire Broadcasting Inc. (KFBI), Wichita, Kan., and Little Rock Great Empire Broadcasting Inc. (KXLR), North Little Rock, Ark. These corporations are owned 72% by Berniece L. Lynch and 28% by F. F. Mike Lynch. Involves exchange of stock to effect owner-

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ship of KFDI by F. F. Mike Lynch (son) and KBYE and KXLR by Berniece L. Lynch. Action Jan. 17.

APPLICATIONS

KRIZ Phoenix, Ariz.—Seeks acquisition of positive control of licensee corporation, Shamrock Broadcasting Inc., by Frank Flynn (31.05% before, 51.5% after) and Jeanette Flynn (12.22% before, 32.65% after) through purchase of stock from Reno Ferrero, Minnei Ferrero, J. Hise and Helen K. Fleutsch. Consideration \$56,000. Ann. Jan. 17.

KEWB Oakland, Calif.—Seeks assignment of license from Crowell-Collier Broadcasting Corp. to Metromedia Inc. Consideration \$2,459,000. Ann. Jan. 13.

KFML-AM-FM Denver—Seeks assignment of license from Fine Arts Broadcasting Co. to O'Fallon-O'Connor Broadcasting Inc. Principals: Charles Dunn O'Fallon, Timothy D. O'Connor, (each 25%), John J. Dunn (18.75%), Richard C. Dunn, Robert McMahon (each 12.50%) and Joseph C. Dunn (6.25%). Mr. O'Fallon is sales manager of KIMM Denver. Mr. O'Connor is sales manager of KFML Denver. Messrs. Dunn and Mr. McMahon are involved in joint California real estate ventures. Ann. Jan. 12.

KBGN-AM-FM Caldwell, Idaho—Seeks involuntary assignment of license from F. Demcy Mylar and Harold Shaw db/as Christian Broadcasting Co. of Idaho to F. Demcy Mylar and Gene K. Shaw, executrix of estate of Harold W. Shaw deceased db/as Christian Broadcasting Co. of Idaho. No financial consideration. Ann. Jan. 13.

WIXN(AM-FM) Dixon, Ill.—Seeks assignment of license from Russell G. Salter Inc. to Farm Belt Radio Inc., owned by Harry Campbell, Dolph Hewitt, Donald Blanchard and Norbert A. Drake (25% each). Application is contingent on commission grant of transfer of control of Russell G. Salter Inc. from Lloyd Burlingham and Robert L. Harris (together 100% before, none after) to principals named above. Consideration \$260,000. Ann. Jan. 13.

WHON Centerville, Ind.—Seeks assignment of license from Wayne County Broadcasting Corp. to Brewer Broadcasting Corp., wholly owned by James R. Brewer and licensee of WTCJ Tell City, Ind. Consideration \$150,000. Ann. Jan. 17.

WBOX Bogalusa, La.—Seeks assignment of license from Magic City Broadcasting Corp. to Pearl River Broadcasting Corp., owned by Wayne E. Marcy (50%), W. D. Womack (49.99%) and H. E. Womack (0.001%). Mr. Marcy is electronics corporation manager. W. D. Womack is VP of oil marketing and supply company. Messrs. Womack have interest in applicant for AM in Port Sulphur, La. Consideration \$50,000. Ann. Jan. 13.

Golden Meadow, La.—John A. Egle. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 205 ft. P.O. address: 195 St. Mary Street, Golden Meadow 70357. Estimated construction cost \$28,958; first year operating cost \$45,000; revenue \$50,000. Mr. Egle is sole owner of KLEB Golden Meadow and 50% partner in real estate and service station property. Ann. Jan. 17.

WTYM East Longmeadow, Mass.—Seeks transfer of control of New England Radio Corp., (87% owner of licensee corporation, Executive Broadcasting Corp.) from Ralph Guild (51% before, none after) to Michael Schwartz and Donald L. Wilks (each 16.35% before, 41.85 after). Consideration \$50,000. Mr. Guild has recently applied for license of WORL Boston. Ann. Jan. 13.

WNBH-AM-FM New Bedford and WOCH-AM-FM Yarmouth, both Massachusetts—Seeks assignment of license from E. Anthony & Sons Inc. to Ottaway Stations Inc., owned by James H. Ottaway Sr. (70%) and Ruth B. Ottaway (30%). Mr. Ottaway owns WVPO-AM-FM Stroudsburg, Pa.; is stockholder in WTHH Port Huron, Mich.; owns several Pennsylvania and New York publishing companies; and through Ottaway Stations owns WDOS Oneonta, N. Y. Applicant requests waiver of overlap rules. Consideration \$931,000. Ann. Jan. 18.

WKFR-AM-FM Battle Creek, Mich.—Seeks assignment of license from Southern Michigan Broadcasting Corp. to Engineering Investment Corp., owned by Joseph A. Waldschmitt (98.7%). Mr. Waldschmitt has minority interest (less than 5%) in applicant for channel 29, St. Paul, Minn.; KGSL-TV San Jose, Calif.; WGMF(TV) Miami; applicant for channel 50, Washington, and former applicant for channel 4, Henderson, Nev. Consideration \$375,000. Ann. Jan. 17.

KTRN Raton, N. M.—Seeks acquisition of positive control of licensee corporation, Raton Broadcasting Co., by Jay W. Howe

(40% before, 80% after) through purchase of stock from Marvin H. Shute (40% before, none after). Consideration \$20,000. Transaction is to facilitate purchase of station by James T. Roper (presently 20% stockholder). Ann. Jan. 12.

WBUF-FM Buffalo, WDDS-FM Syracuse, WVOR(FM) Rochester, all New York—Seek transfer of control of licensee corporation, Functional Broadcasting Inc., from Albert Werthelmer (100% before, none after) to Amalgamated Music Enterprises Inc. Mr. Werthelmer is president, director, and 28.46% owner of Amalgamated Music; he wishes to alleviate himself personally of debts and obligations of licensee. Consideration cancellation of debts. Ann. Jan. 12.

WKDX Hamlet, N. C.—Seeks assignment of license from Ridsen Allen Lyon to Richmond County Broadcasting Co. Assignment is for legal convenience only; Mr. Lyon remains sole owner of station. No financial consideration. Ann. Jan. 12.

WYFS(FM) Winston-Salem, N. C.—Seeks assignment of license and SCA from Fine Music Inc. to WAAA-FM Inc., owned by Seymore Schneidman (52%), Vincent Colangelo (18%), Arnold Schneidman (15%), Harvey J. Martin (5%). Principals, through Laury Associates Inc., control WAAA Winston-Salem. Consideration \$41,500. Ann. Jan. 13.

KFMJ Tulsa, Okla.—Seeks assignment of license from Urok Broadcasting Co. to KFMJ Inc., owned by George Roberts Kravis II (40%) and Bessie R. Kravis (60%). Mr. Kravis is investor in home construction; Mrs. Kravis is housewife. Consideration \$250,000. Ann. Jan. 13.

WGSA-AM-FM Ephrata, Pa.—Seeks acquisition of negative control of licensee corporation, Garden Spot Broadcasters Inc., by each, Samuel R. Youse (33.3% before, 50% after) and Lester J. Grenwait (41.5% before, 50% after) through purchase of stock from John H. Norris (25% before, none after). Consideration \$16,000 from Grenwait and \$16,000 from Youse plus return to seller of \$10,000 note held by buyers. Ann. Jan. 12.

WJCW-AM-FM Johnson City, Tenn.—Seeks acquisition of positive control of licensee corporation, Tri-Cities Broadcasting Inc., by Josephine D. Wilson (43% before, 60% after) through purchase of stock from licensee corporation. Mrs. Wilson, with husband James C. Wilson (57% before, 40% after), owns station. Transfer is for legal convenience only. No financial consideration. Ann. Jan. 13.

KVWG Pearsall, Tex.—Seeks assignment of license from Arthur Earl McKinley, Robert L. McKinley and Clyde McKinley Jr. db/as Winter Garden Broadcasting Co. to Vernon R. Nunn & Lloyd E. Kolbe db/as Nunn-Better Radio Co. Messrs. Nunn (75%) and Kolbe (25%), through Nunn-Better Radio, are owners of KVLG La Grange, Tex. Consideration \$34,950. Ann. Jan. 14.

WPHD(FM) Norfolk, Va.—Seeks acquisition of positive control of permittee corporation, Flanagan Dorsey Broadcasting Enterprises Inc., by John R. Dorsey (26% before, 52% after) through purchase of stock from Edward H. Lenaway (26% before, none after). Consideration \$260. Mr. Dorsey has become owner of WKZA Kane, Pa., and wishes to be freed of his obligations to WPHD. Ann. Jan. 12.

KGA Spokane, Wash.—Seeks assignment of license from Gran Broadcasting Co. to Christian Services Inc. Christian Services is a non-stock, non-profit corporation having 7 directors. Consideration \$250,000. Ann. Jan. 13.

Hearing Cases

FINAL ACTIONS

■ **KELP (Northern Pacific Radio Corp.) and KELP-TV, channel 13 (Kelp Television Co.), El Paso, Tex.**—Commission granted assignment of licenses, including adjuncts, from Norman El Alexander and Joseph Harris to John B. Walton, Jr.; consideration \$2,375,000 and agreement not to compete for five years. Walton is 100% owner of KVKM-AM-TV Monahans, Tex.; KVII-FM-TV Amarillo, Tex.; KVOB Albuquerque, N. M., and KFIF Tucson, Ariz. Commissioner Bartley dissented. Action Jan. 19.

■ By memorandum opinion and order, commission (1) granted transfer of control of Arkansas Radio and Equipment Co., licensee of KARK-AM-FM-TV (channel 4), and adjuncts, Little Rock, Ark., from Madeline M., Clark M. and T. K. Barton to Mullins Broadcasting Co., and (2) dismissed

opposing petition by Arkansas Citizens and Advertisers Protest Committee. Transfer consideration is \$3,750,000. Mullins Broadcasting is licensee of KBTR and KBTB(TV) Denver. Commissioner Cox dissented and issued statement in which Commissioner Bartley joined; Commissioner Wadsworth concurred in grant and issued statement. Action Jan. 19.

■ By memorandum opinion and order, commission (1) granted application of Southeastern Broadcasting Corp. for new VHF TV translator station on channel 10 to serve Canton, N. C., by rebroadcasting programs of its station KFBC-TV (channel 4), Greenville, S. C., and (2) denied opposing petition by Video Cable Co. Inc., CATV operator serving Waynesville and Hazelwood, N. C. Commissioner Wadsworth absent. Action Jan. 19.

■ By memorandum opinion and order, commission denied request by Golden Gate Corp. for waiver of Sec. 73.37 of rules and returned as unacceptable for filing its application to increase ant. efficiency of its AM station WHIM Providence, R. I., by using new 549-foot tower of its FM station as AM radiator. Commissioners Hyde and Lee dissented; Commissioner Loevinger abstained from voting. Action Jan. 19.

■ By memorandum opinion and order, commission granted application of F. L. Crowder, tr/as Harriman Broadcasting Co., for new daytime AM at Harriman, Tenn., to operate on 970 kc with 500 w power; engineering condition, remote control permitted but pre-sunrise operation precluded pending disposition of Doc. 14419 concerning such operation by daytime facilities. In so doing, commission denied opposing petitions by WHBT Harriman; WRKH Rockwood, both Tennessee, and First National Bank & Trust Co. of Rockwood; also implied request for hearing by WNOX Knoxville. Commissioner Bartley dissented and issued statement; Commissioner Cox dissented; and Commissioner Wadsworth concurred and issued statement. Action Jan. 12.

■ Review board denied petitions by broadcast bureau to continue oral argument, reopen record and enlarge issues in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Tex., respectively. Action Jan. 12.

■ By decision, commission affirmed action by its review board in granting applications of Teleprompter Transmission of Kansas Inc. for renewal and modification of microwave facilities used to serve Teleprompter CATV system in Liberal, Kan., conditioned to continued carriage of signal of TV station KTVC Ensign, Kan., on CATV system. Additional condition is that KTVC may institute further proceedings in event change of circumstances necessitates additional protection to KTVC, and grants and any renewals thereof are subject to outcome of rulemaking proceedings in Doc. 14895 and 1523 concerning microwave stations serving CATV systems. Commissioner Bartley concurred in part and dissented in part and issued statement; Commissioner Cox dissented and issued statement in which Chairman Henry and Commissioner Lee joined. Action Jan. 12.

■ By order, commission denied application by WFTL Broadcasting Co. (WFTL-AM-FM), Fort Lauderdale, Fla., for review of Nov. 22, 1965, action by review board denying its petition for leave to intervene in proceeding on application of Boca Broadcasters Inc. for new FM in Pompano Beach, Fla. Action Jan. 12.

■ By memorandum opinion and order in Reno-Las Vegas, Nev., Idaho Falls, Idaho, AM consolidated proceeding in Doc. 16110-5, review board denied motion by WGN Inc. (WGN) Chicago, to modify and enlarge issues. Board member Slone dissented in part and issued statement. Action Jan. 12.

DESIGNATED FOR HEARING

■ **Midway Television, Inc. and Allied Broadcasting Co., Kansas City**—Commission designated for consolidated hearing application for new TV's to operate on channel 36. Issues include determination of financial ability of Midway, which was also ordered to amend its application within 20 days to furnish required citizenship and staff member information and practice of its proposed station with respect to number and length of spot announcements to be allowed in given period. Grant of either application will be subject to condition that commission may, without further proceedings, substitute such other UHF channel as may be allocated in lieu of channel 36 as result of

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SUMMARY OF COMMERCIAL BROADCASTING

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	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,031	22	78	388
FM	1,409	41	199	231
TV-VHF	472 ¹	21	20	167 ²
TV-UHF	92 ¹	17	79	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 20

	VHF	UHF	Total
Commercial	513 ³	188	701 ¹
Noncommercial	68	63	131

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30, 1965

	AM	FM	TV
Licensed (all on air)	4,018	1,391	562 ¹
CP's on air (new stations)	24	32	40
CP's not on air (new stations)	81	208	96
Total authorized stations	4,123	1,631	698
Applications for new stations (not in hearing)	284	185	132
Applications for new stations (in hearing)	70	45	63
Total applications for new stations	354	230	195
Applications for major changes (not in hearing)	201	51	34
Applications for major changes (in hearing)	38	1	8
Total applications for major changes	239	52	42
Licenses deleted	0	0	1
CP's deleted	0	2	0

¹ Includes two licensed VHF stations and one licensed UHF station off the air.

² Breakdown on UHF and VHF applications not available.

³ Includes three noncommercial stations operating on commercial channels.

rulemaking proceeding in Doc. 14229. Commissioner Wadsworth absent. Action Jan. 19.

■ By memorandum opinion and order, commission remanded proceeding on applications for new AM's of Tidewater Broadcasting Co. Smithfield, and Edwin R. Fischer, Newport News, both Virginia, to hearing examiner for further hearing on enlarged issues in light of new policy statement on Sec. 307(b) considerations, and for preparation of supplemental initial decision. Action Jan. 19.

■ By memorandum opinion and order, commission designated for hearing application of Central Coast Television to change trans. site of KCOY-TV Santa Maria, Calif., increase ERP and ant. height and make other changes; on own motion, made KEYT-TV and KHPH-TV, both Santa Barbara, objecting petitioners, parties to proceeding. Commissioner Wadsworth absent. Action Jan. 12.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) waived Sec. 1.571 of rules and accepted amendment to application of Central DuPage County Broadcasting Co. for new daytime AM in Wheaton, Ill., to operate on 1530 kc, 500 w, with directional ant. (in lieu of non-DA with 250 w-CH), and retained file number BP-16465; and (2) dismissed as moot opposing petition by WCKY Cincinnati and dismissed petition by DuPage County Broadcasting Inc., applicant for new AM in Elmhurst, Ill., to dismiss Central's application. Action Jan. 19.

■ Review board granted petition by Broadcast Bureau to extend time to Jan. 21 to file appeal from examiner's action of Jan. 6 in proceeding on application of Continental Broadcasting Inc. for renewal of license of station WNJR Newark, N.J. Action Jan. 18.

■ Review board granted motion by South Dade Broadcasting Co. to extend time to Jan. 28 to file responsive pleadings to petition by Redlands Broadcasting Co. to enlarge issues in proceeding on their applications for new AM's in Homestead, Fla., and that of Seven League Productions Inc. for renewal of license of WIII Homestead.

Action Jan. 18.

■ Review board granted request by Broadcast Bureau to extend time to Jan. 24 to file exceptions to initial decision in proceeding on application of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana, Calif. Action Jan. 18.

■ Review board granted petition by Edgefield-Saluda Radio Co. (WJES), Johnston, to extend time to Jan. 26 to file positions to motion by WQJZ Inc. (WQJZ) St. George, both South Carolina, to enlarge issues in proceeding on their AM applications. Action Jan. 13.

■ On own motion, review board continued without date Jan. 20 oral argument pending disposition of pleadings now before review board in proceeding on AM application of Norristown Broadcasting Co., (WNAR), Norristown, Pa. Action Jan. 12.

■ Commission extended from Jan. 31 to March 1 exemption from rule limiting duplication of programming by commonly owned AM-FM stations in large cities, with respect to stations which have filed requests for exemption or waiver of rule. These stations include those listed in public notices of July 23 and Oct. 11, 1965, and four subsequent requests. (Rule—which limits to 50% time of such duplication—became effective for other FM's in cities of over 100,000 population on Oct. 15, 1965.) Action Jan. 12.

■ By memorandum opinion and order in proceeding on applications of Boardman Broadcasting Co. and Daniel Enterprises Inc. for new AM's in Boardman and Warren, Ohio, respectively, in Doc. 15190-1, review board (1) on own motion, remanded proceeding to examiner for further hearing and preparation of supplemental initial decision; (2) deleted issue added by board Jan. 15, 1964; (3) enlarged issues as to Boardman to determine (a) whether its proposal will realistically provide local transmission facility for its specified station location or for another larger community; and (b) in event it is concluded pursuant to issue (a) that proposal of Boardman will not realistically provide local transmission service for its specified station location, whether such proposal meets all of technical provisions of rules, including sections 73.30, 73.31 and 73.188 for standard broadcast stations assigned to most-populous

community for which it is determined that proposal will realistically provide local transmission service; and (4) dismissed as moot petition by Broadcast Bureau to enlarge issues and remand proceeding. Action Jan. 12.

■ By order, commission further extended time from Jan. 31 to April 15 to file comments and from March 31 to May 16 for replies in matter of amendment of part 73 of rules with respect to competition and responsibility in network television broadcasting.

Extension of time was requested by TV networks who have engaged independent research organization, Arthur D. Little Inc., to prepare study concerning business of TV program production and procurement and TV program syndication. In granting extension, commission relied specifically on representations made by petitioners that study will be submitted for record on or before Feb. 15 in sufficient number of copies so that it may be made generally available. Action Jan. 12.

■ By memorandum opinion and order in proceeding on applications of Black Hills Video Corp. for renewal of licenses of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, which were granted on July 2, 1965, with conditions, commission acted on pleadings by Black Hills as follows: (1) granted stay to Jan. 27 of carriage and nonduplication provisions for benefit of KPOB-TV Poplar Bluff, Mo., required by previous orders, but denied its request for stay of those provisions with respect to CATV system at Ellsworth Air Force Base, S. D.; (2) extended stay of effective date of non-duplication provisions with respect to CATV system at Rapid City, S. D., authorized Oct. 29, 1965, pending further order but subject to condition that simultaneous nonduplication protection prescribed Oct. 29 be afforded to KOTA-TV in Rapid City; and (3) denied in all other respects request of Black Hills for stay of commission orders. Commissioner Bartley dissented; Commissioner Cox not participating; Commissioner Loevinger concurred in result but voted to grant requested relief; Commissioner Wadsworth dissented to grant of any stay. Action Jan. 12.

Routine Roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on Jan. 13 granted petitions by Association of Federal Communications Consulting Engineers and Clear Channel Broadcasting Service to extend time from Jan. 14 to July 14 to file comments and from Jan. 31 to Aug. 15 for replies in matter of proposed rule (Part 73) for AM directional antenna pattern calculations.

■ Commission on Jan. 12 granted request by Federal Communications Bar Association to extend time to Jan. 13 to file comments in matter of amendment of rules of broadcast practice and procedure relating to responses to commission inquiries and making of misrepresentations to commission by applicants, permittees and licensees.

By Office of Opinions and Review

■ Granted request by Emerald Broadcasting Corp. (KPIR), Eugene, Ore., to extend time to Jan. 24 to file application for review of action of Jan. 10 by review board in proceeding on its AM application et al. Action Jan. 18.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to further extend time to Feb. 21 to file application for review of review board's decision of Dec. 3, 1965, in proceeding on its AM application. Action Jan. 14.

■ Granted petition by Broadcast Bureau to extend time to Jan. 27 to file response to application for review in proceeding on applications of Saul M. Miller and A-C Broadcasters for new AM's in Kutztown and Annville-Cleona, Pa., respectively. Action Jan. 11.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Millard F. French to preside at hearings in proceeding on applications of Twin-State Radio Inc. and Richland Broadcasting Co. for new AM's in Natchez, Miss., and Delhi, La.; scheduled

(Continued on page 85)

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

Station manager work under general manager. Rapidly expanding South Florida gold coast area major network affiliate. Essential previous experience heavy sales and collections. State previous earnings, resume. Prefer above 35. Box A-115, BROADCASTING.

Ohio small market daytimer needs working manager now! Salary plus percentage of net profit. Box A-207, BROADCASTING.

Expanding Ohio company with radio, CATV, TV and Newspaper interest has opening for FM station manager. Must be ambitious with desire to move up in growing organization. Small market sales and programming experience a must. Immediate opening. Send complete resume to Box A-220, BROADCASTING.

Manager for rocky mountain medium market station. Minimum starting salary of \$750.00 per month, plus liberal commission arrangement. Right man may become part owner. Will not contact anyone concerning you without your permission. Box A-271, BROADCASTING.

Sales

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

Salesman with broadcast experience: third ticket required. This isn't an ad for an announcer-salesman but for a man who can handle commercial accounts; other work strictly limited or emergency. Box A-47, BROADCASTING.

Needed immediately—qualified sales manager; excellent base plus strong incentive. Northeast within two hundred miles New York City. Box A-163, BROADCASTING.

New Jersey station expanding sales dept. looking for man who could substantiate good background. Eventual sales manager material. Pay good if you are. Box A-269, BROADCASTING.

Good deal for Philadelphia based salesman with agency contacts. Box A-277, BROADCASTING.

Experienced salesman. Only promotion minded station in market. Excellent reputation. Adult programming. Good account list, salary, commission. 3rd ticket helpful, not necessary. Contact General Manager, KHIT, Radio, Walla Walla, Washington.

Salesman for future management, good base plus commission, expansion program. Mr. Waters, KLTR, Blackwell, Okla.

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager, KSWs, Roswell, New Mexico.

Experienced married salesman, immediately, \$100 plus commission. WJOE, Port St. Joe, Florida.

Need four salesmen to travel (already have one making \$800 week) to sell prestige promotion (proven) to Radio and Banks. Call on inquiries only. Write Randall, P.O. Box 2029, Tuscaloosa, Ala. Will call you long distance for interview.

Announcers

Girls wanted for air work . . . must have good voice . . . in top 50 market area. Send photograph, resume and tape with salary requirements to Box A-5, BROADCASTING.

Announcers—(Cont'd)

Announcer with pleasant, authoritative delivery for middle-music Texas station. Box A-90, BROADCASTING.

Announcer to train in time sales, some announcing. Top pay, good working conditions. Fine small market station in S. C. Send complete resume. Box A-142, BROADCASTING.

Straight announcer, tight board; good music station. Big Connecticut market; \$120.00. Send tape and resume. Box A-145, BROADCASTING.

Immediate opening for adult announcer with endorsed third. Grown-up central Florida established station has permanent position for mature man who wants to practice good radio and believes in top notch production. Send tape, snapshot, resume all in first letter to Box A-149, BROADCASTING.

Personality deejay with sports background and 3rd endorsed for N' eastern Penna., medium market. Send tape, resume, salary requirements to Box A-178, BROADCASTING.

Will pay up to \$150.00 weekly for an announcer. Send resume and tape to Box A-181, BROADCASTING.

Top flight afternoon top 40 jock, mature, personable, must be production whiz. Medium market, New York state. No beginners. Send non-returnable tape, resume and photo. Box A-187, BROADCASTING.

New Jersey—if you are an experienced announcer, able to deliver news and commercials in a friendly relaxed manner, send tape and resume. Interview required. Box A-191, BROADCASTING.

Announcer for C&W station. Mid-Atlantic state. Mature, friendly voice. Must handle all phases well, especially news. Good salary, excellent staff equipment. Only sober, responsible people need apply. Two years experience minimum requirement. Tape, photo, resume 1st letter. All material will be returned. Box A-192, BROADCASTING.

Experienced announcer, small market, daytimer, southeast. \$80.00-85.00 weekly. Send tape, resume, photo, Box A-216, BROADCASTING.

Announcer-salesman with broadcast endorsed third, southeast; small market. Send tape, photo, complete resume. Box A-217, BROADCASTING.

Announcer with 1st ticket needed immediately by medium market group format station in mid-eastern capital city. The man we seek must have a fair for news, run a tight board and be capable of light maintenance. Experience not as important as dedication and eagerness to learn from pros. Send tape, resume and salary requirements to Box A-243, BROADCASTING.

Two announcers needed yesterday, third phone endorsed. FM operation in the northeast needs announcers with mature but personable style, at home in adult music format. One man will run morning shift. One man will take over public affairs programming. Both should write good copy and be able to handle program remotes. Immediate opportunity to move up to Program Director position now vacant. Rush tape, resume, salary needs to Box A-244, BROADCASTING.

Top-notch announcer-salesman, must have first phone. Part time announcing and full time sales. Excellent opportunity in attractive, medium Florida market for mature man who knows you have to work for what you get and is interested in making money—\$125.00 plus commissions. Box A-258, BROADCASTING.

Announcers—(Cont'd)

Announcer needed for Connecticut station. First phone preferred. Must know news, decent music, board operation. Mature, pleasant personality, interest in community affairs. Send photo, resume, tape with first letter. Box A-284, BROADCASTING.

Announcer with first phone, immediate opening. KAPS, Box 70, Mount Vernon, Washington.

Immediate opening for announcer with first phone. Some experience helpful but not necessary. No maintenance. Contact Ralph Green, KFKA, Greeley, Colorado.

Alaska—Experienced, mature voice. Affection free delivery. High professional standards for news, production and short board shift. Excellent wage. Good music. Air mail tape, application references to: KHAR—Pouch 7-016, Anchorage.

Radio Station KNOP, North Platte, Nebraska needs immediately night man from 7-12 p.m. salary open. Send tapes and resumes to Darrell Baade, P. O. Box 248.

Need 1 more staff announcer for new 50,000 watt good music radio station. Send tape, snapshot, salary & full details by air-mail to Manager, KSWs, Roswell, New Mexico.

Opening for evening personality—KWBB, Wichita, Kansas. Contact Rex Hall, P. O. Box 486.

Maryland AM-FM independent has immediate opening for experienced announcer. Forward resume, tape to WASA, Havre de Grace, Md.

Morning man needed at once. . . . Send tape and resume to WCEF, Parkersburg, W. Va., or call Randy Jay 485-7048.

Morning man—1st phone, excellent salary, fringe benefits including profit sharing. New facilities, permanent position, no maintenance. Call Vern Otto 715-258-5528, or send resume-tape: WDUX, Waupaca, Wisconsin, a Laird Group Station.

Are you a professional announcer who likes good music? Do you believe good music and showmanship can go together? This is a five figure opportunity with best benefits. A great opportunity for the right man. Rush tape and resume to Dominic Quinn, Program Director, WEEI, Boston.

Still needing C&W D.J. Opening immediate. Permanent position. Must handle news, write some copy. Contact Keith Buck, WEZJ, Williamsburg, Kentucky.

Florida Keys adult format station has immediate opening for capable announcer with first class license. Send tape to Tony Fairbanks, WFFG, Box 488, Marathon, Fla.

Announcer needed for middle-of-the-road operation, ABC network. Five day week. Good pay. Excellent security. Prefer family man. Contact Ed Carrell, WGAD, Gadsden, Alabama.

Washington, D. C. metropolitan area is first ranked. WHMC serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-948-9400.

Announcer with first phone. Some experience required. No maintenance. NBC affiliate, newspaper owned. Solid and well equipped. Send tape, resume, salary requirements and photo. WJPG, P.O. Box 520, Green Bay, Wisconsin 54305.

Immediate opening for experienced announcer top 100 format, award-winning news, all new equipment. Send tape, R. M. McKay, Jr., WKRM, P.O. Box 71, Columbia, Tennessee.

Announcers—(cont'd)

One top 40—One C&W announcer with top 40 delivery. 1st tickets. Send photo, tape, resume to Ted Hite, WKYX, Paducah, Ky.

Opening for staff announcer with endorsed third. Send resume and tape and photo to Art Moran, WMEK, Chase City, Va.

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WMRI, 820 South Pennsylvania St., Marion, Indiana.

Middle of road Massachusetts station needs quality announcer. Experienced only! Contact WSRO, Marlboro, Massachusetts.

South's most dynamic Christian station needs trainee for top Managerial position. WVCF, Box 13535, Orlando, Florida.

Going FM and increasing power. Need announcer with minimum 1 year experience. \$90 start. Send 7½ips tape. WVSC, Somerset, Pa.

Knoxville's pulse rated number one station has an opening for good midday jock. Some news. Send tape and resume to Joe Sullivan, P. D., P. O. Box 1750, Knoxville, Tennessee.

Southwest Virginia new kilowatt daytimer will open March, new studios, new equipment, need announcer with first ticket, no maintenance, also announcer strong on copywriting and production. Middle of road format. Send tape, resume, photo, salary requirements to Garland Hess, Box 373, Tazewell, Virginia.

Technical

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

First phone. Beginners accepted. Transmitter shift. No announcing. \$85.00 weekly start. Box A-270, BROADCASTING.

Chief engineer for AM and high power FM capable take complete charge. Eastern seaboard. Send resume, all details. Box A-281, BROADCASTING.

Alaska—Need chief to layout, install, maintain color TV. Studios-Xmtr of TV-AM-FM on site. Practical experience in color necessary. Excellent wage. Airmail application, references to KHAR—Pouch 7-016, Anchorage.

First phone. No announcing. Contact Jim Davis, WAJR, Morgantown, West Virginia.

Excellent opportunity for chief engineer-announcer. Daytime-directional. Needed at once. \$125.00 weekly. WCRM, Clare, Michigan.

Assistant chief for Washington, D. C. area top 40 outlet. D.A. background & maintenance and construction experience needed. Good character, background necessary. Send resume & references to Chief Engineer, WEAM, Arlington, Virginia or call 703-534-8300.

Combo—engineer-announcer. 1st phone required. Call or write Gene Newman, WHRT, Hartselle, Ala.—773-2558.

Engineer wanted: stable, 1st phone with some experience, for transmitter shift, to take over transmitter maintenance when we go remote. Send references and background to Phil Graham, WJPS, Evansville, Indiana.

First phone engineer needed immediately, at 24 hour 5 kw operation, 4 tower directional day & nite. Car required. Studios & transmitter at one location. Recent graduates of tech schools are acceptable. An equal opportunity employer. Contact Tom Kita, WLEE Radio, Richmond, Virginia, 6200 W. Broad Street.

First ticket engineer suburban Washington—going 5 kw. Excellent conditions. Send resume—WPRW, Manassas, Va.

Wanted—Good mature technical man capable of assuming responsibility of chief engineer. Contact E. M. Sears, Box 62, Bloomington, Indiana.

News

Opportunity reporter able to gather and write news, do interviews. Needed Feb. 1. Send tape. State salary. Inquire Radio WCOW, Sparta, Wisconsin.

Opening available February 1st for news director. You do it all. Challenging job in small, growing market. Send resume and tape, or contact Manager, WDLG, Port Jervis, New York.

Wanted—News director and/or newsmen for Delaware's top rated station. Mobile unit, beeper phone experience. Good pay and benefits. Expanding company. Send tape and resume WMAS, Wilmington, Delaware.

Production—Programing, Others

Opportunity for talented assistant program director in radio station on Texas gulf coast. Box A-91, BROADCASTING.

Accountant—Major Washington, D. C. network radio-TV station. Send resume indicating salary level required to Box A-172, BROADCASTING.

Program director who knows top 40. Middle Atlantic states. Major market. Send qualifications, photo, all information. Box A-282, BROADCASTING.

RADIO

Situations Wanted—Management

Top salesman ready for management. Fifteen years selling, programing, announcing. Stable, educated. Excellent record. Box A-219, BROADCASTING.

Experienced manager that has never operated at a loss. Experienced in announcing, programing, first license, and heading and leading sales dept. Know FCC regulations. Best references. Box A-236, BROADCASTING.

My record: First station 102% increase first year. Second station 76% increase. Never a failure. Age 43, married, sober, moderate habits. Excellent references. Experience any size market. Box A-237, BROADCASTING.

Currently employed sales manager desires station management. Midwest small or medium market. Box A-241, BROADCASTING.

Experienced top-40 general manager. Strong sales background . . . national, regional and local. Excellent regional and national contacts. Desire permanent location. West coast. 200 to 500,000 market. Box A-259, BROADCASTING.

Sales

Money hungry, aggressive, creative salesman who can sell is available. I believe the name of the game is sales, and sales mean dollars to both of us. Now working in competitive radio market with very promotion minded top 40 station within the top 70 markets. Want to move to major market. If you have the ratings, but not the sales, let's get together and "turn on" your market. Have interesting background and good track record. Box A-166, BROADCASTING.

Four years figures prove me successful major-market sales-manager. References known industry-wide. My station being sold. 1965 income \$19,000. Write Box A-272, BROADCASTING.

Announcers

Staff announcer, family man, third phone. One year middle of the road experience. Will try anything. Prefer south. Box A-156, BROADCASTING.

Young sportscaster with college degree and 5 years experience interested in play-by-play job in small or medium market. Box A-171, BROADCASTING.

First phone—experience: sports, news, dj. Prefer southwest or midwest. Box A-195, BROADCASTING.

Baseball announcing position wanted. Experienced sportscaster. Tape available. Box A-201, BROADCASTING.

Experienced sportscaster-teacher wants New York state part-time sportscasting, including baseball. Tape available. Box A-202, BROADCASTING.

Announcers—(Cont'd)

Announcer, dj, 3 years experience, married, dependable, authoritative newscaster, want to settle, not a floater. Box A-214, BROADCASTING.

Beginner, trained by top professionals, tight board. Want small station experience. Box A-215, BROADCASTING.

Radio-TV reporter-photographer seeks news directorship. 9 years experience, top references. Box A-218, BROADCASTING.

Experienced, college graduate desires position as dj/announcer at top 40 or modern country station. Also looking for music director opening. Presently employed. Box A-221, BROADCASTING.

Announcer-dj, ready, willing, able—all challenges met—mature—3rd, B.E., Box A-224, BROADCASTING.

Negro dj-announcer-newsmen—college-5 years experience—unique style—smooth tight board—married—dependable—relocate—available now. Box A-226, BROADCASTING.

Negro announcer, dj capable of handling all markets, not afraid of work, willing to relocate. Box A-228, BROADCASTING.

1st phone/experienced/married/. Seeks pd-jock position. Top calibre production. Box A-233, BROADCASTING.

Versatile beginner, light experience, seeks position, prefer New England. Box A-234, BROADCASTING.

D. J.—Announcer, experienced. Bright sound. Family man, want to settle down, personable, not floater or prima donna. Tight board and operation. Willing to relocate. Box A-239, BROADCASTING.

Sports director wants bigger market. Seven years radio-TV. High school or college play-by-play. Box A-246, BROADCASTING.

Fast pace disc jockey, newscaster, married, wants to settle. 3rd phone endorsed. Box A-249, BROADCASTING.

Bright, humorous, dj, announcer, 3rd phone endorsement, tight board, married, want to settle, no prima donna. Box A-250, BROADCASTING.

Native Floridian, dj-announcer, first phone, mature voice, 38, family, nine years present location. Locate Florida or southeast. References will give credence to my ability. Box A-256, BROADCASTING.

Country announcer ready now. Hard worker—good air show—lively. Box A-262, BROADCASTING.

Major market modern format personality available now. Creative, reliable. 25, married, one child. Excellent work, character and credit references. 3rd phone. Box A-265, BROADCASTING.

First ticket beginning announcer. College—Broadcasting school graduate. Draft exempt. Prefer New England, however all offers considered. Box A-266, BROADCASTING.

Announcer-dj. Experienced, authoritative newscaster, personable, not a floater or prima donna. Fast format, tight board. Box A-274, BROADCASTING.

Major markets top 40, first phone swinger. Top 30 markets only. Box A-279, BROADCASTING.

Top-40 personality jock wants challenge. Airwork or PD. I have good job. Box A-280, BROADCASTING.

Top-40's beginner hard rock dj, production and music director, endorsed third; draft exempt. Box A-286, BROADCASTING.

DJ-announcer, married, experienced, 3rd class license, draft exempt. Box A-287, BROADCASTING.

DJ-bright sound. School grad. 3rd phone. Relocate. Box A-288, BROADCASTING.

Announcers—(Cont'd)

Negro, dj-announcer, 3rd phone, top school graduate. Draft free, 24, unlimited potential. Start anywhere immediately. Box A-290, BROADCASTING.

Top 40 jock, have beard, will travel. 4 years experience. Hit with young and old. Personality that swings, is different, 3rd class. Call 707-462-3635 or write 184 Eastwood Drive, San Francisco.

3rd phone. No experience. Looking for a chance to learn broadcasting. Write or call Al McClung, 1512½ 4th Avenue South, Great Falls, Montana. 406-453-2879.

Good morning—That's what you'll have when I'm on your staff. Young, experienced, humorous morning man needs job in L.A. or outlying areas. Resume and tape on request. Hurry! Box 70, Marianna, Florida.

Experienced announcer with first phone. Reply 503-772-9378 after 6:00 pm.

Mid-music, 3rd, experienced. K. Sterling, 22 Anderson St., Pittston, Penna. 717-654-4384.

Easy personality, PD, newsman available now. 23, single, draft exempt. A.J.F., 65 Taft St., Hazleton, Pa. 717-455-1782.

Major market first phone—college, draft exempt, family. 10 years contemporary-country-middle road. Relaxed style. Call "Announcer" 214-824-8720. Apt. C, 5610 Lewis, Dallas, Texas.

Gulf coast—south—announcer-sales-copy. Married. Call 305-464-1824.

Top forty deejay, first phone. John Bowles, 4812 Imperial Terrace, Louisville, Kentucky, 502-447-2779.

Technical

15 years experience chief engineer am-fm—also sales experience—presently employed—desire to relocate California area. Will consider other location. Box A-225, BROADCASTING.

Inside work anywhere. Communications trained. Not broadcast. First class phone license. Ambulation problem due Muscular Dystrophy. H.D. Schafer, Interlochen, Mich. Phone 616-947-4544.

News

Experienced newsman-director wants responsible director-newsman position. Box A-223, BROADCASTING.

Looking for seasoned news pro? Heavy radio background, some TV. Integrity, responsibility and top sound. Prefer major station, or news service in New York, Philadelphia, Washington areas. Box A-235, BROADCASTING.

Bright young newsman with four years experience, one year in major market, desires position in top rated news department. 219-356-5865 or Box A-247, BROADCASTING.

Mature news specialists available soon. 18 years radio. Considerable talk, interview, feature and documentary experience. 40 years old, married, sincere and solvent. Now Chicago-Milwaukee area. Box A-255, BROADCASTING.

Production—Programing, Others

Sportscaster, married, looking for a sports minded station . . . experienced play by play in any sport & news coverage . . . would consider a share of TV work also . . . Box A-168, BROADCASTING.

In a rut? Tired of being second best? Become the leader in your market. I have the answer for a floundering or semi-successful operation. New country programing idea brings sales results. Interested? Call 215-459-4870 or Write Box A-222, BROADCASTING.

Experienced sports director-salesman seeking heavy play-by-play schedule, medium-large market outstanding ability, references. Box A-254, BROADCASTING.

Automated stations! "Biff Collie's Corner," taped country personality show with 25 cycle tone ins. Can be two, three, four hours. Seven days \$35.00. Tape, brochure write, 1041 Pine Avenue, Long Beach, Calif.

TELEVISION—Help Wanted

Management

Strong number 2 man for group-operated VHF station to backstop and supplement general manager. Must have solid experience in all phases of operations, sales and administration. Good opportunity to move up for savvy general sales manager, or small market station manager. Submit full resume, references, recent snapshot and salary requirement first letter. Box A-139, BROADCASTING.

Five-radio, two-TV southern base chain looking for ambitious, sales oriented assistant managers to move up. Send full particulars to Harry Ladas, Exec. Vice-Pres. & General Manager, Wagenvoort Broadcasting Company, 614 North Rampart, New Orleans, La.

Announcers

Northwest VHF needs announcer/newsman—experienced, dependable. On camera news, commercials. Excellent pay, company benefits, 5 day work week, AFTRA. Send letter with VTR only. VTR returned. Box A-273, BROADCASTING.

Excellent opportunity for versatile announcer-director. Permanent job for cooperative staff announcer who is willing to work. Send audio tape, snapshot, salary, and full details by air mail to Manager, KSWB TV, Roswell, New Mexico.

Technical

TV Technician with 1st phone for small but expanding eastern market. Outstanding opportunity to gain TV experience in scenic vacation area. Box M-125, BROADCASTING.

Engineer of good character, best technical qualifications for South Texas VHF. Box A-92, BROADCASTING.

Progressive, full color, southern station now accepting applications for transmitter engineers and video switchers. First class license required. State experience, military status, etc. in complete resume. Box A-261, BROADCASTING.

Wanted—Experienced chief technician for rapidly expanding CATV system in mid-western area; heart of all summer and winter sports. Applicant must be familiar with microwave techniques and hold appropriate license. Forward background, references and minimum salary expected. Box A-267, BROADCASTING.

Experienced chief engineer needed immediately for full color, southwestern station. Send full file, graphical information to/or call A. Cowan, KTAL-TV, Shreveport, Louisiana.

Studio technician with 1st class license for studio and microwave maintenance. Also some routine switching. Station installing color film, slide and video tape equipment. Write Director of Engineering, KSOO-TV & AM, 205 N. Phillips Ave., Sioux Falls, S. Dak. or call collect 605-336-1300.

Wanted: Experienced TV studio engineer immediately to fill permanent position in progressive full color operation. Studio color experience highly desirable. Liberal benefits and salary commensurate with ability. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Immediate: need Chief engineer, Television station WPTZ, NBC, Channel 5, Plattsburgh, N. Y. Group owned, company benefits, salary open. Contact David Milligan, Gen. Mgr., or Harry Bowen, present C. E., phone Plattsburgh, 518-JO 1-5555.

Engineers, experienced. For new multimillion dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and location. Contact Director of Engineering WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

1st class engineer-technician for university closed circuit TV and radio. Two or three years experience with cable, VTR, and latest audio and video broadcast equipment desirable. 40 hour week; paid vacation. New installation in new building. Send resume to and or contact Thomas J. Aylward, Director of Radio/TV Division, Department of Speech and Dramatic Art, University of Maryland, College Park, Maryland. Phone: WA 7-3800, ext. 7555.

Technical—(Cont'd)

Radio-Television technician needed in an expanding closed circuit television system utilizing only professional equipment. Requires first phone license and experience in television operation. Prefer some experience in maintenance of video tape recorders and related equipment. Send resume with salary information: University Personnel Office, Room 4, Morrill Hall, Minneapolis, Minnesota 55455. University of Minnesota—An equal opportunity employer.

News

News director—Immediate opening for aggressive experienced news director in competitive 2 station Southeastern VHF television market. Salary open—based on experience, ability & background. Rush VTR, resume to Operations Director, WTVM, Box 1848, Columbus, Ga. 31902.

Production—Programing, Others

Production manager—experienced, college, some announcing. Need imaginative, creative, self-starter. VTR's. Rocky Mountain NBC, VHF. Salary open. Box A-160, BROADCASTING.

WANTED: Creative TV producer-director with at least five (5) years experience. Major group station located in northeast. Excellent opportunity for directing with ability plus experience. Box A-162, BROADCASTING.

Opportunity for creative TV director at leading midwestern station. Must be capable of doing own switching. Many fringe benefits. Immediate opening. Send resume to Box A-227, BROADCASTING.

The gal we want is young, intelligent, has some TV experience and wants more. She writes good commercial and/or promotional copy. She'll be number two in the department, with room to advance. We're a new VHF station in the midwest, with big plans for the future. You could be a part of them. Send us a resume, photo and salary requirements. Box A-251, BROADCASTING.

Experienced television director. Immediate opening. Please contact Cecil Ruffin, Operations Manager, WIRL-TV, Peoria, Ill.

Administrative assistant. Secretarial skills, radio-TV-film experience, writing ability. Apply: Daniel Rose, University Relations, State University of New York, Buffalo.

TV—Situations Wanted

Management

Somewhere, a television operator needs experienced station manager who believes a modest staff of capable, imaginative people, treated like human beings, can earn money and prestige for station. If so, I'm not priced out of reason. Confidential only. Box A-174, BROADCASTING.

Sales

A sales manager with eight years experience is available. Box A-238, BROADCASTING.

Announcers

Announcer; 17 years radio, desires TV. Good on news. Box A-230, BROADCASTING.

Bright, young, experienced staff announcer available now. Can handle booth, commercials, light news. Box A-248, BROADCASTING.

Authoritative, deep-voiced delivery. Experienced in sports, news, commercials, booth. Personable college, under 30. Employed; desires position with small progressive station in southeast, preferably mountainous area. Start \$420.00 Box A-263, BROADCASTING.

Technical

Chief, Texas UHF educational, desires larger operation. Prefer Appalachia, College affiliated. Consider others. Resume. Box A-252, BROADCASTING.

First class engineer desires position in northeast area. Box A-260, BROADCASTING.

NEWS

Unique situation makes available a talented on the air news director. Extensive administrative experience, strong delivery and solid reportorial ability. Box A-184, BROADCASTING.

Nationally known network commentator tired of wars, travel seeks position—anchorman/commentator, 16 years radio television. Recent experience Viet Nam, South America, Washington. Presently employed major network. Mid-thirties, family. Box A-276, BROADCASTING.

Production—Programing, Others

News photographer-heavy photo background processing. Director of photography capabilities. Box A-28, BROADCASTING.

Photographer-artist seeks creative opportunity-production background. Now in Philadelphia. Box A-89, BROADCASTING.

Award winning documentary writer-director-producer available for temporary assignment. Box A-186, BROADCASTING.

Production manager in medium market seeks advancement in position or market. 14 years background imaginative, able administrator, civic minded, family man. Box A-229, BROADCASTING.

Competent, imaginative, young, director, BA seeking producer-director slot with quality conscious operation. Box A-231, BROADCASTING.

Talented film editor-heavy motion picture & lab background, seeks new horizons in medium market. Salary negotiable. Box A-264, BROADCASTING.

Married student majoring in television production searching for creative employer, who is searching for creative employee. Will relocate for appropriate opportunity. Must earn next year's tuition. Write Dan Havens, 1213 Hawthorn Apts., Ames, Iowa.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted Numade "Neuvator" film cleaner model CL-16 with exhaust unit. Howard Zuckerman, WKBD Detroit (313)444-8500.

Wanted: Four used Collins 37M-4 side-mounted FM antenna rings. Box A-242, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund. 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 960 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Need equipment? Get our listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

Gates dualux M5236A console—still in use—5 years old. Best offer. Write Box A-179, BROADCASTING.

For sale: By owner; 5 kw radio transmitter RCA model BTA5H. Excellent condition. Some spare parts available. Price—\$5,000. Ready for shipment, F.O.B. Maryland. Box A-212, BROADCASTING.

FOR SALE—Equipment

For sale: 1 RCA TA-1-A Sync. Gen. with rack and power supply good condition \$460.00. (8) 580D power supplies \$75.00 ea. (6) RCA TA-1-A video/pulse distribution amp. \$45.00 ea. (7) Sitchell Carlson 17" picture monitors \$125.00 ea. (6) 16" RCA pick-up arms mi 11885-A make offer. Call Bill Gregory, WYAH-TV, Portsmouth, Virginia 393-6001.

New Magnecord 1021 transistorized recorders in stock. Trade-ins accepted. Telephone Bill Bruring, La Crosse, Wisconsin, 608-784-7373.

Stereo board & dest, \$1,000 FOB jax. Available 3/1. Don Ritter, WKTZ-FM, Riverton Tower, Jacksonville, Fla. RA 5-2400.

Spotmaster 505 playback (3) completely reconditioned—guaranteed, including new hysynchronous motors and heads. \$250.00 each. H-P model 330-B distortion analyzer—excellent condition \$300.00. Broadcast Products Company, Box 324, Kensington, Md.

1 Schafer model 400A remote control system: best offer over \$400.00. Excellent condition. Jack Sellmeyer, KXIV, 329 N. 3rd Ave., Phoenix, Arizona.

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.

"TEKNITAPES" Speediest, highly-effective, economical way to professionalism! Broadcast Guides, 678 Medford, Patchogue, New York 11772.

Loans—\$50,000-\$2,000,000 on business, send information, William B. Lewis, References statements. (financial). Box A-253, BROADCASTING.

\$50.00 reward for information leading to whereabouts and recovery of 1966 Ford Mustang, two-door hardtop, Minnesota license number 4JB232 owned and driven by former Minneapolis-St. Paul area disc jockey, Robert L. Adams, better known as Kelly, now believed to be in Detroit area. Please contact St. Paul, Minnesota, phone AC 612-222-6666, extension 336 for reward.

"The Weekly Prompter." Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

Comedy material. Original, Terrific. Listings, dime. Frankel, P.O. Box 983, Chicago.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. 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, 2803 Inwood Road, Dallas, Texas.

INSTRUCTIONS—(Cont'd)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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 March 18. 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.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$8-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Feb. 7—Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-8245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: Feb. 7, May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Professional School of Radio and Television Broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan, 48201.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
Classified Ad
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMMUNICATIONS SYSTEMS

Exceptional growth opportunities with expanding national multi-plant corporation.

■ TECHNICAL SALES SPECIALIST

Responsible for territorial sales carrier and microwave systems, CATV and ETV, components and turn key systems. Prefer E.E. degree or 5 years technical sales experience with telephone or CATV industry.

■ FIELD ENGINEER

Supervise sub-contract installations, carrier, CATV, ETV and outside telephone plant installations; act as liaison with public utilities, contractors and turn key supplier. Requires 5 years outside plant engineering or construction for utilities.

■ SYSTEMS ENGINEER

To design telephone transmission, CATV, ETV, and CCTV systems; ability to interpret signal survey data and evaluate industrial electronic equipment. EE degree preferred and 2 years experience microwave, carrier, ETV or CATV system design.

Please send resume including salary requirements to:

Box A-232, BROADCASTING

An Equal Opportunity Employer

RADIO—Help Wanted

Sales

Old, Respected, promotion-concern, radio-TV, now in 11th year, Community Club Awards, has opening for salesman in Southeast. Must live in or move to Territory. Substantial draw against commission. Earnings to \$25,000 within two years if "right man." Sales or station management experience, good personal habits; references and recommendations that stand scrutiny, a prerequisite. Preference given applicant with CCA-station experience. Full-time travel, home weekends only. Resume, picture, first letter. John C. Gilmore, President, CCA Building, Westport, Conn.

SALES TRAINEE

Outstanding career opportunity for young man with future management potential in a growth electronic firm and leader in the manufacture of broadcast station equipment. Age 22-30. B.S. degree and First Class radiotelephone license or extensive amateur operator experience. Ideal size city. Finest of schools. Advancement. Complete employee benefits. An equal opportunity employer. Write or telephone R. M. Veach, Director of Personnel, (217) 222-8202 or evenings (217) 223-2685.

GATES RADIO COMPANY
A subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS 62302

Help Wanted—Announcers

PERSONALITY

Top professional radio personality wanted by major market dominant station. TV work available. Good five figure salary. Top professionals only send tape and resume to

BOX A-268, BROADCASTING

Talk Personality

Top rated eastern station wants news oriented talk man. Excellent 5 figure salary, ideal working and living conditions. Rush tape & resume to

BOX A-278, BROADCASTING.

News

WRITER/REPORTER

If you have pride in yourself and your profession, if you write quickly, clearly, colorfully, conversationally, if you are young and will work hard, can exercise mature editorial judgement, and would like, eventually, to develop into Reader/Reporter, prove it to me.

Steve Young

WICC NEWS
Bridgeport, Connecticut

NEWSCASTERS \$12,000 PLUS EARLY STARTING

Don't apply unless you are a network caliber newscaster gifted in dramatic reading, rewrite and editing. Please state educational background, past experience and other pertinent data, such as I.Q. score. Enclose picture and send 15-minute off-the-air newscast, or simulated newscast that you would like to do. Positions are now open and will be filled by February 7. Salary guaranty of \$12,000 yearly includes scheduled overtime and talent.

Gordon B. McLendon
The McLendon Building
2008 Jackson Street
Dallas, Texas

Production—Programing, Others

CREATIVE GRAPHIC ARTIST

The Behavioral Research Department of Xerox Corporation has an opening for an experienced graphic artist who has created instructional materials for television, motion pictures, filmstrips and slides. This department is an inter-disciplinary research group consisting of specialists in the behavioral and physical sciences, as well as specialists in communications media.

Applicants for the position should have completed some creative projects and have had commercial or university experience. An interest in exploring and developing new communications techniques and media is essential.

Salary will be commensurate with ability. You will also be eligible for a liberal, cost-free benefit program including profit sharing. This position is in Rochester, New York. Relocation and interviewing expenses will be reimbursed.

Applicants must enclose samples of artwork with resume. Artwork will be returned. Please forward resume, including salary history, in confidence to Mr. Robert W. White, Xerox Corporation, P.O. Box 1540, Rochester, New York 14603.

XEROX

An Equal Opportunity
Employer (M&F)

Wanted— Program Director

for midwest metropolitan Top 40 station. Must be able to take charge. Will also be required to do 6 to 9 a.m. program. First ticket helpful, but not necessary.

Box A-245, BROADCASTING.

PROGRAM DIRECTOR

Needed for midwest metropolitan market no. 1 top 40 station. Move up to fine operation where your goals are only limit. Salary open. Send resume and tape to

Box A-73, BROADCASTING

KNOWLEDGEABLE BROADCASTER & ADMINISTRATOR . . .

Illinois Broadcasters Association requires a male executive secretary familiar with all aspects of broadcasting. Interested in both national and state legislation. Limited traveling involved. This self-starter will have a working knowledge of promotion and publicity. Relocate to middle downstate Illinois. Challenging, rewarding position. Reply only in writing to:

Ralph W. Beaudin
WLS Inc.
360 N. Michigan Ave.,
Chicago, Illinois 60601

Situations Wanted

Management

A PRO

now in top management of sizable group seeks change. Prefer return to station management in solid radio market. Outstanding record in sales, general management, costs and profits; medium and major market experience. 38, family.

BOX A-257, BROADCASTING.

TELEVISION—Help Wanted

Management

TELEVISION STATION MANAGER

Communications company operating six stations nationally seeks a fully qualified Television Station Manager for one of their mid-western stations.

Candidates must have complete station operation & management exp.

Operating experience in this geographic area is desirable but not required.

No contact will be made with current or previous employers until a personal interview is arranged at your convenience. Please send resume of experience and earnings in complete confidence to:

Box A-285, BROADCASTING
Our Employees Know of
this advertisement.

Help Wanted—Sales

TELEVISION SALES DIRECTOR

Television Sales Director fully qualified for national sales effort is sought by major broadcasting company operating stations in the southwest, midwest and westcoast.

Applicants must have a full range of sales experience including direct supervision of national, regional and local sales programs.

Reply in complete confidence detailing experience & earnings to:

Box A-289, BROADCASTING

Technical

BROADCAST FIELD ENGINEERS RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

Want to get into color? We've been full color for 4½ years! We need technicians who are interested in working at a modern all-color station. There are no state licenses, fee requirements or payments to be made to a third party in connection with this position. Contact the Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, Minn. or call collect 612-645-2724.

PRODUCER- DIRECTOR

Time-Life Broadcast Station is seeking qualified television Producer-Director experienced in all areas—live (studio & remote) tape and film. All replies will be treated confidentially. Send complete details to—

Program Manager
WFBM-TV 1330 N. Meridian St.
Indianapolis, Ind. 46202

PROGRAM DIRECTOR

National television broadcasting company seeks a Program Director for its Corporate staff capable of holding complete responsibility for national and local programming.

All replies will be treated confidentially and should include complete details of experience.

Box A-283, BROADCASTING

Situations Wanted

Production—Programing, Others

WE ARE SORRY TO LOSE HIM

. . . but due to corporate reshuffle, we have to let him go. Efficient, competent, "A-1" PRODUCTION-OPERATIONS MANAGER with 12 years TV experience. Our loss will be your gain.

WRITE BOX A-275,
BROADCASTING

EMPLOYMENT SERVICE

c b i PLACEMENTS

Stations and Applicants use our service with confidence
1615 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Avenue, New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sheries Barish, Director

INSTRUCTIONS

LEARN MORE EARN MORE

F.C.C. 1st Radio Telephone
License Preparation

DON MARTIN SCHOOL
OF RADIO & TV

1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

FOR SALE—Equipment

USED TOWERS FOR SALE

One 300 ft. Blaw-Knox microwave with two reflectors (ten by fifteen ft.). Two parabolic antennas (eight ft.).
We have a large stock of CATV cable towers.

U. S. Towers
249 Bartow Lane
Petersburg, Va.

WANTED TO BUY

CATV

CATV

LISTED COMPANY (ASE)

WANTS INVESTMENT OPPORTUNITIES IN CATV WILL PURCHASE JOINT VENTURE OR FINANCE EXISTING SYSTEMS OR UNDEVELOPED FRANCHISE

Box A-165, Broadcasting

WANTED TO BUY

Stations

EXPERIENCED BROADCASTER

wishes to buy AM or FM Station in \$100,000 to \$300,000 class. Cash or terms. All areas, size markets and propositions seriously considered in the strictest confidence.

Box A-183, Broadcasting

CASH or TRADE

Major outdoor advertising company will pay cash or trade commercial and industrial real estate for radio or television station. Real estate leased to national tenants. Good rental income and growth potential. Will also consider part cash and part real estate trade for broadcast property.

Write Donald J. Hewitt, Stoner System, 1900 Delaware Avenue, Des Moines, Iowa.

FOR SALE

Stations

EAST...

Daytimer specialized programming. \$50,000 yearly cash flow. Same ownership 15 years. Over one-half million retail trading area. Asking \$400,000.

Tix Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

TE 2-9362

(Continued from page 78)

prehearing conference for Feb. 10 and hearing for March 14. Action Jan. 17.

By Hearing Examiner Basil P. Cooper

■ Granted motion by WHOO Radio Inc. (WHOO), Orlando, Fla., to correct in various respects transcript of record in proceeding on its AM application. Action Jan. 17.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreement reached at Jan. 13 informal conference, Meriden-Wallingford Radio Inc. and the Broadcast Bureau will, on March 17, file their proposed findings on issue relating to financial qualifications of Southington Broadcasters in proceeding on latter's application for new AM in Southington, Conn. Action Jan. 13.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C., granted petition by latter for leave to make certain engineering changes. Action Jan. 12.

By separate action, granted petition by WAGL for waiver of Sec. 1.594 of rules and accepted certifications of publication and broadcast notices of hearing. Action Jan. 11.

By Hearing Examiner Isadore A. Honig

■ Issued order formalizing ruling made at Jan. 13 hearing conference at which examiner, on own motion, moved place of hearing from Newark, N. J., to Washington with resumption of hearing scheduled for Feb. 14 in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark. Action Jan. 17.

By Hearing Examiner H. Gifford Irion

■ On own motion, corrected in various respects transcript of record in proceeding on AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala. Action Jan. 14.

By Hearing Examiner Jay A. Kyle

■ Granted request by Maxwell Electronics Corp. to continue prehearing conference from Jan. 27 to Jan. 31 in proceeding on its application and that of D. H. Overmyer Communications Co. and Grandview Broadcasting Co. for new TV's to operate on channel 29 in Dallas. Action Jan. 17.

■ Granted request by Jupiter Associates Inc. to continue hearing conference from Jan. 18 to Jan. 19 in proceeding on its application for a new AM in Matawan, N.J., et al. Action Jan. 14.

■ Granted motion by Association of Maximum Service Telecasters Inc. to continue

FOR SALE—Stations

Continued

HAVE YOUR 7 AM's YET?

5 KW, Northwest, top 100 cities, priced to show fine return. Airmail simple evidence of ability to meet FCC financial requirements. We'll rush full information.

Box A-164, Broadcasting

N.E.	small	daytime	\$110M	terms
N.Y.	suburban	AM & FM	650M	terms
South	metro	power	300M	29%
S.E.	metro	AM & FM	225M	terms
M.W.	TOP 50	AM & FM	1MM	29%



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

hearing from Jan. 18 to Feb. 21 in proceeding on TV applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis, in Doc. 15841-3. Action Jan. 10.

By separate action, granted motion by Twin City Area Educational Television Corp. to extend time from Jan. 7 to Feb. 1 to file direct exhibits. Action Jan. 11.

■ Formalized ruling made on record Dec. 29, 1965, which granted petition by Wilkes Broadcasting Co. (WKBC-AM-FM), Wilkesboro, N. C., to intervene in proceeding on applications of Wilkesboro Broadcasting Co. and Wilkes County Radio for new AM's in Wilkesboro. Action Jan. 11.

■ In proceeding on applications by Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, et al., in Doc. 16209-10, granted petition by Lorain Journal Co. to continue hearing from Feb. 8 to March 1. Action Jan. 11.

■ Granted request by Broadcast Bureau to continue prehearing conference from Jan. 14 to Jan. 20 in proceeding on applications of WMGS Inc. for renewal of license of WMGS Bowling Green, and Ohio Radio Inc. for new station in Bowling Green. Action Jan. 11.

By Hearing Examiner David I. Kraushaar

■ Vacated action of Jan. 7 which dismissed without prejudice application of Radio Marshall Inc. for new FM in Marshall, Tex., and granted its petition to dismiss, but dismissed with prejudice its application. Action Jan. 11.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted request by Chicago Federation of Labor and Industrial Union Council to continue further hearing from Jan. 18 to Jan. 19 in proceeding on its application and that of Chicagoland TV Co. for new TV's to operate on channel 50 in Chicago, Ill. Action Jan. 11.

By Hearing Examiner Sol Schildhouse

■ Continued hearing conference from Jan. 18 to Jan. 20 in Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding. Action Jan. 18.

■ Scheduled hearing conference for Jan. 18 to consider the fixing of procedures to govern further course of hearing in the Lebanon, Pa.-Catonsville Md., AM proceeding. Action Jan. 11.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at prehearing conference on Jan. 10, continued hearing from Jan. 17 to April 5 in proceeding on TV applications of K-Six Television Inc. (KVER), Laredo, Tex., et al. Action Jan. 10.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Jan. 18

WKLP Keyser, W. Va.—Granted mod. of CP to change ant. trans. and studio location, and delete remote control.

*KCUR-FM Kansas City Mo.—Granted mod. of license to change studio location; remote control permitted; and granted request for SCA on subcarrier frequencies of 41 and 67 kc.

WPLK Rockmart, Ga.—Granted CP to change ant. trans. and studio location of auxiliary transmitter.

Action of Jan. 17

*KWBU(FM) Waco, Tex.—Granted mod. of CP to change frequency to channel 210 (89.9 Mc); change trans.; reduce ERP to 870 kw; remote control permitted.

Actions of Jan. 14

Remote control permitted KLS'T Colorado Springs.

Granted renewal of licenses for following VHF TV translator stations: K08AB, K12AG, Garden County T-V Booster Co., Oshkosh and Lewellen, Neb.; and K13BP, Lodge Pole Television Corp., Lodge Pole, Neb.

WTFM(FM) Lake Success, N. Y.—Granted mod. of CP to decrease ERP to 7.1 kw, change type trans.; and delete remote control authorization without prejudice to filing application showing trans. is reliable and capable of being operated by remote control.

KATV(TV) Little Rock, Ark.—Granted mod. of license to reduce aur. ERP to 47.9 kw.

Granted extension of completion dates for following television stations: KVOS-TV

(FOR THE RECORD) 85

Bellingham, Wash., to July 7; KOKH-TV Oklahoma City, to July 14; KTRN San Bernardino, Calif., to July 14; and WJHF Raleigh, N. C., to July 14.

Granted renewal of licenses for following main stations and co-pending auxiliaries: KACI The Dalles, Ore. KAGI Grants Pass, Ore. KAPT Salem, Ore. KAPY Port Angeles, Wash. KARI Blaine, Wash. KASH Eugene, Ore. KBAM Longview, Wash. KBBW Aberdeen, Wash. KBLE-AM-FM and SCA, Seattle, KBND Bend, Ore. KBPS Portland, Ore. KBRC Mt. Vernon, Wash. KCFA Spokane Wash. KDNC Spokane, Wash. KELA Centralia-Chehalis, Wash. KETO KETO-FM Seattle, KFAR Fairbanks, Alaska KFKF Bellevue, Wash. KGMI, KGMI-FM and SCA, Bellingham, Wash. KGRL Bend, Ore. KGW Portland, Ore. KIXI-AM-FM, Seattle, KLBK LaGrande, Ore. KLOG Kelso, Wash. KOHI St. Helens, Ore. KOIN Portland, Ore. KOL KOL-FM Seattle, KORI Honolulu, KPDQ-AM-FM Portland, Ore. KPOR Quincy, Wash. KPRB Redmond, Ore. KRKO Everett, Wash. KRNK Redmond, Ore. KRSC Othello, Wash. KSLM Salem, Ore. KTNT Tacoma, Wash. KTNT-FM and SCA, Tacoma, Wash. KTW-AM-FM Seattle, KUEN Wenatchee, Wash. KUGN Eugene, Ore. KUTI Yakima, Wash. KVAS Astoria, Ore. KVI Seattle, Wash. KWIN Ashland, Ore. KWIQ Moses Lake, Wash. KWSC Pullman, Wash. KXA Seattle, Wash. KXLE Ellensburg, Wash. KKRO Aberdeen, Wash. KYAC Kirkland, Wash. KYMN Oregon City, Ore. KBOY-FM and SCA, Medford, Ore. KDUX-FM and SCA, Aberdeen, Wash. KFMV (FM) and SCA, Eugene, Wash. KING-FM Seattle KUOW (FM) Seattle, *KEWC-FM Cheney, Wash. *KRVM (FM) Eugene, Ore. *KUAC (FM) College, Alaska *KWAX (FM) Eugene, Ore. KHVH Honolulu, Hawaii KGW-TV Portland, Ore. KHVH-TV Honolulu, KHVO (TV) Hilo, Hawaii KING-TV Seattle, KIRO-TV Seattle, KVOS-TV Bellingham, Wash. *KYVE-TV Yakima, Wash.

Actions of Jan. 13

Remote control permitted KZAK Tyler, Tex.

KJLH (FM) Long Beach, Calif.—Granted CP to operate by remote control; install new ant.; increase ERP to 3 kw; and ant.

ETV fund grants

■ Following applications for funds have been accepted for filing by Department of Health, Education and Welfare:

Denver—School District No. 1. Requests \$187,832 to expand channel 6, Denver. Total project cost \$250,442.
St. Paul, Minn.—Twin City Area Educational Television Corp. Requests \$328,141 to expand channel 2, St. Paul. Total project cost \$606,282.
Lubbock, Tex.—Texas Technological College. Requests \$173,216 to expand channel 5, Lubbock. Total project costs \$270,660.
Mt. Pleasant, Mich.—Central Michigan University. Requests \$170,988 to activate channel 14, Mt. Pleasant. Total project cost \$263,189.

height to 150 ft.

WLOQ (FM) Winter Park, Fla.—Granted mod. of CP to change type trans., ant., and ant. system (increase height); and increase ant. height to 110 ft.

Granted renewal of licenses for following main California stations and co-pending auxiliaries: KMBY Monterey, and KRCK Ridgecrest.

Montana Network, Sheridan, Wyo.—Granted CP for new VHF TV translator station on channel 7, to rebroadcast programs of KOOK-TV channel 2, Billings, Mont.

Actions of Jan. 12

Granted CP to Griffin-Leake TV Inc., Ponca City, Okla., for new UHF TV translator station on channel 75, to rebroadcast programs of its station KTUL-TV, channel 8, Tulsa; subject to outcome of proceedings in Doc. 15971.

Granted CP to Mountain Zone TV, Big Bend National Park, Tex., for new VHF TV translator station on channel 11, to rebroadcast programs of KOSA-TV, channel 7, Odessa.

WDEA-FM Ellsworth, Me.—Granted 11-

cense for FM and specify type trans.

WJBK-FM Detroit—Granted CP to install new trans. and ant.; decrease ERP to 20 kw; and increase ant. height to 500 ft.

WCMN-FM Arcadio, P. R.—Granted mod. of CP to delete remote control; change ant.-trans. location; change type trans. and ant. and install new ant.; increase ERP to 50 kw; and decrease ant. height to minus 135 ft.

Valparaiso University Assn. Inc., Valparaiso, Ind.—Granted mod. of CP to change ant.-trans. and studio location; remote control permitted.

Granted mod. of licenses to reduce aural ERP for the following stations: WNBE-TV New Bern, N. C., to 39.8 kw, and redesigne trans. and studio location; WSLV-TV Roanoke, Va., to 43.6 kw, and specify type trans.; WCHS-TV Charleston, W. Va., to 19.1 kw, and modify trans.; KVII (TV) Amarillo, Tex., to 46.8 kw, and change type trans.; WPRO-TV Providence, R. I., to 39.8 kw; WDCD (TV) Adams, Mass., to 22.9 kw; KMTV (TV) Twin Falls, Idaho, to 38 kw; WAKR-TV Akron, Ohio, to 11.2 kw; KFDL-TV Beaumont, Tex., to 20 kw; KBIR-TV Knoxville, Tenn., to 58.9 kw; KTAP-TV Parkersburg, W. Va., to 3.89 kw; *KDPS-TV Des Moines, Iowa, to 5.75 kw; *WNED-TV Buffalo, N. Y., to 30.2 kw; *WTHS-TV Miami, to 6.17 kw; KACB-TV San Angelo, Tex., to 3.55 kw; KEYT (TV) Santa Barbara, Calif., to 5.89 kw; WIBW-TV, Topeka, Kans., to 40.7 kw; KSOO-TV Sioux Falls, S. D., to 63.1 kw; WFRV-TV Green Bay, Wis., to 18.6 kw; KNXT (TV) Los Angeles, to 9.33 kw; WBBM-TV Chicago, to 20 kw; KMOX-TV St. Louis, to 20 kw; WCBST-TV New York, to 8.32 kw; and WCAU-TV Philadelphia, to 31.6 kw.

Actions of Jan. 11

WTIF Tifton, Ga.—Granted license covering increase in daytime power and installation of new trans.

Flagler County Board of Public Instruction, Bunnell and Flagler Beach and Crescent City, Fla.—Granted CP for new UHF TV translator station on channel 80, to rebroadcast programs of *WMFE-TV, channel 24, Orlando.

Panax Corp., St. Joseph, Mo.—Granted CP for new VHF TV translator station on channel 12, to rebroadcast programs of its station KFEQ-TV St. Joseph.

COMMUNITY ANTENNA FACILITIES ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Jan. 19. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

■ Laytonville, Calif.—Wayne F. Sheldon has been granted a franchise.

Galena, Ill.—Galena Cable Co. sold by Ralph Hillard to Rock Island Broadcasting Co. (WHBF-AM-FM-TV Rock Island, Ill.). Price undisclosed. Mr. Hillard, who also owns systems in Elizabeth and Hanover, both Illinois, will remain as general manager. New company name is Intercity Cable Co. System has 700 subscribers. Broker: Daniels & Associates.

■ Morris, Ill.—A franchise has been granted to Morris C.A.T.V. Co., represented by Paul Splain.

■ Coffeyville, Kan.—Cable T. V. Construction Inc., Iola, Kan., has been granted a franchise. Larry Hudson, Iola, is president of the firm.

Larned, Kan.—Larned Cable Vision System Inc., Larned, has applied for a franchise. The monthly fee would be approximately \$6.

Fitchburg, Mass.—Norton Industries, Worcester, Mass., has applied for an exclusive franchise. Montachusett Cable Television

Inc., Fitchburg, also is an applicant.

Mansfield, Mass.—Eastern Cable Relay Corp., Boston, has applied for a franchise. Principals are John A. Earch Jr. Easton, Mass., and Howard W. Glaser, Brookline, Mass.

■ Charlevoix, Mich.—Great Lakes Cable Community TV Inc. has been granted a franchise.

■ Lake City, Minn.—Pioneer Special Services Inc. has been granted a 25-year franchise.

■ Salem, Mo.—Dent County TV Cable System Inc. has been granted a franchise. The company will charge a \$4.95 monthly service fee and the city will receive 5% of the annual gross revenue. Principals in the firm are Carlton E. Bay, president and director; Wayne A. Miller, vice president and director; and S. N. Ball Jr., secretary-treasurer and director.

■ Maple Shade, N. J.—Video Link of Burlington County, N. J., has been granted a franchise. The firm will pay the city 5% of the annual gross revenue.

■ Penns Grove, N. J.—Tri-County Cable Antenna Television Co., a subsidiary of Sunbeam Publishing Co., Salem, N. J., has been granted a franchise. Under the agreement the city will receive 5% of the annual gross revenue.

Riverdale, N. J.—Tele-Mark Communications Co., Newark, N. J., was denied its application for a 25-year franchise.

Weedsport, N. Y.—Auburn Cablevision Corp., a subsidiary of Auburn Publishing Co. (the Auburn Citizen-Advertiser and WMBO-AM-FM Auburn, N.Y.), has applied for a franchise. Installation fee during the construction period would be \$15 and once the operation has started, \$20. Service fee

would be \$5 a month. Twelve channels would be offered. The company was just recently granted a franchise in Auburn. (BROADCASTING, Jan. 10).

Zanesville, Ohio—Rego Industries (Viking Industries), Hoboken, N. J., has applied for a franchise. The company offered to pay the city 4% and to provide service for customers at \$4.70 a month. Southeastern Ohio Television System already has an application pending.

■ Abington township, Pa.—International Equity Corp., Bala-Cynwld, Pa. (group owner), has been granted a franchise. The installation charge must not exceed \$8.50 with a maximum \$5 monthly service charge. The city will receive not less than \$3,000 for the first year and not less than \$9,000 thereafter.

■ Canton, Pa.—Canton Cable Television Co. has been granted a franchise. The company is composed of stockholders of the Canton & LeRoy Farmers Telephone Co. The company would pay the city 1% of gross receipts for the franchise. ReTel Co., Williamsport, Pa. (George Hughes, owners) also applied for a franchise.

■ New Kensington, Pa.—Westmoreland Cable Co. represented by Nelson Goldberg, has been granted a 10-year franchise. The city will receive \$2,000 or 3% of the gross profits, whichever is larger. The monthly service charge will be \$4.95.

■ Columbia, Tenn.—WSM-TV Nashville, has been granted a franchise. The station will pay the city an annual 2% to 6% of the gross revenue.

■ Issaquah, Wash.—Clearview Cable Co., Issaquah, has applied for a franchise. Principals in the firm are William Munson and John Munson. Issaquah already is served by Northwest Vision Cable Co.

THE FCC and congressional blast furnaces, which sometimes blow up in broadcasters' faces, had a full head of steam up when Peter Bennett Kenney was named vice president of NBC Washington in January 1962.

Senator Thomas Dodd (D-Conn.) had concluded part one of his investigation into sex and violence on TV and was ready to begin part two. At the FCC, the staff was preparing for an inquiry into network programing practices.

During the first part of the Dodd hearing in June 1961, Mr. Kenney—also a Connecticut native—had appeared on the witness stand as station manager of NBC's WRC-TV Washington. When the hearing resumed in 1962 Mr. Kenney was in his new position and did not testify.

He was living up to the motto of all good Washington representatives that "thou shalt put out fires behind the scenes; thou shalt not take the witness stand and fan the flames."

One observer of the comings and goings on Capitol Hill refers to Mr. Kenney as "a natural for his job." He describes the 44-year-old NBC executive as a man with "affability, who is greatly devoted to the network. But he doesn't take a parochial view. He represents NBC first, but he shows real interest in the problems of broadcasting in general."

On NAB Board ■ It would seem fitting for Mr. Kenney to be aware of the problems of the industry. In 1962 he began a three-year stint on the radio board of the National Association of Broadcasters. Last summer he switched to the television board replacing David C. Adams, NBC's senior executive vice president, who resigned the seat.

Mr. Kenney's move to the TV board was a logical one, since Mr. Adams had been a supporter of the decision to put the Connecticut broadcaster into the Washington troubleshooting spot.

When Mr. Kenney was proposed for the Washington vice presidency some associates dissented. But Mr. Adams, whose command includes the Washington operations, liked the idea, thought Mr. Kenney's lack of conventional facade would add to rather than detract from his effectiveness.

Today the once-skeptical associates are in agreement that the move has paid off. They say Mr. Kenney has won the confidence of Washington authorities at all levels.

For Pete Kenney the Washington post took him out of direct station contact and put him in "the type of job you can't really measure." You move from broadcast operations, he says, "where you can tell by statistics whether you are doing a good or bad job to a hard-to-define post. Yet it's

To NBC, he's 'our man in Washington'

fascinating."

The road from Hartford, Conn., to Washington is generally pretty straight. But Pete Kenney made two long detours—both through Buenos Aires.

When the U. S. Army gave Sergeant Peter B. Kenney his ruptured duck and honorable discharge papers in 1946, he went back to his prewar employer, the Julian Gross Advertising Agency, Hartford. At the time, Mr. Gross was prin-

WEEK'S PROFILE



Peter Bennett Kenney — VP, NBC Washington; b. Sept. 12, 1921, Hartford, Conn.; attended Princeton U., Princeton, N. J., 1942-44; direct mail advertising, Hartford, 1939; radio account executive, Julian Gross Advertising Agency, Hartford, 1941-42; U. S. Army, 1942-46; dir. Gross's radio department, 1946; salesman, WKNB New Britain, Conn. (now WRYM); commercial mgr., WKNB 1947; stn. mgr. WKNB-AM-FM, 1948; VP and dir., 1949; exec. VP and gen. mgr., WKNB-AM-FM-TV, 1952-56; gen. mgr. WKNB, WNBC(TV) (now WHNB-TV New Britain-Hartford) 1956-59; consultant, NBC International, 1959-60; stn. mgr., WRC-TV Washington, 1960-61; VP NBC International, 1961; VP, NBC Washington, 1962—; member, National Association of Broadcasters television board, National Press Club, Broadcast Pioneers, Committee for All-Channel Broadcasting, President's Committee on Employment of the Handicapped, FCC Building Committee, Catholic Apostolate of Mass Media, Industry Advisory Committee for George Washington U. Conference on Worldwide Television; m. Geraldine Bullard, Jan. 27, 1943; children, John Peter Jr.; hobbies, golf, deep-sea fishing.

cipal owner of the New Britain Broadcasting Co., which had a construction permit for an AM in New Britain, Conn. After a short sojourn with the agency, Mr. Kenney went with the licensee corporation. One of the reasons that move was attractive, he recalls, was that there was an opportunity to be a stockholder in WKNB (now WRYM).

By 1952 he had been named executive vice president of the corporation and general manager of its radio stations, and he was working on a UHF plant. In February 1953 WKNB-TV (now WHNB-TV), the first UHF station in New England and one of the first 10 in the U. S., went on the air. When the stations were sold to NBC in 1956, he stayed on as general manager.

His NBC bosses were impressed with the way he managed WKNB-TV both before and after the network acquired it. One says he did a "superb job under difficult circumstances." When the time came to pick the new Washington vice president they also recalled his skill in lobbying for UHF in Washington.

The network sold the stations in 1959, and Mr. Kenney was sent by NBC International to Buenos Aires to analyze TV investment potential in Latin America. NBC held a minority interest in channel 9 there and his job was to help get the station on the air.

Strong Control ■ This adventure gave him a real taste of strong government control over the mass media.

Mr. Kenney remembers that when the station went on the air, with more than 50% live programing as required by law, it had 300 employees. But this was less than half the number employed by the government-operated channel.

He recalls that labor disputes were "always tricky" since whenever one came up "you wound up taking on the government which was running its own station." Although he bought heavily of U. S. film series which were dubbed into Spanish, this area also required diplomacy. It was not considered good business to run programs that made fun of the army.

In 1960 Pete Kenney came back to the U. S. for a year as station manager of NBC's WRC-TV Washington. Then in July 1961, this time as vice president of NBC International, it was back to Argentina for another look at the market.

The purpose of his trip was to determine if it was worthwhile to expand into the interior of the country. Based on Argentinian politics and the fiscal situation he decided against expansion.

As one of the pioneers in UHF broadcasting, Mr. Kenney doesn't expect "too much" from new U's, at least in the beginning. "I'm less concerned about a UHF going into a major market than a UHF going into a market that is too small to support any station."

EDITORIALS

A case worth winning

THE victory won by Minneapolis-St. Paul television stations over the FCC last week raises grave doubts about the justice being dispensed these days by the federal agency. As reported in detail elsewhere in this issue, a federal judge ruled that the FCC had no grounds on which to fine the stations \$500 each for alleged violation of its sponsor-identification rules. The decision is significant enough to justify congressional re-examination of the law under which the FCC imposes sanctions.

To our knowledge this is the first test in federal court of the legitimacy of any of the multitude of fines that the FCC has levied since it was given the power to do so. This test occurred because the Minneapolis-St. Paul stations felt they had been unjustly accused and because they had the money and determination to fight for a principle. Their victory has cost them many times the \$2,000 the four of them could collectively have paid to settle the matter at the outset.

How many other stations could also have won their cases if they had elected to resist the imposition of an FCC fine? This is the embarrassing question raised by the Minneapolis case. It is a question that is embedded in the law itself. As the FCC is now functioning, it is applying sanctions in much the manner of a police court. On the findings of its own investigators it levies fines that are cheaper to pay than to challenge. The practical response to the average FCC fine is the same as that to the levy of a justice of the peace in a small-town speed trap. Who wants to spend the time and money to take the case to a responsible court?

As the law is now written, it puts the FCC in the dual role of prosecutor and court of first resort. In that kind of environment justice triumphs only by accident.

If there must be sanctions for violations of FCC rules, let them be requested by the FCC but imposed or withheld by an established court, according to the standard rules for submission of evidence. Let the FCC prosecute, but insist that another authority judge.

The Minneapolis-St. Paul stations have performed a valuable service in exposing the fundamental unfairness of the present law. Their fellow broadcasters must take it from here. A legislative campaign must be undertaken promptly. We have no doubt that the National Association of Broadcasters, which had much to do with the original decision to fight this case, could, with the support of its members, obtain the legislative relief that is needed.

Off the track

THE sponsorship by Bristol-Myers of \$250,000 worth of educational television programming, described in this publication last week, illustrates how far ETV has strayed from the purposes to which it was originally assigned. ETV is becoming an image-building vehicle for major advertisers. The farther it moves in that direction, the farther it gets from its original objectives—and the closer it gets to the commercial system which it was never intended to imitate.

In concept, ETV was to be a cultural force, dealing in programs that could never find their way to the commercial channels. The original sponsors of the ETV plan dreamed of a profusion of arts and ideas pouring from stations that were romantically free of the hard realities of commercial broadcasting. Unfortunately their dreams contained no practical means of financing the flood of culture that they visualized. By government grant, foundation charity and now, in increasing representation, the public-relations budgets of

image-minded businesses, ETV has built a physical plant of considerable dimension—and an overhead that alone requires immense funds. It now must turn more and more to the commercial world to find support.

And the commercial world may be expected to respond. An ETV investment can earn a lot of Brownie points at relatively little expense.

Bristol-Myers, for example, has already gotten a substantial return on its \$250,000 ETV campaign, and the first program won't be seen for six weeks. It has attracted widespread and friendly comment in publications reaching centers of influence in business, finance and government, all of which can have an effect on Bristol-Myer's balance sheet. By the time its campaign has run its course, the company will have been given prominent credit on the air and in other promotion in most if not all of the major markets.

Everybody connected with image-building ETV is trifling with the truth when denying, as everybody does, that ETV is moving away from its intended purposes. Whether they admit it, companies that sponsor ETV programs in exchange for air credit and associated promotion are doing so for private gain or, to put it more bluntly, commercial advantage. ETV stations that accept those programs on condition of identifying the sponsor on the air and in supporting promotion are in the advertising business.

That isn't what the federal government had in mind when it kept all those ETV channels immune from use by people who admit they are commercial broadcasters.

How to win the Hill: II

SOON after Congress recessed last fall we observed that the two-year term for House members was unrealistic in these times. We urged broadcasters who felt likewise to editorialize in favor of a constitutional amendment for a four-year term. Many of them did.

We had no idea then that President Johnson would advocate the four-year tenure in his State of the Union message, and for the same reasons.

If there was valid reason for broadcasters to editorialize on the House tenures last November, their efforts now should be redoubled with the impetus given the project by the President and by Congress itself.



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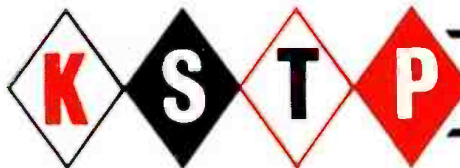
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