



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Programers believe TV is taking more adult view. p23
 Advertiser opposition could be fatal stab to 50-50 rule. p52
 Guessing game about Henry successor gets started. p40
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SERIAL ACQ SEC
 AIR UNIV LIB
 BLDG 1405
 MAXWELL AFB
 AL 36112
 BC EXP 1/67
 NEWSPAPER



PETRY

color spot

THE TV MEDIUM FOR '66

Color Television is in the midst of its greatest breakthrough both as to set sales and advertiser acceptance. This year Spot TV will be more effective than ever with your commercials in Color. The Television Stations we represent are the leaders. They are best equipped and ready to do this kind of selling for you.

COLORSPOT—FOR FOUR DIMENSIONAL SELLING



THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

WTRF-TV's Wheeling-Steubenville market



Where USA's NINTH COLOR MARKET Is!

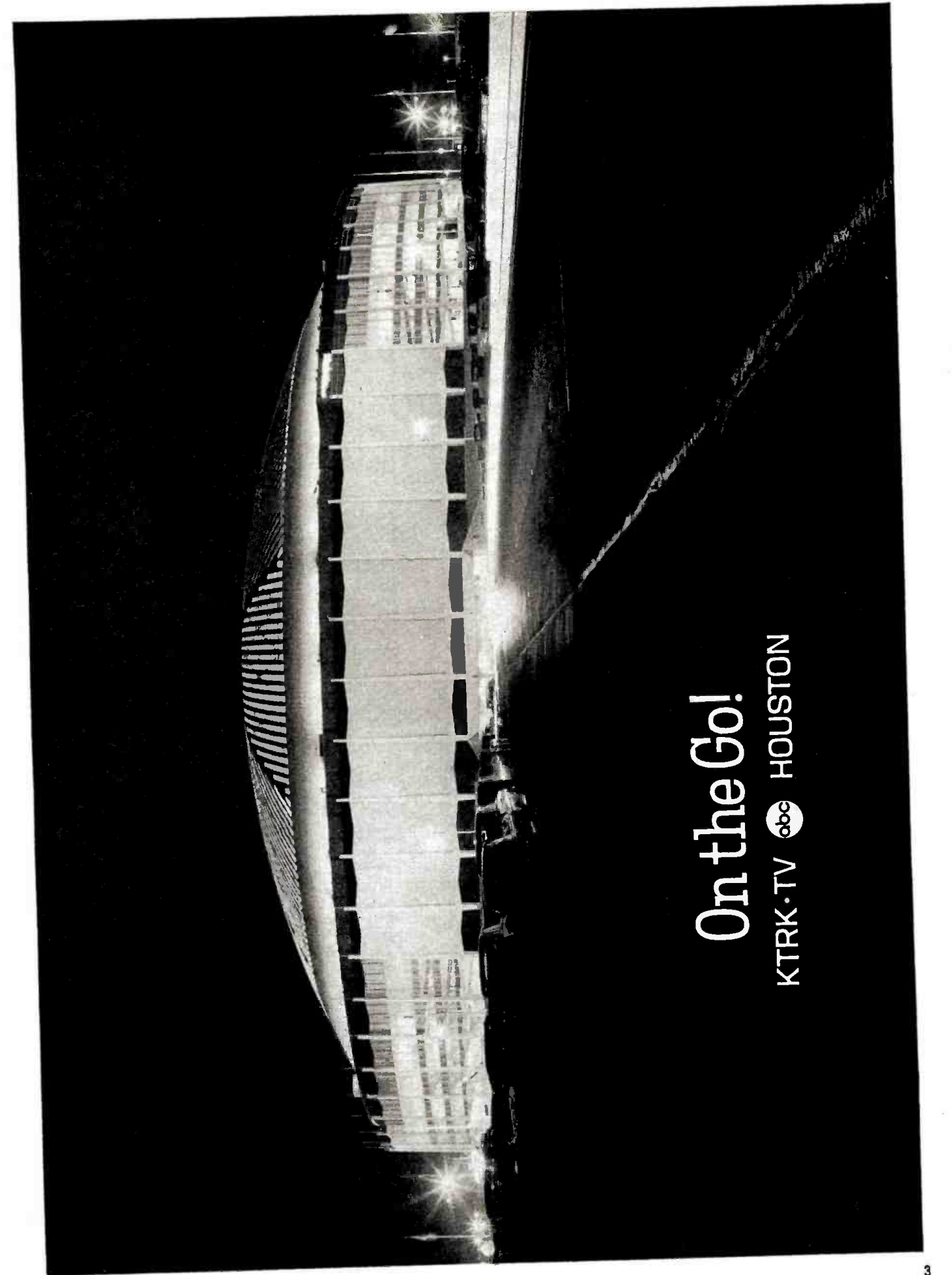


Colorcasting now: Tape, Film, Slides and Network
Color Sets... 159,100 (Ninth USA Color Market, ARB Nov '65)
Call Bob Ferguson or Cy Ackermann 304-232-7777
UPPER OHIO RIVER VALLEY EMPIRE



BLAIR TELEVISION

WTRF-TELEVISION 7—Wheeling, West Virginia

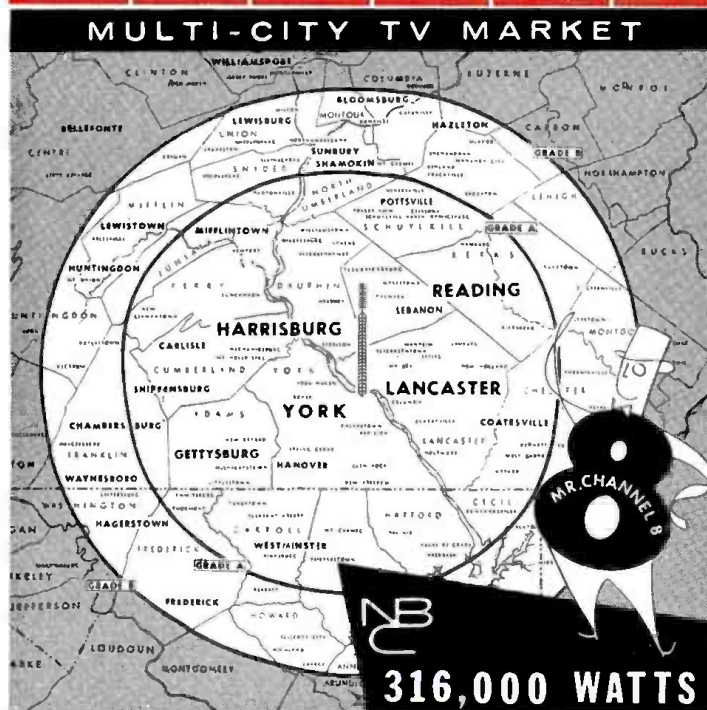


On the Go!

KTRK-TV  HOUSTON

COLOR-FULL WGAL-TV

assures awareness/stimulates sales



Color—the powerful means of persuasion. Channel 8—the color-full persuader in a prosperous multi-city market—Lancaster, Harrisburg, York, Lebanon, plus many other areas. With experience and know-how, WGAL-TV colorcasts all local programs live, on film, tape, or via color tape recorders. With 14% color penetration* the market sees, responds, reacts to color's appeal.

*This statistic is based on Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

WGAL-TV

Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

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

National Association of Broadcasters and FCC are almost certain to go into eyeball-to-eyeball confrontation on constitutionality of commission's fairness doctrine, if commission goes through with proposal to incorporate portions of that doctrine in its rules (BROADCASTING, April 11). Some attorneys say FCC proposal on fairness would offer opportunity for court test that NAB would find hard to resist. They say association could ask court to review rule in light of constitutional guarantees of free speech and press. Advantage of this approach is that no single licensee need be involved.

At same time, some lawyers hope that WGBS Red Lion, Pa., will withdraw its suit challenging fairness doctrine (BROADCASTING, Sept. 27, 1965, et seq.). They say that case, which grows out of long-standing dispute between Rev. John Norris, station licensee, and commission, is shot through with emotion. Some say it's bad case that's likely to make bad law.

Opening gambit

Bristol-Myers Co. has begun asking TV stations for 15-second availabilities "anywhere" in schedule, for Ban deodorant. Fifteen-second spots originally were piggybacked with 45-second messages for another B-M product (BROADCASTING, March 7). Ban is asking for lowest cost-per-thousand rates for 15-second lengths, and reps indicate some stations are willing to accommodate but say they know of no firm acceptances yet. There's speculation that next step could be two 15's piggybacked with a 30, quadruple 15's—or maybe even six 10's.

Radical therapy

Thirteen-man "blue ribbon commission," established last November by Carnegie Foundation with blessing of President Johnson, met in closed session for two days last week in Washington to appraise status of ETV and to define its role in contemporary America. While there was no inkling of conclusions, there reportedly was advocacy of broad study to determine shortcomings of commercial television and to assess profits of commercial TV to defray ETV programming costs. Group includes broadcasters, educators and business men, headed by Dr. James R. Killian Jr., chairman of Massachusetts Institute of Technology.

Temporarily heading staff is Dr.

Franklin Patterson, president-designate of Tufts University, Medford, Mass., who reportedly has delayed assuming that post to get ETV project under way. Staff economist is Dr. Hyman H. Goldin, former assistant chief of FCC Broadcast Bureau. Broadcasters on commission are Oveta Culp Hobby, KPRC-AM-TV (Houston Post); J. C. Kellam, president, Texas Broadcasting Co. (whose major owners are Mrs. Lyndon B. Johnson and daughters) and John S. Hayes, president, Post-Newsweek Stations.

Word from England

Sir Robert Fraser, director general of Great Britain's extraordinarily successful Independent Television Authority, which controls Britain's commercial TV, is winding up three-week unofficial visit to United States. He has conferred informally with members and staff of FCC, National Association of Broadcasters and network executives in Washington and New York, has observed FCC hearings and monitored network and local television.

Sir Robert, who has headed ITA from its start in 1955, is professional journalist. Although he avoided comparisons with Britain's noncommercial BBC, he pointed out that ITA program contractors generally are ahead in ratings. BBC's second (UHF) network, which began last year, has not made progress predicted for it. Britain's judgment in avoiding direct program sponsorship by grouping spots on rotating basis has proved eminently successful, he asserted. Commercial "bookings" are sold out with waiting period of from one to two years in metropolitan centers for prime time.

Expert advice

Score of top group owners in radio and television meet next Monday (April 25) in Washington with top brass of United States Information Agency to discuss cooperation with Voice of America entailing use of selected programs in government's overseas operations. Meeting at invitation of USIA director Leonard Marks, broadcasters will be asked how to improve and expand Voice operations. Group, which excludes networks, is expected to be briefed that evening by Vice President Humphrey on world affairs, particularly Asian front.

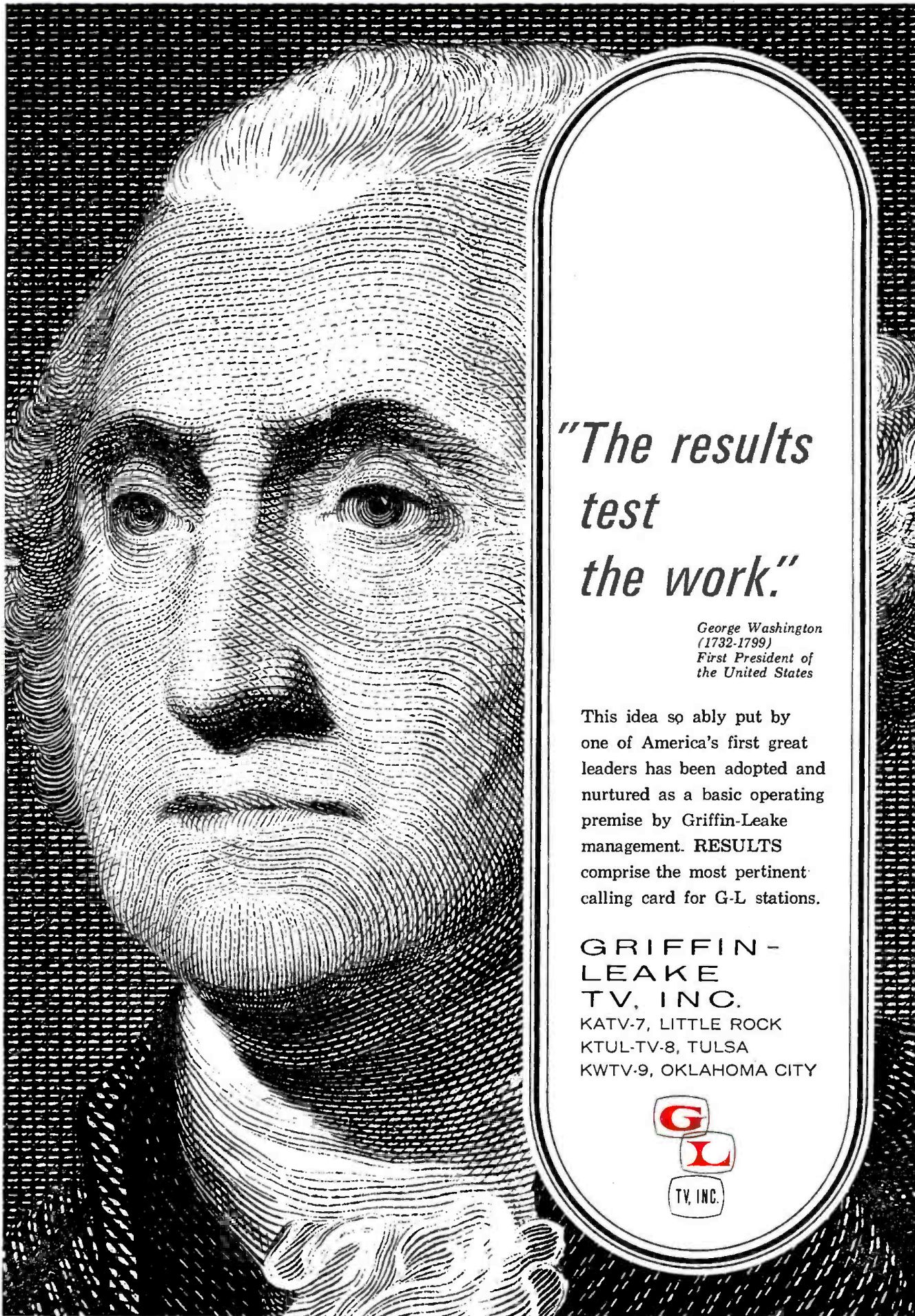
Scheduled to participate in off-record sessions with Mr. Marks, chief deputy Howard Chernoff, Voice director John Chancellor and Voice television chief George Stevens Jr., are: John S. Hayes, Post-Newsweek Stations; John White, president, National Educational Television (NET); Frank Gaither, Cox Broadcasting Corp.; Jack Harris, KPRC-AM-TV Houston; John W. Kluge, Metromedia; Joe Floyd, KELO-AM-TV Sioux Falls; O. Wayne Rollins, Rollins Inc.; Wes Pullen, Time-Life Stations; Thomas Murphy, Capital Cities; Ward L. Quaal, WGN Continental stations; Paul Adanti, Meredith Broadcasting; Stanton Kettler, Storer; Roger W. Clipp, Triangle stations; Loyd Sigmon, Golden West Broadcasters; Lawrence Rogers, Taft Broadcasting; Gerald Bartell, Bartell Broadcasting; R. Peter Straus, WMCA New York; William Harley, National Association of Educational Broadcasters and E. R. Vadeboncoeur, Newhouse Stations.

Through the ceiling

Talk in Hollywood these days is all about what to do or not to do about high cost of TV pilot-making. After disastrous pilot season with some productions costing up to \$350,000, most film producers feel cost ceiling has been reached and dramatic turnabout must be enforced. One major TV producer said one pilot scheduled for fall was so expensive and continuing cost of producing series so high that even if series has three-year run, he's going to end up in red. "Only way I can make my money back," he says, "is by sales in foreign markets." But real sharp producers aren't talking. They're rounding up best creative talent available. Object is to get people with glossy track records so networks will take chance on new projects without ordering pilot.

Broadcasting's man who?

At request of chairman John F. Dille Jr., National Association of Broadcasters is looking into possibility of erecting monument to broadcasting in traffic-island park close to NAB Washington headquarters. Currently statue of John Witherspoon, 18th century Presbyterian minister and signer of Declaration of Independence, is on ground, but it is scheduled to be moved. Mr. Dille hopes permission can be obtained so NAB can put up something symbolic of industry there.



*"The results
test
the work."*

*George Washington
(1732-1799)
First President of
the United States*

This idea so ably put by one of America's first great leaders has been adopted and nurtured as a basic operating premise by Griffin-Leake management. **RESULTS** comprise the most pertinent calling card for G-L stations.

**GRIFFIN-
LEAKE
TV, INC.**

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



WEEK IN BRIEF

Local, network TV getting more provocative in programming, although pockets of resistance to trend remain in South and Midwest, BROADCASTING survey shows. Distributors say audience more mature, films bolder. See . . .

MORE ADULT VIEW? . . . 23

ANA and AAAA put crimp in FCC's 50-50 programming rule. Say they don't agree with all network activities, but they can't provide additional programming. Crichton calls move 'unwarranted and unwise.' See . . .

FATAL STAB FOR 50-50? . . . 52

Once questions of ownership and services to be carried are settled, there appear to be no major blocks to satellite system connecting networks and affiliates. Savings could run to \$35 million yearly. See . . .

AROUND THE CORNER . . . 61

FCC's 16 hearing examiners are up in arms. They are asking commission to give them some powers now vested in review board. Board opposing plan, asks instead for over-all upgrading of all work. See . . .

BATTLE LINES FORM . . . 44

Fear of losing accreditation has made sheep out of many U.S. newsmen in Vietnam. ABC News' Lower hits at government restrictions there and at NASA's public information arm as deterrents to telling the stories. See . . .

HAMPERING CHARGED . . . 56

President has Macy looking for successor to Henry at FCC. New cabinet secretary Kintner expected to aid in job screening. At present White House more concerned with Vietnam than new chairman. See . . .

FIELD WIDE OPEN . . . 40

Outgrowth of ABC-affiliates Chicago argument over Bat-spot is affiliate-created committee to study financial relationship of network to stations. Storer's Bill Michaels heads group, which turns down network financing. See . . .

ECONOMIC GROUP . . . 46

Major TV advertiser is concerned about roles played by clients in program decisions. Quaker Oats's Stuart says more cooperation between NAB and ANA would be help. Hits deficiencies in TV research. See . . .

RISKS OF ADVERTISER . . . 34

RKO's Boehm blasts ARMS report for manner in which it was made public. Says it would be more effective if taken directly to rating firms. Claims report spread confusion in industry. See . . .

CONFUSION IN WAKE . . . 42

NBC tells FCC why it cancelled 'Convoy' and 'Mona McCluskey' in mid-season. Low ratings had role in decisions. Network wary that such FCC probing could raise question of constitutional authority. See . . .

NBC REPLIES . . . 60

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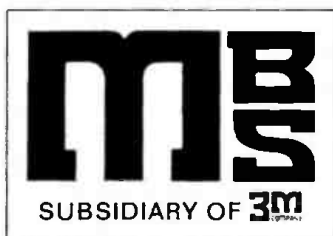
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Nothing's beyond your reach on Mutual Radio

If you want to reach sports fans, Mutual's your network. We reach millions of them — 27 times a week.

And we woo *additional* millions with play-by-play coverage of special events ranging all the way from the Daytona Continental to the entire Army Football schedule.

Why does Mutual go all out to please the millions of sports-hungry listeners in our over 500 national markets? We figure the better we cover the action, the more action you'll get from your advertising.



MUTUAL BROADCASTING SYSTEM



CATV without cables object of experiment

In move promising possible cableless future for community antenna television, Teleprompter Corp., New York, has asked FCC for permission to test over-air system of CATV.

Application seeks commission approval for \$15,000 experimental project in Upper Manhattan, New York, where Teleprompter holds CATV permit, to use receiver-transmitter device to pick-up and rebroadcast all of New York's TV and FM stations.

Band would be 18,405 mc to 18,568 mc, power, 5 w. Transmitting antenna would beam upper sideband signals in narrow beam to receiving dish in block or neighborhood, where microwave signals would be reduced to VHF band and sent to CATV subscribers via cable. Ultimately, direct reception by subscribers may be possible.

Idea was suggested by Teleprompter officials and developed by Hughes Aircraft Co., Culver City, Calif. Hughes is lending equipment for test, which will use single transmitting antenna and two receiving locations—one about two miles away, other about six miles away.

Success of project would enable Teleprompter to by-pass use of telephone lines in New York, all of which are underground, and should result in major cost savings.

Other possibilities mentioned by Teleprompter: Could permit CATV systems to serve hamlets at distance from principal community antenna town, and, on long range basis, could conceivably allow CATV systems to serve isolated farms and ranches if low-cost microwave receiver can be developed.

Under present method of using cables, extension of CATV to such locations is uneconomic.

ARMS planning to answer 'What's it mean?' chorus

In new move to strip away misconceptions that seem to have developed since All-Radio Methodology Study's preliminary report was issued (BROADCASTING, April 4), ARMS leaders are drafting new statement designed to present findings more explicitly and put

them in perspective with as little technical language as possible. One frequent complaint has been that preliminary report needed more English and less legalese.

National Association of Broadcasters President Vincent Wasilewski and Radio Advertising Bureau President Miles David, whose organizations underwrote ARMS project, conferred last week. They reportedly agreed study could have major impact on future of radio audience measurement—but needs to have its full significance made clear without delay. New statement may be out this week. Meetings with rating services, meanwhile, are continuing and sessions are planned with agencies and with blue-ribbon radio committee of Association of National Advertisers.

ABC pays \$4.5 million for Summer Olympics

Rights to exclusive television coverage of 1968 Summer Olympic games for U. S. and Canada have been awarded to ABC-TV for \$4.5 million.

Thomas W. Moore, ABC-TV president, said Friday (April 15) that events will be telecast in color from Mexico City Oct. 12-27, 1968, and will include at least 40 hours of coverage.

In addition to \$4.5 million for rights, ABC-TV has committed \$3 million for color and microwave equipment and production costs. Network has estimated tentatively that total commercial costs of all Mexico City Olympic telecasts will exceed \$12 million.

Earlier, ABC-TV had obtained rights to Winter Olympic games from Grenoble, France, for \$2 million. It put total telecast costs of winter games at \$6.5 million.

Network was represented in Mexico City for final negotiations by James C. Hagerty, vice president in charge of corporate relations for ABC; Roone Arledge, vice president of ABC Sports; Barry Frank, director of sports planning, and Kevin Corrigan, manager of Worldvision network for ABC International.

Mr. Arledge said Summer Olympics would be telecast in both daytime and prime-time periods with live coverage of major events, and segments of other events and recapitulations each evening. On Saturday afternoons Summer Olympic telecasts will precede and follow ABC-TV's coverage of College football games, Mr. Arledge said.

New version of 50-50 rule offered by WBC

Three broadcast companies and one labor union in separate comments and for sometimes conflicting reasons filed in opposition Friday (April 15) to FCC's proposed rule to limit network ownership or control of prime-time programming (see story page 52).

Westinghouse Broadcasting Co. urged commission to take alternative route to goal or diversification of television program sources: limit amount of programming network affiliates in major markets may take from networks. WBC said its approach is necessary to afford licensees freedom of choice among program producers. It said its proposal would equalize relative economic position of networks and affiliates.

Meredith Broadcasting Co. said commission lacks authority for kind of network regulation proposed. Company also said that, limitation on amount of network-owned or controlled programming constitutes violation of free speech guarantee.

Springfield Television Broadcasting Corp. said proposal would not accomplish its purpose, and should be abandoned. Such factors as program production costs, distribution and syndication costs, among others, "are beyond the scope of the proposed rules" and will cause them to fail, Springfield said.

National Association of Broadcast Employees and Technicians (AFL-CIO), which represents some 7,000 employees said proposed rule would not be in its members' best interests.

WBC proposed limiting affiliates in top 50 markets with three stations or more to three hours of prime-time, regularly scheduled, commercial network program daily. WBC proposal would provide some exceptions to permit stations to carry special interest programming.

WBC, which has been producing programming for its own and other stations since 1961, says supply of quality programming has declined so drastically in recent years that TV industry is facing "major crisis."

Capital Cities up 20%

Capital Cities Broadcasting first-quarter earnings are reported 22% ahead of last year's first period. Sales advanced

WEEK'S HEADLINERS



Mr. Burns

Lloyd Burns, VP in charge of international division of Screen Gems since 1958, elected president of division. He joined SG in 1955 as VP and general manager of Screen Gems (Canada) Ltd. Earlier he was general manager of Telepix Movies Ltd., Toronto, TV film distribution company.



Mr. Jones

Kensinger Jones, senior VP and general creative director, Campbell - Ewald Co., Detroit, named executive VP with full responsibility for creative direction of Chevrolet account. Thomas D. Murray, VP-copy director, named associate creative director for all accounts other than Chevrolet. Moves are in anticipation of

retirement this fall of agency's board chairman, Henry G. Little.



Mr. Grisham

William F. Grisham, for three years VP and director of creative services for Campbell - Mithun, Chicago, joins Earle Ludgin & Co. there as senior VP and creative director.



Mr. Batson



Mr. Hardwick

Charles A. Batson, senior VP and managing director of wis-TV Columbia, S. C., for 13 years, named general manager of WTOL-TV Toledo, Ohio. Both sta-

tions are owned by Cosmos Broadcasting Corp. Mr. Batson replaces Thomas S. Bretherton, who will continue as consultant to WTOL-TV after June 1. Carter Hardwick, senior VP and managing director of WSFA-TV, Cosmos station in Montgomery, Ala., succeeds Mr. Batson at wis-TV. J. Law Epps, sales manager at wis-TV since 1954, appointed general manager of WSFA-TV in Montgomery. All appointments become effective June 1.



Miss Robin

Toni Robin, senior VP and associate creative director of Norman, Craig & Kummel, New York, named president and chief operating officer of Johnstone Inc., that city. Johnstone is Interpublic agency specializing in sale of women's products. Miss Robin succeeds Edward Madden, who will rejoin parent company in corporate assignment. Before joining NC&K, she was creative director at Ellington & Co. and advertising director of The Wool Bureau.

For other personnel changes of the week see FATES & FORTUNES

10% and were said to be up in all categories—network, national and local.

KPOL-AM-FM Los Angeles, whose recent purchase by Capital Cities is still to be approved by FCC, is not included in report.

Chairman Frank Smith says strongest sales gains came from radio operations and local advertising.

First quarter ended March 31:

	1966	1965
Earned per share	\$0.37	\$0.30
Broadcasting income	6,761,415	6,164,025
Broadcasting expense	4,038,524	3,691,513
Depreciation	349,585	385,618
Operating profit	2,373,306	2,086,984
Net income	1,011,450	832,156

AM treaty is extended

FCC announced Friday (April 15) that U. S. and Mexico have signed protocol extending treaty on use of AM band to Dec. 31, 1967.

Existing five-year treaty was to expire June 9. Extension, which must be approved by U. S. Senate, will give countries time to negotiate new treaty. Commissioner James J. Wadsworth will serve as chairman of U. S. delegation in negotiations.

Siegel, Martin sell, resign

Threat of long-standing proxy fight against Paramount Pictures Corp. management was removed Friday (April 15) when dissident directors Herbert J. Siegel and Ernest H. Martin announced they had sold their share of Paramount stock and had resigned from board. They owned approximately 143,000 shares and, it was understood, sales price came to almost \$12 million.

Sale of their shares, held by Baldwin-Montrose Chemical Co. of which Mr. Siegel is board chairman, was made to Gulf & Western Industries.

Spelling, Thomas join in TV production firm

Producer Aaron Spelling has formed partnership with Danny Thomas it was announced Friday (April 15) to turn out hour-long TV dramatic shows, half-hour TV comedy programs and two-hour features. Last mentioned will be shown first in theaters and then on TV networks. In all, new production team

has 24 properties.

Mr. Thomas and Mr. Spelling, formerly executive producer at Four Star TV, are joint partners in operation, for which no name as yet has been chosen. In order to form association Mr. Spelling had to free himself of recent commitment to do TV productions for United Artists.

According to announcement new partnership does not change status of T&L Productions, in which Mr. Thomas is partner of Sheldon Leonard.

Filmways earnings doubled

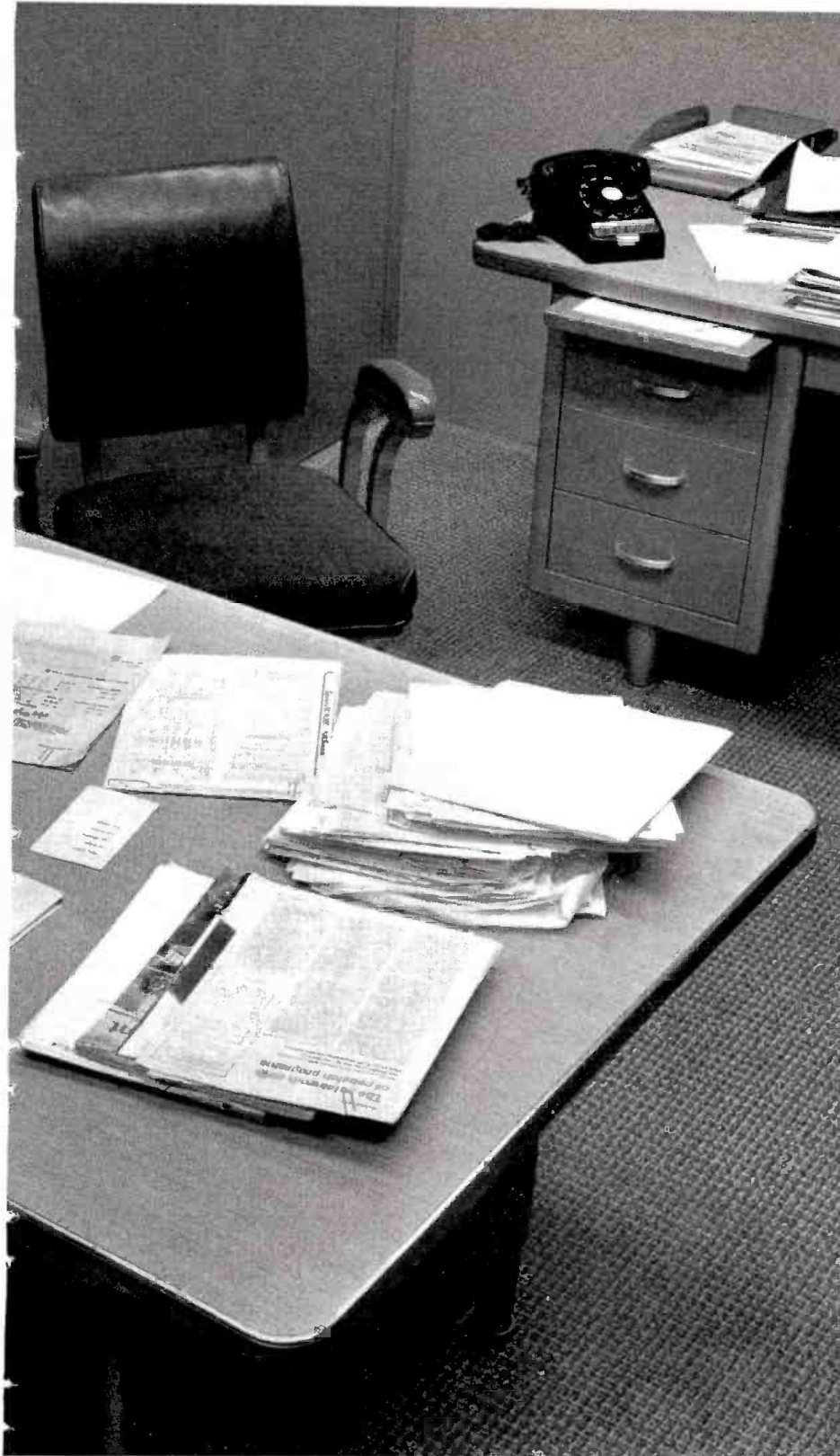
Filmways Inc., Beverly Hills, Calif., reports six-month earnings more than doubled those in first half of 1965.

Board Chairman Martin Ransohoff said steps are being taken toward implementation of planned merger with Seven Arts Productions.

Six months ended Feb. 28:

	1966	1965
Earned per share	\$0.85	\$0.40
Revenues	17,862,011	16,567,502
Expenses	16,741,514	16,080,267
Net income before tax	1,120,497	487,235
Net income	583,497	251,235
Shares outstanding	690,182	633,977

BROADCASTING, April 18, 1966



Can you find Charlie when he's not at his desk?

Every business has a Charlie. He's in a hundred different places daily.

Now a new communication service finds Charlie and every other member of your staff, anywhere, in an instant.

The name: ITT Terryphone.

This complete communication service is made up of a series of Terryphones similar to regular desk sets. Each has a built-in voice-locator system that quietly

lets people know they're wanted. Anyone can use it right from his desk.

Terryphones may also be used for in-house conference calls or strictly private conversations.

Over 4,000 companies of all sizes now use the ITT Terryphone service.

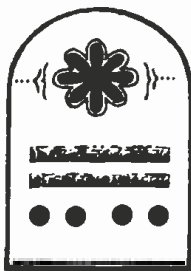
Helping people communicate is a vital part of ITT's business. Eighty nations use ITT-designed switching systems for

some 13 million telephone lines. Many thousands of route miles of ITT microwave and undersea cable systems span mountains, jungles and oceans.

Satellite communications, too, are a reality today, thanks in large part to ITT's research and development programs.

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

ITT



TIMES HAVE CHANGED...

...so has our sound

WAAC

**
Terre Haute has changed its listening habits . . . and WAAC did it with

5 Hours of News

4 Hours of Listener Participation

3 Hours of Mature Music

TOTAL LISTENERS

*PULSE: March 1965

9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	5910	5370	1910
*12 Noon - 3 P.M.	4599	3100	1500
*3 P.M. - 6 P.M.	3180	4550	...
per average			
1/4 hour	4530	4340	1620

Teens and children included

** **TERRE HAUTE, INDIANA**

4 County Metro Area
*** - Not Reported

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DATEBOOK

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

■ Indicates first or revised listing.

APRIL

April 14-25—44th Milan Trade Fair, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

April 17-19—National Educational Television affiliates meeting. Statler Hilton hotel, New York.

April 18—Deadline for receipt of Emmy Award nominations ballots at the National Academy of Television Arts and Sciences in Hollywood.

April 18-19 — Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include FCC Commissioner Robert E. Lee, Bill Todman of Goodson-Todman Productions, and Thomas Moore, president of ABC-TV. Sheraton-Plaza hotel, Boston.

April 20—Spring meeting of the Educational Television Stations division of the National Association of Educational Broadcasters. Statler Hilton hotel, New York.

April 20—Annual meeting of stockholders of General Telephone & Electronics Corp. Veterans Memorial Coliseum, Marion, Ohio.

April 21—Annual meeting of stockholders of Time Inc. Prudential Building, Chicago.

April 21 — Meeting of the Broadcasting Executives Club of New England. Speaker will be Bill Todman of Goodson-Todman Productions. Hotel Lenox, Boston.

April 21-22—Spring meeting of the Mid-America CATV Association. Prom-Sheraton Motor Inn, Kansas City, Mo.

■ April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters; Rod McDonald, Radio Advertising Bureau. Salishan Lodge, Gleneden Beach.

April 22 — 25th anniversary banquet of Princeton University's WPRB(FM) Princeton, N. J. Stephen B. Labunski, president of NBC Radio, will be toastmaster and FCC Commissioner Kenneth A. Cox will be guest speaker. Princeton.

April 22-23—Annual meeting of the Alabama AP Broadcasters Association.

April 22-23 — Annual convention, Arizona Community Television Association. Caravan Inn, Phoenix.

April 22-23 — Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

April 22-23—Region five conference of Sigma Delta Chi, professional journalistic society. Kentucky Dam Village State Park, Gilbertsville, Ky.

April 22-30—Sixth Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp., Montreux, Switzerland.

April 23—Annual awards banquet of Alpha Epsilon Rho, national radio-TV fraternity. Speaker will be Robert Saudek of Robert Saudek Associates Inc., New York. Washington State University, Pullman.

April 23-24 — Annual spring meeting of Louisiana Association of Broadcasters. Chateau Charles, Lake Charles.

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speak-

ers include Douglas A. Anello, general counsel, National Association of Broadcasters; Representative Walter Rogers (D-Tex.), chairman of Communications Subcommittee. Fairways hotel, McAllen.

■ April 24-26—Seminar on the meaning of commercial television sponsored by the University of Texas and Stanford University under a grant from TV Guide magazine. Speakers include Harry Ashmore of the Center for the Study of Democratic Institutions, Santa Barbara, Calif., Prof. Marshall McLuhan of the University of Toronto, Prof. David Potter of Stanford, Prof. John R. Silber of the University of Texas and Paul Goodman of the Institute of Policy Studies, New York. Participants in a panel on "Television on the Inside" are George Schaefer of Compass Productions; George Laboda, vice president and media director, Colgate-Palmolive Co.; Leonard S. Matthews, vice president of Leo Burnett Co.; Thomas Moore, president, ABC-TV. Asilomar hotel and Conference Ground, Pacific Grove, Calif.

April 25—Annual meeting of the Associated Press. Speaker will be Vice President Hubert Humphrey. Waldorf-Astoria hotel, New York.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

April 25-29 — Sixth annual TV-Newsfilm Workshop sponsored by the National Press Photographers Association, the University of Oklahoma and the Department of Defense. University of Oklahoma, Norman. Information and registration forms are available from Ned Hockman, Motion Picture Department, University of Oklahoma, Norman.

April 26—Advertising conference presented by KYW-TV Philadelphia and Television Advertising Representatives Inc. Speakers include Rex M. Budd, vice president-advertising, Campbell Soup Co.; Dr. Ernest Dichter, president of the Institute for Motivational Research, and Robert Hoffman, vice president of market research, TVAR. Treadway Inn, St. Davids, Pa.

April 26-28—Institute of Electrical and Electronics Engineers Inc. region six annual conference. Pioneer hotel, Tucson, Ariz.

■ April 27—Congressional dinner of Michigan Association of Broadcasters. Madison hotel, Washington.

April 27—Regular stockholders meeting, American Broadcasting Co's. Inc., to vote on merger with International Telephone & Telegraph Co. New York.

April 27—Special stockholders meeting, International Telephone & Telegraph Co., to vote on merger with American Broadcasting Co's. Inc. Sheraton-Belvedere hotel, Baltimore.

April 27—Annual spring meeting of Connecticut Broadcasters Association. University of Connecticut, Storrs.

■ April 27-30—Annual spring meeting of Kansas Association of Radio Broadcasters. Speakers include Jack W. Lee, WSAZ Hunt. ington, W. Va. Besse hotel, Pittsburg.

April 28 — Annual meeting of the stockholders of Trans-Lux Corp. to elect directors and to transact other business. Trans-Lux Corp., New York.

April 28-29—Annual spring meeting of the board of directors of the Television Bureau of Advertising. Camelback Inn, Scottsdale, Ariz.

April 28-29—National Foreign Policy Conference for editors and broadcasters sponsored by the Department of State. Speakers include Secretary of State Dean Rusk. Representatives of the domestic information media can have their names placed on the invitation list by writing to the Director, Office of Media Services, Department of State, Washington 20520.

April 28-29—Spring convention of the North



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Central Community Television Association. Wagon Wheel Inn, Rockton, Ill.

April 28-30—Annual convention, Kentucky Community Television Association. Continental Inn, Lexington.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennis (D-Miss.). Broadwater Beach hotel, Biloxi.

■April 28-May 4—Meeting of the central committee of the World Association for Christian Broadcasting. New Yorker hotel, New York.

April 29—Deadline for comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators.

April 29—Annual spring meeting of Arizona Broadcasters Association. Pioneer International Inn, Tucson.

April 29-30—16th annual convention of the Kansas Association of Radio Broadcasters. Speakers include FCC Commissioner Robert E. Lee; Robert H. Alter, executive vice president, Radio Advertising Bureau; Jack Lee, WSAZ Huntington, W. Va.; Maurie Webster, vice president, spot sales, CBS; Chet Lauck, executive assistant, Continental Oil Co., and Alf Landon, Kansas broadcaster and 1936 Republican nominee for President. Besse hotel, Pittsburg.

April 29-30—Spring regional conference of regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

April 29-30—College sportscasting conference sponsored by Syracuse University. Speakers include Marv Albert, sports director of WHN New York, and Marty Glickman. Syracuse University, Syracuse, N.Y.

April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Participants include Milton C. Mumford, chairman of the board and president, Lever Brothers Co.; Dr. James L. Goddard, commissioner of food and drugs, Food and Drug Administration; John W. Chancellor, director of Voice of America; and Charles H. Brower, chairman of the board of BBDO. Mountain Shadows and Camelback Inn, Scottsdale, Ariz.

April 30 — Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

April 30—Annual meeting of the Georgia AP Broadcasters Association.

MAY

May 1-5—99th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton-Park hotel, Washington.

May 1-5—Ameco Management Institute for community antenna television managers and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Ramada Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, Ameco Management Institute, Ameco Inc., 2949 West Osborn Road, Phoenix 85017.

May 2-4 — 51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.

May 3—Annual meeting of the shareholders of CBS Corporation of America. Carnegie Hall, New York.

May 3-4—Annual general conference of the CBS-TV affiliates. New York Hilton, New York.

■May 3-4—Annual spring meeting of Mis-

NAB RADIO PROGRAM CLINICS

May 9-10—Portland Hilton, Portland, Ore.

May 12-13—Hotel America, Houston.

May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

souri Broadcasters Association. Speakers include Charles Sweeney, director of Bureau of Deceptive Practices, Federal Trade Commission; Louis Stephens, FCC renewal and transfer division; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Howard Bell, NAB code director; Maurie Webster, vice president, CBS Radio Spot Sales; Tom O'Brien, vice president, ABC Radio News; Roy Danish, director, Television Information Office; James Murphy, president, Washington State Broadcasters Association. University of Missouri, Columbia.

May 3-6—World meeting of the Affiliated Advertising Agencies International. Marriott hotel, Philadelphia.

May 5—Seventh annual American TV Commercials Festival Awards Dinner. New York Hilton, New York.

May 5-8—Fifteenth annual national convention of American Women in Radio and Television. Statler-Hilton hotel, Detroit.

May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 1762 Carling Avenue, Ottawa 13, Queen Elizabeth hotel, Montreal.

May 6-7—Spring regional conference (regions six and seven) of Sigma Delta Chi, professional journalistic society (meeting jointly and in conjunction with annual SDX awards banquet). Des Moines, Iowa.

May 6-7—Inter-Mountain drive-in conference on instructional television and radio sponsored by Western Radio and Television Association. Brigham Young University, Provo, Utah. For information write Western Radio and Television Association, 633 Battery Street, San Francisco 94111.

May 7—Meeting of the Oklahoma AP Broadcasters, Oklahoma City.

May 7-8—Annual meeting of Kansas Associated Press Radio-TV Association. Kansas City, Mo.

■May 8-11—1966 Catholic Communications Convention and Seminar sponsored by the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox and Roy Danish of the Television Information Office. Fairmont hotel, San Francisco.

May 10 — Annual stockholders meeting, Communications Satellite Corp., Shoreham hotel, Washington.

May 10—Joint meeting, Binghamton chapter and Northeastern Pennsylvania chapter, Society of Broadcast Engineers, Binghamton, N.Y.

■May 10 — Annual stockholders meeting, Metromedia Inc., to elect 12 directors, vote on 1966 qualified stock option plan, and other business. 205 East 67th St., New York.

May 11-12 — Spring meeting of National Association of Broadcasters radio code board. Washington.

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in radio-TV. Hilton Hawaiian Village, Honolulu.

■Indicates first or revised listing.



WELCOME

KGNC

AMARILLO, TEXAS



KGNC—Radio, TV and FM, Amarillo—formally joined the Stauffer Publications' broadcast media family February 15.

And WIBW, Kansas branch of the family tree, is proud to welcome its Texas neighbor . . . bustling, full-blooming Amarillo.

It's a fitting partnership. KGNC Radio and TV dominate Amarillo and the Texas Panhandle much the way the "Voice of Kansas" prevails in the Sunflower State. And for the same reasons: top-flight programming . . . first-rate personnel . . . responsible management.

Down Amarillo way they call KGNC the "Voice of the Golden Spread." And what a spread: 183,000 wonderful Texans, making up the 14th fastest growing market in the country, according to Sales Management.

Like to know more? Ask  Avery-Knodel. They'll represent KGNC, too, in their own inimitable manner.



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Topeka, Kansas

Broadcast Services of Stauffer Publications



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REPUTATION
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Agency man's fan club

EDITOR: Many thanks for selecting I. C. Haag's comments on commercial copy for showcasing in your April 11 Monday Memo.

Irv Haag has long been one of radio's most prolific boosters. His great talent is recognized nationally. But here in Chicago he is especially respected, not only for his effective commercials and creative originality, but as one of radio's most solid citizens—Gary Arnold, sales manager, WBEE Chicago.

Radio being shouldered out?

EDITOR: Your excellent cartoon March 28 and an article entitled "Tape Recorders Take to the Road" in the *New York Times*, point out a threat that has received precious little attention in your editorial columns.

Based upon industry figures supplied by Norelco, Harvey Radio, GM, Ford, Chrysler, RCA and others, the *Times* says that over one million tape systems will be installed in cars this year alone. It adds:

"The advantages of the various car-tape systems over car radios, according to one industry spokesman, are that they make possible the private selection of music, and provide freedom from what he termed 'too many commercials, too much disk-jockey chatter, static and dim-outs in poor reception areas.' In many instances, tape units are even supplanting FM radios in cars."

Since in-car listening is a radio industry mainstay, in terms of both audience size and drive-time commercial billings, no time should be lost in making the public aware of radio's obvious advantages. At this late date, not just self-promotion, but a direct frontal attack is necessary. If the National Association of Broadcasters and the Radio Advertising Bureau aren't vigorous enough to take up this cause, a new organization should be formed to do the job.—Neal R. Bruckman, Inter-Media Communications Corp., 246 Fifth Ave., New York City.

Recourse already there

EDITOR: I read with great interest your editorial comment in the March 21 BROADCASTING. I would judge from the tone of your editorial that you are trying to be fair to both broadcasting and CATV. I would like to comment on your thoughts:

The whole basis of your argument is

PRESIDENT SOL TAISSHOFF
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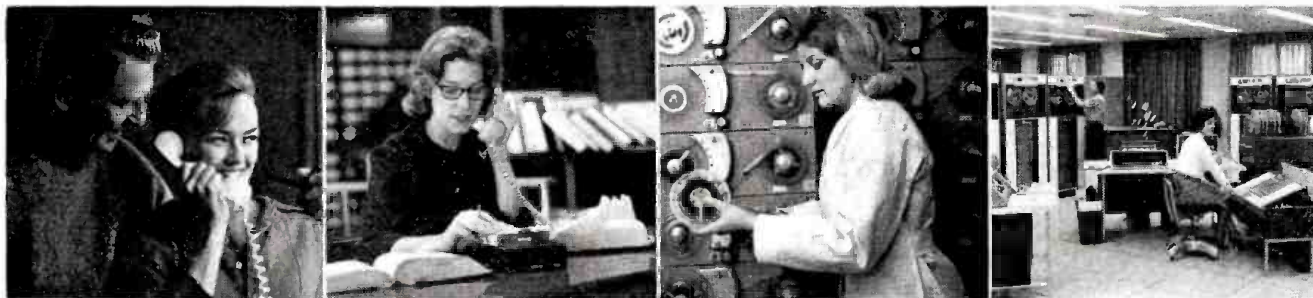
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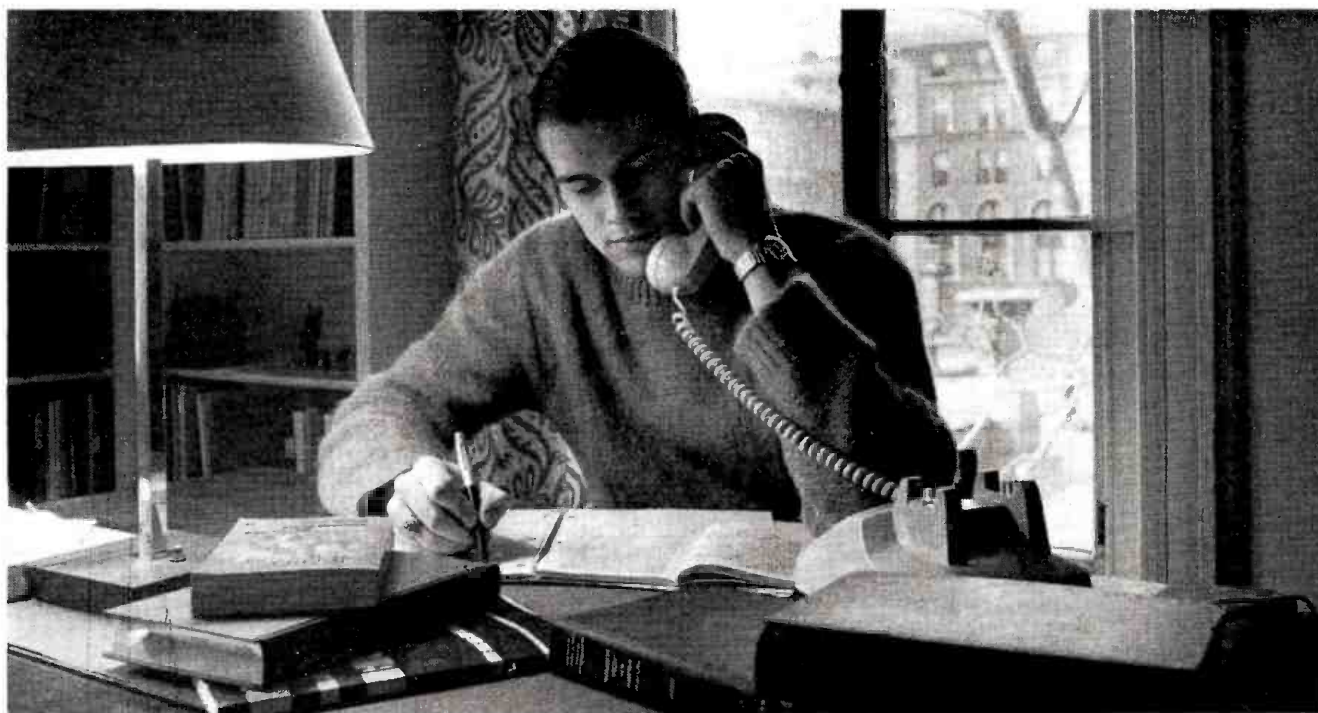
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1933 and Telecast® in 1953. BROADCASTING-
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BROADCASTING, April 18, 1966



The expanding universe of today's student. His phone gives him easy contact with family and access to information stored in libraries, learning labs and computers.



A new era opens in educational communications

This year dormitory rooms at hundreds of colleges will have their own telephones.

What's happening? A new era in college dormitory life? Yes indeed. Colleges are installing room phones to help today's serious student use his time more prudently . . . to talk with family, friends and others without standing in line at a public phone.

Colleges—and other institutions of learning, too—are facing up to the

twin explosions of population and information by looking more and more to communications. On many campuses, for example, the student will use his phone to "attend" language labs and to retrieve other information recorded on tape. More students than ever before will be able to share lab facilities.

Soon the telephone will be used to get information from computers or set up problems for solution. Some

colleges and high schools are already using teletypewriters for computer-assisted instruction.

Communications that make the fullest use of our educational resources are under continuing development by the Bell System. They are another way that we serve America's communications needs with imagination and economy . . . providing useful, dependable service of all kinds at low cost.



Bell System

American Telephone & Telegraph and Associated Companies

MONDAY MEMO

from CHARLES R. STUART JR., Bank of America, San Francisco

Why Bank of America is putting a record budget into spot TV

When I was asked to discuss "Spot Television: Today's Marketing Equalizer," I asked what the title meant, and was told: "Well, it's sort of like 'America the Beautiful'; you can make any thing out of it you want."

Spot television can cure almost anything that ails you. If you are big, it can help make you bigger. If you are small, it can help you compete with the big guys. If you want nationwide coverage, spot television can give it to you. If you want a campaign on a statewide basis—or in Eureka—spot television has the answer.

I buy all this because I am completely sold on the value of spot TV.

The difficulty, I think, is that I can believe in TV as a powerful sales medium—but am not so sure it will do a particular selling job or help solve a particular marketing problem—for me.

For example, back in 1961, I faced a question: Should we put practically the whole BankAmericard budget into spot TV?

Today I can look you in the eye and say ringingly—of course we should. But let me tell you, BTV—before television—I had no such convictions at all. Intellectual evidence, yes—and also a successful experience some years earlier with our "Strapped for Money" campaign for Timeplan loans.

But Timeplan was one thing—a household name with a 20-year history—and BankAmericard was a healthy, bouncing baby that had learned to toddle in 1957 but in 1961 seemed just a bit unsteady. Sales had leveled off.

Questions That Arise ■ But with TV—or more properly, with any new medium for an advertiser—the first task is to see how the medium will apply to a particular advertiser's problems. And then to make sure that every objection is reasonably answered. For instance, you may have confronted this gentleman who says: "TV costs too much. Production costs are outrageous. Time costs are worse."

If you can answer this charge, you may meet the gentleman who says:

"But my product or service is different. Sure, television works fine for Procter & Gamble; but we're not Procter & Gamble."

That one you can't argue with. Very few of us are Procter & Gamble.

Here's a man who can kill any new venture. You know him: you can't teach an old dog new tricks. He says: "We have used outdoor, or magazines, or radio, or newspapers for 20 years—

and look at the success it has brought us. Why change now?" There are only two solutions to an old dog: one, he passes on to better things; or two, sales go into a tailspin and TV is called on to pull you out of the dive ten feet from the crash.

There are many other questions and charges and attacks on "television . . . the vast wasteland," and there are certain valid technical criticisms of TV operations. For instance, you find stations that triple-spot you . . . run last year's spot today . . . cancel you out. Most stations are very careful to inform you and make good such error. But some defy you to catch them.

Decision His Alone ■ Most of these aesthetic and technical criticisms and problems are for real. That's why, if an advertising manager has to sanction a major venture into this medium, he has a right to have qualms. And he can't really turn to any final authority for guidance, as I well realized back in 1961 when we contemplated switching the BankAmericard budget to spot TV.

Anyway, I convinced myself this was the right move. So I agreed: "Let's go."

Naturally, we wanted a spot that would turn that sales curve upward. Back came the agency's recommendation, quite different from what I had expected. I could see an earnest announcer giving lots of good hard sell. Instead, the agency recommended a spot with no words in it—music, cartoons, but a completely voiceless spot.

It had no precedent. I liked the idea as it was developed, and to my pleasure everyone who reviewed the spot liked it. That kind of support makes you feel good. But all of a sudden you start hearing little voices: "Are there really

enough intelligent people out there to recognize a great spot when they see it? Will it make them go out and use their BankAmericard?"

I can only say that within three weeks after the spot went on the air, there was an immediate sales response.

Sales surged—and I use the word advisedly—sales surged. Remember this was the only change we had made in our advertising approach over the preceding year. Spot television properly used—and note this qualification—did the job we had hoped for.

Sales Keep Rising ■ For the past five years, TV has been the basic medium for BankAmericard. Each year we have put almost all our consumer budget for BankAmericard on spot TV—and BankAmericard has enjoyed a 30%-plus sales increase each year.

From time to time, we have supplemented BankAmericard television with occasional flights devoted to Timeplan or deposit service advertising. But for many months now we have been pondering this question: If TV has been so successful for one service of the bank, why couldn't a comparable approach work for other services?"

This is simple to state, but I can assure you it has not been simple to answer. I won't go into the problems and questions we had to answer; but I want you to know that for 1966 Bank of America will have 52 weeks of spot TV in all markets in California. This involves the largest sum of money the bank has ever put into one medium in one year.

I sincerely hope that I can report a year from now: "I knew it all along. There was never a doubt in my mind that TV would do it for us again."



Charles R. Stuart Jr. joined the Bank of America in Los Angeles in 1950 after getting a degree in advertising from the U. of Southern California. In 1953 he was transferred to the bank's San Francisco headquarters. A year later he was assistant advertising manager and in 1957 advertising manager. He became director of advertising in 1964. The accompanying article is adapted from his address made recently at a management conference sponsored by The Katz Agency.

Forgive us for blushing



We've just seen the
latest ARB report for
Chicago radio (Jan.-Feb. '66).
Have you?

WGN
RADIO 720

A WGN Continental Broadcasting Company Station
dedicated to Quality, Integrity, Responsibility and Performance.



CG can get you rolling in Indiana. If you want it to drive your auto sales faster, give a honk to ATS.

The Communicana Group Includes:



WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FORT WAYNE **43** NBC

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The Mishawaka Times The Elkhart Truth

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



Is TV taking more adult view?

Programers believe move toward more provocative themes, urged by retiring Chairman Henry, already underway and showing good signs of progress

Television is moving rapidly to catch up with the other entertainment media in embracing programing, particularly feature films, with adult and provocative themes.

A BROADCASTING canvass last week showed that the television marketplace for such movies, once isolated in a few markets in fringe time, is busier than ever and promises to expand as restrictive barriers crumble.

Stations throughout the country, particularly but not exclusively in large and medium-sized markets, are showering warm acceptance on films they would have rejected three, four and five years ago.

The television networks, faced with satisfying an extensive and variegated client list, are also more receptive to challenging films, though they are understandably proceeding more cautiously and slowly than many local stations.

Provocative and Bold ■ These were some of the main points made by film distributors, station group officials, network executives and station representatives questioned on FCC Chairman E. William Henry's remarks on this subject to last month's National Association of Broadcasters convention. At that time, Mr. Henry urged broadcasters to carry more provocative, bold programing and criticized the action of some local stations in editing the words "whore" or "constipated bitch" out of "Room at the Top" (BROADCASTING, April 4).

Distributors generally applauded Chairman Henry's remarks on the premise that such a stand by an influential government official—even a departing one, as Mr. Henry, through his subsequent resignation, has proved to be—was bound to have some influence on broadcasters who have been reluctant to schedule certain types of films.

"Any time a man as important as the FCC chairman says something, broadcasters are going to listen to him," one distributor observed.

Elaboration Needed ■ Executives were inclined to challenge an implica-

tion by Mr. Henry that stations were not already carrying bold, provocative programing. Many felt that Mr. Henry had not elaborated on his theme sufficiently to make clear where he felt the areas of dereliction lay.

For the most part, too, distributors and station officials contended that networks and local outlets had the right to edit films to conform with their individual policies.

Mr. Henry had some supporters but more opponents in his espousal of an uncut "Room at the Top." Some felt that the language was too intemperate for a home TV audience, while a minority believed an unexpurgated version would not have been unpalatable.

Several station sources contended that programing on the local level has become more provocative. They said stations are presenting programs on local and national issues, for instance, that they would not have dared schedule a few years ago. A spokesman for WPIX(TV) New York gave this example:

"On the *Open End* show scheduled for April 10, we carried a discussion

on the subject, 'Is Flying Really Safe?' We consider this provocative programing."

The principal reasons cited for the growing acceptance of feature films on "mature" subjects were these:

■ Films for theaters have become bolder. Theatrical audiences have accepted them. The post-1960 features particularly have dealt with subjects that would not have been tackled a decade ago.

■ The shortage of feature films for TV has provided a market for foreign-produced films. These tend to flout conventional standards more often than home-grown products, though Hollywood itself in recent years has been producing broader-gauged films.

■ Audiences all over the country are becoming more sophisticated, more mature, better educated. They are more inclined to accept films with daring themes.

■ Books, plays, the legitimate theater have broken the ground in presenting subjects with challenging theses. Television is a broader-based, more inti-

Courageous TV urged by director of code

Howard Bell, director of the National Association of Broadcaster's code, last week praised the philosophy behind FCC Chairman E. William Henry's call for more courage in TV programing. Mr. Bell said: "Television should be as courageous as possible and be willing to face whatever criticism follows."

However, he said broadcasters don't have to go out of their way to seek criticism by failing to cut "isolated words . . . that don't add to the plot." A meaningful drama that faces up to problems can be

handled without the type of dialogue that makes a licensee quiver at renewal time.

Mr. Bell said the standards of good taste are in the TV code and there is no apparent need to change them in the face of an increasing number of feature films for television. What is needed, he said, "is closer rapport, among the people involved, with the industry standards." He suggest that an organization made up of the TV film distributors would give broadcasters a "focal point" to establish closer liaison.

IS TV TAKING MORE ADULT VIEW? continued

mate mass medium than the others, but is now catching up.

Distributors acknowledged there are pockets of resistance, especially in the South and Midwest. But they said that acceptance is being achieved on a basis beyond expectation and that they are convinced an even more pronounced laissez-faire stance will develop in the future.

Among the features cited by distributors as having gained TV time slots though considered risqué or touchy are "Lolita," Long, Hot Summer," "Anatomy of a Murder," "Pillow Talk," "Advise and Consent," "Some Like It Hot," "From Here to Eternity" and "On the Beach."

Policies vary from station to station

with mature subjects and the influx of foreign product is "just starting to emerge."

Jack Lynn, vice president in charge of programming for Metropolitan Broadcasting Television, envisioned an acceleration of the present trend toward slotting provocative films on TV. There's a growing acceptance of this type of picture, according to Mr. Lynn, provided that the film is well-produced and in good taste. He believes that local outlets will have to rely increasingly on imported features to supplement the output of Hollywood product.

Ernest Lee Jahncke Jr., NBC vice president in charge of standards and practices, said NBC has no ban on adult themes and has scheduled programs of

show than in a dramatic work.

"In dramatic and historical programs scheduled in early evening, on the other hand, we've curtailed—but not always completely eliminated—expletives in scripts even when they were historically accurate, partly because of the number of children who would be watching and partly because these words are simply offensive to a lot of people in this country.

"We also take care not to surprise viewers. A program with a rough theme that would be completely acceptable by itself can raise the roof if you put it into a time period where viewers are accustomed to family fare. In the same way, tough themes can be dealt with even during family viewing hours if the viewers know what to expect."

Comedy or Drama? ■ Mr. Jahncke also pointed out that sex is usually more



Oliver Blackwell
The Katz Agency
... local outlets are more daring than ever.



Jack Lynn
Metropolitan Bdcstg.
... acceleration toward provocative films on TV.



Ernest Lee Jahncke
NBC
... no ban on 'adult' themes ... scheduled increasingly.



William Tankersley
CBS-TV
... Mr Henry chose a bad example to make a point.



Cy Kaplan
Embassy Pictures
... champion the 'honest, adult, human' feature.

on what is and isn't acceptable. Stations and distributors claim that a quality picture produced with taste will find acceptance. But semantics is involved here: What may be good taste to one station may constitute licentiousness to another. There are indications nevertheless that the criteria for judgment are less rigid than ever before.

Sensitive Issues ■ Oliver Blackwell, director of audience development for The Katz Agency, who is involved with programming for the stations represented by his company, said there was no doubt that local outlets are more daring than ever in programming.

He stressed that local documentaries are coping more and more with sensitive community issues and that the feature films scheduled are more daring. In the features area, he continued, the outlook is for more challenging motion pictures in the future since Hollywood product of the 1960's has dealt increasingly

this type increasingly as they have become more and more acceptable to the public.

Titillation ■ He felt, however, that adult should not be equated with sex and sexual titillation or deviation for their own sakes, although these elements can be and often are fundamental to adult or mature themes. He hoped the trend toward more provocative programming would not reach the point where these differences become blurred.

Key words in his evaluation of adult themes are the intent of the program and the artistry with which it is produced. Other factors include type of program, air time and, in the case of specials, the type of programming being pre-empted.

"On the *Tonight* show, even at that late hour," he said, "we automatically bloop out all 'hells,' 'damns' and 'My Gods,' because these words are more offensive in a casual, conversation type

acceptable when treated in a comedy than in highly dramatic form.

He said he would approve the movie "Cat on a Hot Tin Roof" for network showing, but not "Sweet Bird of Youth." He feels that "Bird" is preoccupied with sex without compensating dramatic or artistic values while "Cat" is a dramatic work of integrity that deals with sex but avoids a titillating approach. Both movies are based on works by Tennessee Williams.

When called upon to review movies for use by NBC-owned stations, Mr. Jahncke said his department tends to take a somewhat more sophisticated approach than when considering material for network showing. The reasoning is that the NBC-owned stations are all in large and supposedly more sophisticated markets and generally schedule movies at late-night rather than mid-evening hours.

Commercials Too ■ Mr. Jahncke felt

that the trend toward more explicitness about sex was applicable to commercials as well as programing, but that all of it reflects changes in public tastes.

"If television has become more mature, brash or whatever," he said, "it's because the American public has become more mature, brash or whatever. Television reflects American taste; it doesn't mold it."

He said "the ultimate in television" is not going to be "bland pap," but that it isn't going to be all artistry and provocative programing, either.

"No one can be significant every hour of the broadcast day," he said. "Even if we could, that's not the way to serve television's many publics. There are millions of people who want diversion and entertainment, not significance and stimulation, and television must serve them, too."

ent stamp of government approval. If the commissioner is intending to encourage television to be more courageous in its programing, we're all for him, but adult movies made for theater presentation aren't the place to start."

Mr. Tankersley said CBS is forced to reject many films. Some themes simply aren't suited to television presentation, he asserted, and if it appears that censoring them would chop them up too much the network doesn't buy them.

Cy Kaplan, vice president for television sales for Embassy Pictures, supported Mr. Henry's thesis 100%. He pointed out that Embassy has long championed the "honest, adult, human" feature film, initially for theaters and now for television.

"Six or seven years ago, our president, Joe Levine, proclaimed loudly that Hollywood must get away from the

'Lolita,' what more can I say?" MGM-TV has sold "Lolita" in about 25 markets and Mr. Montanus predicted it would be in 100 markets by next year.

In the Provinces ■ "We're beginning to get the cobwebs off the provincial thinking at some stations," he went on. He said there are no movies in the MGM-TV library that the company could not syndicate because of moral objections, although he acknowledged there are some sections where adult themes are not readily accepted.

"We've had some stations that wouldn't carry an Elizabeth Taylor movie merely due to the publicity surrounding her private romantic adventures," he noted.

"We recognize the right of stations to edit for their market place," he concluded, "but sometimes their positions seem to be unreasonable."



Ed Montanus
MGM-TV

... We've released 'Lolita,' what more can I say.



Joseph Kotler
Warner Bros. TV
... stations are much more liberal than they were.



Elliot Abrams
Walter-Read-Sterling
... should help the television industry grow up.



Lou Friedland
MCA-TV
... much progress has been made in this area.



Dan Goodman
Screen Gems
... stations are adopting a more mature posture.

William Tankersley, vice president in charge of program practices for CBS-TV, indicated that public acceptance of certain features is broadening. He suggested that the public does make allowance for the fact that movies were made for theater presentation and therefore doesn't react so critically when they are shown on TV. But he said the network is still subject to letters of complaint for any programing incident of questionable taste.

Too Rough for TV ■ Mr. Tankersley conceded that Chairman Henry's intent might have been good but thought he choose a very bad example to illustrate his point. He added: "The film itself ("Room At the Top") is too rough for television, not just the blooped-out comment he referred to [constipated bitch]. What he said is apt to be misunderstood and misused. The shoddier film salesman with the rougher type of picture may now peddle his film with an appar-

'pabulum' pictures that were keeping people away from the theaters," Mr. Kaplan declared. "Mr. Levine was a pioneer in bringing adult films to theaters, and I mean films that are tasteful as well as honest and real."

In recent years, Embassy has sold to TV such mature films as "Two Women," "Divorce Italian Style" and "Marriage Italian Style," among others. Mr. Kaplan added that Embassy films have scored exceptionally well on TV "because the viewers appreciate dramas of human beings caught up in human situations."

Ed Montanus, syndicated sales director for MGM-TV, thought Chairman Henry's convention comments would have to "make broadcasters aware that their audience isn't all 14 years old and I think it will help the distributor."

Asked whether stations had already softened their restrictions on adult movies, he commented: "We've released

Joseph Kotler, vice president of Warner Bros. TV, feels Chairman Henry's comment has "cleared the air" on this matter but he also thinks television had already been moving steadily toward greater maturity and sophistication in its willingness to accept treatment of adult themes in the films it presents.

"What Chairman Henry is suggesting has already been happening," says Mr. Kotler. "Stations are much more liberal than they used to be."

He noted that geographical patterns of moral values do exist so that, for example, "a 'Room at the Top' can do fine in New York and San Francisco and other large metropolitan areas, but might not be so hot in Des Moines."

An executive of another leading distribution firm said Chairman Henry's remarks "generally have to be helpful to syndication." He added:

"More stations are carrying movies

with adult themes and there's been a more mature approach on the part of audiences."

The Advertiser's Role ■ Local station scheduling of adult movies probably isn't affected one way or another by advertisers, he observed. Their sponsorship is generally for a package of movies and not determined by any one feature within a package, he pointed out.

He cited "The Moon Is Blue" as an example of a movie that the networks won't touch.

The quality and taste of an adult film are deciding factors in whether a motion picture meets TV station standards, according to Elliot Abrams, vice president in charge of TV sales, Walter Reade-Sterling.

There has to be some line of acceptability in order to separate the "exploitation" film that purveys sex and suggestion as contrasted to the quality film that treats adult themes tastefully and with a high degree of production value, Mr. Abrams believes.

TV Grows Up ■ Walter Reade-Sterling distributes the British motion picture "Room at the Top" that was mentioned by Mr. Henry. Mr. Abrams said it is a quality feature and an Academy Award winner that drew wide acclaim when first released theatrically.

He thought Mr. Henry's remarks "should help the TV industry grow up." He said the film has been sold in more than 74 markets around the country.

Another criterion for acceptability is the hour when stations run the films, Mr. Abrams said. He noted, however, that while the distributor has a responsibility in offering quality motion pic-

tures, the broadcaster has the final say.

"A local station has its standards to follow," he commented.

Mr. Abrams said his company distributes more than 500 feature films and only a few have mature storylines on the level of a "Room at the Top" ("we are not an adult film house"). A "David and Lisa," which Walter Reade distributes and might be considered quite adult in its approach, is not "sexy," he declared, adding that in many a Hollywood movie of recent vintage there's "much more sex."

John A. Ettlinger, president of Medalion Television Enterprises Inc., ventured that Mr. Henry's remarks at the convention will be of some assistance to distributors of adult features, but suggested that "perhaps he didn't go far enough."

What is Adult? ■ "He didn't lay down any ground rules for what is or is not an adult film," Mr. Ettlinger pointed out. "There has to be some delineation of the term."

"It's still true that some adult pictures cannot be sold in certain markets. There are features in theatrical distribution today that may never be able to play television. Yet there's no doubt that the audience is maturing all the time. Maybe what we really need is an overhauling of the television code."

Lou Friedland, vice president of syndication for MCA-TV, reported there is "growing maturity" among networks, stations and the TV audience regarding adult features. He cited another example of growing broadmindedness: Xerox's serious interest in sponsoring a series of projected TV dramatic

documentaries on controversial and sensitive issues (interracial marriage, legalized abortion, civil rights for communists, draft-card burnings).

"There is no doubt that Mr. Henry's comments will have some effect," Mr. Friedland stated. "The fact that he, a responsible government official, was able to make this statement at a large gathering shows how much progress has been made in this area."

Mr. Friedland voiced the view that editing some of the dialogue from "Room At The Top" underlines a point that is often overlooked: people are more sensitive to crude, tasteless language than they are to ideas that may be provocative or bold.

Don Klauber, executive vice president and general sales manager of Seven Arts Associated, said he has observed a "growing sophistication" by the TV industry. At one time, only independent stations would schedule these features in late time periods, but today, even the networks, with judicious editing, are carrying movies they would have rejected summarily a few years ago. He indicated that degree of acceptance varies from station to station and market to market, and said some daring films still are excluded in some sectors of the country.

Dan Goodman, vice president for syndication of Screen Gems, agreed that many stations are adopting a more mature posture toward adult films and even the networks are broadening their attitude. He indicated that some features now condemned by Legion of Decency conceivably could be approved if an edited version for TV could be produced. He felt that a re-review of these edited features should be considered by the legion.

BROADCAST ADVERTISING

Agency fee vs. 15% commission

ANA study finds majority still on commission form of compensation, though fee system is growing

Advertisers, especially big ones, are doing a lot of thinking about the way they compensate their agencies these days and a good portion of those now relying on a commission method aren't fully satisfied with it.

These not-too-startling findings are detailed in a preliminary report on a study of agency compensation conducted among the membership of the Association of National Advertisers.

First results of the study, announced last week at an ANA workshop on advertiser-agency financial relations, indicated that 63% of advertisers billing more than \$10 million have undertaken

top-management reviews of agency compensation policies during the past three years.

But for all the compensation appraisal going on, there is no apparent revolution under way in methods of agency payment. It was found that most advertisers think the traditional system of compensation by media commission is most practicable. Of 228 advertiser-agency relationships surveyed, 176 were based on the traditional commission method; in 52 instances some type of fee method was used. It was also revealed that 33% of polled companies using the media commission method

found it "not fully satisfactory." This compared to 17% of those using a fee method who expressed reservations about their system.

Advertisers were asked what the trend would be in agency compensation over the next 10 years, and 36% responded there would be "significant change" away from media commissions while 62% thought there would be "some change" away from commissions.

No Extras ■ The preliminary report indicates a significant portion (41.3%) of companies having a commission relationship with their agencies offer no additional compensation for agency services involved in the marketing of new products during the preparatory period when no commissions are available.

The media commission method was explained to the workshop by Maxwell Dane, of Doyle Dane Bernbach, as a

Don't lose nine counties.

Buy WHIO-TV



AVERAGE DAILY CIRCULATION

	WHIO-TV	STATION B	WHIO-TV Advantage
TOTAL WEEK	376,900	321,400	+ 55,500
DAYTIME	242,300	178,800	+ 63,500
EARLY EVENING	207,200	156,800	+ 50,400
PRIME TIME	247,500	220,600	+ 26,900
LATE EVENING	80,700	68,200	+ 12,500
STATION CIRCULATION	42 counties	33 counties	+ 9 counties

Source: ARB Comprehensive Report of TV Circulation. The figures quoted are estimates and subject to the standard deviations inherent in the survey.



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



The subject of agency compensation got a thorough workout at last week's ANA workshop on advertiser-agency financial relations. At a break between workshop sessions (l-r): George Der-

coney of Merck & Co., Albert Rathermel, Benton & Bowles; George Hakula, General Foods; Karl Heinze, Block Drug and Ed O'Neill, Procter & Gamble.

winner by default. "The 15% system is the worst form of compensation," he said, "except all those other forms that have been tried."

He noted almost all agencies are getting paid for services over and above media commissions and that "the 15% commission is only the foundation." Mr. Dane rebutted the standard criticism that agencies tend to stretch media recommendations through self-interest under commission systems. This attack, he said rests on a false assumption that an agency is not held to account for results.

Fixed-fee systems, Mr. Dane suggested, can lead agencies to maximize profit by spending less time on an account, and a guaranteed profit arrangement under a fee system is repugnant to our economic system, he asserted.

Opposite Position ■ Other speakers at the workshop were ready to refute Mr. Dane's position. Clayton Huff, treasurer of BBDO, described his agency's fee plan, under which agency profits are confined within a range of 1½% and 2½% of a client's billing, indicated this method has been working satisfactorily. Annual volume of BBDO clients participating in the "efficiency incentive fee plan" is approaching \$100 million, according to Mr. Huff, and the agency expects additional clients to join.

Raymond E. Wilson, administrative assistant, advertising and sales promotion department, Shell Oil Co., and Franklin Hennessy, financial vice president and treasurer of Kenyon & Eckhardt, gave a highly favorable report on the fee system used by K&E on Shell's corporate account. Mr. Wilson noted Shell's corporate advertising has made use of "highly commissionable" media including television, but he said the fee system stimulates the agency to explore new advertising areas. As an example he pointed to Shell's underwriting of news programing on educa-

tional television. He said: "The creative exploration that we enjoy from our agencies under the fee arrangement is greater than we ever knew under the commission system."

Another joint presentation, called "How We Learned to Stop Worrying and Love the Fee," was given by Kenneth Murison, executive vice president, Edward H. Weiss & Co. and Richard Wright, director of advertising and promotion, Carling Brewing Co.

Clarence Eldridge, marketing consultant, suggested formulation of commission systems based on total advertising expenditures including promotional plans, so that any temptation on an agency's part to concentrate recommendations in commissionable media areas might be offset.

Uneven cover of network TV

TVAR study lists examples of unbalanced reach of network participations

Television advertisers are mistaken if they think participation buying over a spread of network programs is giving them an even, market-to-market layer of advertising effectiveness.

This is the essential finding of an extensive research project undertaken by Television Advertising Representatives called "Zig-Zag: The Unpredictable Course of Network Television."

An analysis of the network usage of 652 products and services appears to debunk the theory that they can achieve balanced support geographically by using a variety of network program participations without supplemental advertising. The 652 products and services were all those using network television over a two-week period in March 1965.

The TVAR study, directed by Robert Hoffmann, the rep firm's vice president for marketing and research, makes use of data from Broadcast Advertisers Reports for the list of advertisers and the shows they sponsored, and A. C. Nielsen Co. reports for figures on national and market-by-market audiences.

Although half of the country's 54 million television homes are located in

FTC guide to what's 'in' and 'out'

The man who guides the Federal Trade Commission in its policing of advertising, gave a few examples of what is permitted and what is not permitted on television commercials.

The examples were based on the U.S. Supreme Court ruling upholding the FTC's order against Colgate-Palmolive Co. and its use of a mockup ostensibly depicting the ease with which sandpaper can be shaved and the General Motors-Libbey-Owens-Ford Glass case in which the differences between safety glass and plain glass were shown.

Stressing that it is the intent toward influencing a sale that counts, Charles A. Sweeny, director of the FTC's Bureau of Deceptive Practices, said that:

■ Eating mashed potatoes as ice cream is in. But using mashed potatoes to show texture of the ice

cream is out.

■ Correcting the color of shampoo to present it as white on the TV screen (shampoo colors all seem to be gray on TV) is in; claiming it's white, or whiter than other shampoos, is out.

■ Sudsing qualities of soap, if shown normally, is in; if suds are increased through chipped bars or mechanical beating, it's out. But if the amount of suds is increased out of all proportion to fantasy amounts, that's in.

Talking to the FTC committee of the Antitrust Law Section of the American Bar Association, meeting in Washington, Mr. Sweeny concluded by stating that the agency does not contemplate requiring pilot's wings for all those women seen flying through the air in detergent commercials.

WAPI-RADIO, BIRMINGHAM, NOW 50,000 WATTS — NON-DIRECTIONAL



GREAT NEW REACH FOR TOTAL MARKET COVERAGE

WAPI's new 50,000 watt NON DIRECTIONAL pattern embraces an ADDITIONAL 1,945 square miles stretching across the progressive, research-industrial complex of North Alabama. 68,076 more people . . . people with the highest average income in Alabama.

To sell Alabama, buy WAPI the station with personalities, programs and POWER!

Gautney & Jones
Radio Engineers
Washington, D.C.

WAPI-RADIO

1070 BIRMINGHAM, ALABAMA

NBC Radio Network

HENRY I. CRISTAL COMPANY, Inc., National Representatives

the top 20 TV markets, the TVAR study indicates that only 13% of the measured brands got as much as half their network advertising weight in those areas.

The Impressions ■ It further reveals that 124 of the network advertisers achieved 40% or less of their national commercial impression total in the first 20 markets.

As used in the TVAR report the term "commercial impressions" means home impressions per week attained through the sponsor's network schedule, regardless of length of announcement.

The project cost TVAR an estimated \$15,000 and used computer services of John Felix Associates, New York.

Picking out marketing competitors whose total network exposure over the measured period were virtually identical, TVAR noted significant market-by-market variations in commercial impressions.

For example, during the two-week period Goodrich and U.S. Royal Tires had 30.3 million and 30.4 million commercial impressions respectively. But in Cleveland the Goodrich commercial-impression figure was more than double that of U.S. Royal. In New York it

was another story. There Goodrich had 31% fewer impressions than U.S. Royal. Variations for these competitors in 12 of the top 20 markets ranged by plus or minus 20%.

With the computer service TVAR calculated a "Zig-Zag" index for each brand by market, and within related product categories.

National vs. Local ■ The index is the ratio of a brand's relative advertising weight nationally and its relative weight locally within its product category. The analysis showed about three quarters of the brands had indices varying 50 points or more in the top-20 markets.

TVAR suggests that "network-only thinking" on the part of sponsors and agencies be replaced by an appreciation for the effectiveness of spot TV.

Copies of the report are available at the representation firm's New York office, 90 Park Avenue.

TVAR, which is owned by Westinghouse Broadcasting, represents WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, WTOP-TV Washington, WBTB-TV Charlotte, N. C., WJXT-TV Jacksonville, Fla.; KDKA-TV Pittsburgh, and KPIX-TV San Francisco.

May start planned for discount hearing

The long-awaited and much-discussed Senate hearing on the "discriminatory nature" of television advertising discounts will most likely begin the third week in May.



Mr. Hart

Senator Philip A. Hart (D-Mich.), chairman of the Antitrust and Monopoly Subcommittee of the Judiciary Committee, has not invited witnesses but it is

understood that his staff is aiming for the week of May 16-21 as a jumping-off place. A staff source said last week that the hearing would probably run two weeks, then recess after Memorial Day (May 30) and resume the second or third week in June.

The hearing has been in the planning

Last one on color TV bandwagon will be sorry

Armed with a barrage of statistics, and flushed with glowing projections, NBC-TV executive Thomas W. Sarnoff appeared before a luncheon meeting of the Advertising Club of Los Angeles last week and hurled a direct color-TV sales pitch at some 200 advertiser-fraternity members attending. Color



Mr. Sarnoff

TV already is on its way to ultimate achievement and the last advertiser aboard is going to be sorry, if not lonely, he in effect, said. More specifically, he suggested, the place to get on the color bandwagon is at NBC.

"There are many who did not participate in the first phase of color TV until rather late in the game," Mr. Sarnoff, staff executive vice president, NBC-TV West Coast told his audience. "With all the information now available to us, with the explosive demand of viewers and consumers, and

with the proven impact of color programming and color commercials, let us hope that there will be very few who fail to enjoy the benefits of joining in at the beginning of the second phase."

The second phase of color TV's growth has started with 1966 being "the year of color commercials," he explained, adding that this is the time when most advertisers "can no longer disregard color in determining the choice of a program nor in the production of commercials."

Mr. Sarnoff dug hard to allay advertiser fears about the added costs of color TV and its efficiency compared with other color media. Scoring most of his points against the print media, he pointed out that while it costs about one-third more to film a program in color, that's 25% less than it used to cost. He also explained that it's true that the extra cost of producing a filmed TV commercial in color is almost 20%, yet an advertiser buying color space in a magazine has to pay a premium of about 40% each time he runs the ad.

Peacock Crows ■ The dominance of NBC-TV in the color TV field was implied throughout the talk. At

one point Mr. Sarnoff said with a smile: "Modesty prevents me from spelling out which of the networks enjoys such a marked advantage in color—besides, it is not becoming for peacocks to crow—but I think it must be clear to everyone who is familiar with this medium."

Why is this advantage apparent? Mr. Sarnoff did not back off from an opinion. "The answer lies in a combination of factors," he offered, "each dependent upon the other. But I believe that one of the most important is *confidence*. RCA had the confidence to invest \$130 million in the development of this new medium, and NBC has had the confidence to invest millions more in gaining invaluable experience in color broadcasting. The viewing audience of color set owners is confident which channel they should watch for optimum color programming."

Club members were advised by Mr. Sarnoff that NBC-TV has created a team of color television experts—made up of personnel from the network's operations and engineering departments—who are available to them as consultants on color TV production and broadcasting matters.

Take our bunch to a client lunch

(with a twist of lemon)



**the
Meredith
bunch**



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;
BROADCASTING, April 18, 1966

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

stage since September of last year. At that time, a staff source was quoted as saying that the subcommittee had found discounts in the neighborhood of 70% by the networks and that "these discounts could hurt all advertisers except the very giants of industry, who have mammoth advertising budgets and can take advantage of the highest discount rates." The source also said that the subcommittee would endeavor to show that the rate structure is discriminatory so that the Federal Trade Commission would move into the area (BROADCASTING, Oct. 4, 1955).

The staff has searched for leads on the subject. But probably the major source book for staff questions will be an article written by Jack Blum for the *Columbia Law Review* about advertising rate discounts for network television. Mr. Blum is a member of the subcommittee staff, on loan from the FCC.

He reportedly moved from the commission to the subcommittee "because the FCC would not undertake an investigation of the network's rates by its Office of Network Study."

Once the hearing begins, the top names from network and advertising companies will likely grace the witness table. Inquiries have been made of Procter & Gamble, Lever Bros., American Home Products and many advertisers, large and small, who have complaints on network operations. Also questioned were J. Walter Thompson, BBDO, Ted Bates, Leo Burnett and other agencies.

Tilson heads new teams at Metro TV Sales

A realignment of the sales management of Metro TV Sales, with the New York sales staff divided into two teams, was announced last week by John Sias, president of the television station representation firm, a division of Metro-media Inc.



Mr. Tilson

Thomas J. Tilson, vice president and eastern sales manager, becomes vice president and general sales manager. Gerard Mulderrig, vice president and former Midwest manager, and Gerald McGavick, former special projects manager, become group sales managers in the New York office, reporting to Mr. Tilson. One of the new sales teams will report to Mr. Mulderrig, the other to Mr. McGavick.

President Sias said the changes will

provide "an intensification of sales management that will maximize the advantage of a large sales staff armed with detailed, sophisticated research."

He also announced that Don Kyser, account executive, will represent the company in client relations to obtain a fuller appreciation of advertiser needs and strategies and thus help these clients use Metro-represented stations more effectively. Metro TV Sales represents Metromedia's four TV stations and five other TV outlets.

Rep. appointments . . .

■ WRYM Hartford, Conn.: William A. Queen Inc., Boston.

WFAU Augusta and WQDY Calais, both Maine: Kettell-Carter Inc., Boston.

Business briefly . . .

Pontiac Motor Division of General Motors Corp., Detroit, through MacManus, John & Adams, Bloomfield Hills, Mich., will participate next season in NBC-TV's *The Girl from U.N.C.L.E.*, *Run for Your Life*, *Tuesday Night at the Movies*, *I Spy*, *Laredo* and *Saturday Night at the Movies*.

Lever Bros. Co., through J. Walter Thompson Co., both New York, and **R. J. Reynolds Tobacco Co.**, Winston-Salem, N. C., through William Esty Co., New York, will co-sponsor NBC-TV's new series *T.H.E. Cat* (Friday 9:30-10 p.m.), beginning Sept. 16. **Simoniz Co.**, Chicago, through Dancer-Fitzgerald-Sample, New York, will participate in NBC-TV's *Tuesday Night at the Movies* beginning Sept. 13.

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., through Kenyon & Eckhardt, New York, and **Thom McAn Shoe Stores**, through Doyle Dane Bernbach Inc., both New York, will co-sponsor 10-minute color show, *Stuart on Sports*, before most New York Mets home baseball games on WOR-TV New York. Mets first baseman Dick Stuart, through arrangements with Beacon Sports Network Inc., Boston, will present commentary.

Champion Spark Plug Co., Toledo, Ohio, through J. Walter Thompson, Detroit, has renewed second-year sponsorship of *Champion and the World of Cars and Drivers*, produced by Radio New York Worldwide (WRUL). The 1966 series, expanded from a 13-week to a 39-week schedule, will be transmitted on international short wave by WRUL New York and fed into local radio networks in Argentina, Chile, Mexico, Peru and Spain. In all, the series will include 13 five-minute segments and 26 15-minute programs, with the exception of Spain which will carry 10-minute segments throughout the 39 weeks.

Oldsmobile Division of General Motors Corp., Detroit, through D. P. Brother & Co., that city, has bought sponsorships on NBC Radio's *Monitor*.

Buddy L Corp., East Moline, Ill., through Helitzner, Waring & Wayne, Inc., New York, expects to double its TV campaign in 1966 into 20 major spot markets. Last year the toy steel truck maker used two color commercials in its first TV exposure. From September through mid-December two new one-minute color spots will be added to the campaign.

Cornuts Inc., Oakland, Calif., through Kennedy, Hannaford & Dolman Inc., San Francisco, has started a heavy two month spot radio campaign to back its toasted corn snack product. In all the promotion will be heard on 19 stations in 14 markets in four states. Included in the radio schedule are three markets in California, two in Arizona, four in Wisconsin and five in Michigan.

Sylvania Electric Products, through Tatham-Laird & Kudner, both New York, has bought sponsorships in two NBC Radio programs, *News on the Hour* and *Emphasis*.

Noxzema Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles Inc., New York, has started tie-in messages of its medicated skin cream packaged in new plastic tubes as part of overall spot radio and network TV campaign.

Colonel Sanders' Kentucky Fried chicken chain of roadside kitchens in Southern California, through Davis, Johnson, Mogul & Colombatto, Los Angeles, has purchased a 60-second TV spot participation package on NBC-TV's *Baseball Game of the Week* as seen locally on KNBC(TV) Los Angeles. The purchase includes 25 day games played Saturdays from April 16 through Oct. 1, three Monday night games during this time, the All-Star game and the World Series. This is the second major league professional buy in broadcasting made this year by the food advertiser. The first was co-sponsorship of the Los Angeles Lakers pregame and postgame basketball shows on KLAS Los Angeles.

The Seven-Up Co., through J. Walter Thompson Co., both New York, has signed to sponsor NBC-TV's National Golf Day *Round of Champions*, and **Shell Oil Co.**, through Kenyon & Eckhardt, both New York, has renewed sponsorship of *Shell's Wonderful World of Golf* for 1967. With these purchases, NBC has virtually sold out its entire golf lineup for the rest of 1966 and early 1967.

Armstrong Cork Co., Lancaster, Pa.,



*Where
Broadcast Advertisers
influence
Media Planners
and Buyers*

Media/scope



TOM W. CARR, *Publisher*
750 Third Ave., New York, N. Y. 10017
5201 Old Orchard Rd., Skokie, Ill. 60076
Don Hurway & Co., 336 North Central Ave., Glendale, Calif. 91203

through BBDO, New York, has signed for full sponsorship of a 90-minute color special, *Brigadoon*, to be presented on ABC-TV this fall. The program will be produced by Rogo Productions with Norman Rosement as executive producer. The special will be taped at Metro-Goldwyn-Mayer in Culver City, Calif.

Torginal of America, through M. B. Scott Inc., both Los Angeles, will begin its first radio campaign May 2 with the start of a 52-week sponsorship in *Don McNeill's Breakfast Club* on ABC Radio for its seamless floor covering that "pours" floors from a can. Buy includes two participations each week over 311 ABC-affiliated stations.

FTC tar action explained in letter

In a precisely worded letter to the Senate Commerce Committee, the Federal Trade Commission has explained its action lifting its ban against cigarette manufacturers advertising the tar and nicotine content of their products.

The FTC said March 25 that tar and nicotine content could be used in both advertising and in packaging as long as the statements could be substantiated and do not claim that the product will eliminate or reduce health hazards.

The letter, drafted and signed by Chairman Paul Rand Dixon, cited opinions of the American Cancer Society, the Interagency Council on Smoking and Health and the American College Health Association that called for a reversal of the FTC's ban.

The ban was placed in 1955 because the FTC then felt that an advertisement of low tar and nicotine content would be construed as a health claim, Chairman Dixon explained, and that the claim would be a deceptive advertising practice.

The 1955 ban was an informal set of guidelines to be used in dealing with the cigarette industry. But things became stricter in 1960 when the FTC asserted itself in cigarette advertising and prohibited any disclosure of either tar or nicotine content.

Chairman Dixon said that the 1955 ban actually was "informal advice" but the rule did much to curtail the tar-nicotine derby. He said further that the FTC no longer feels that "a truthful statement of the tar and nicotine content of cigarettes would per se tend to negate the [health] warning or otherwise be violative of the Federal Trade Commission Act." And he supported this statement by "conversations with experts whose testimony would be necessary to support such a charge."

The risks of the advertiser

Quaker Oats president hits fast decisions needed to buy television shows

The high program mortality rate may be embarrassing to the networks but it's sheer speculative "wildcatting" as far as the sponsor is concerned. And he doesn't even get the advantages or depletion allowances the oilman does for the risks involved.

So said Quaker Oats Co. president Robert D. Stuart Jr., before Chicago's Broadcast Advertising Club last week.



Mr. Stuart

He expressed concern about the practice of demanding precipitous decisions in buying the new shows each year with millions of dollars involved. He also hit TV's rising costs and deficiencies in audience and program research.

Quaker has tripled its commitment to television in the past two years and now is spending \$19 million or 80% of its budget in network and spot TV. But Mr. Stuart observed, Quaker is "having some second thoughts about the extent of our involvement in TV" in view of the problems.

While applauding TV's rapid progress and achievements, Mr. Stuart warned that the TV industry "is in danger of forgetting the realities of the market place as it concentrates on ever higher profits for an already very prosperous business."

Idea Exchange ■ Specifically he suggested "a greater degree of interchange of ideas and more cooperation between the Association of National Advertisers and the National Association of Broadcasters. He noted, for instance, that "advertisers are in no way represented in the decision-making process of the NAB Code Authority."

Mr. Stuart said: "We feel deeply involved in the broadcast industry's efforts to regulate the quality and good taste of commercial advertising. We would like to be able to cooperate more fully in this process."

Acknowledging benefits of program sponsorship over participations, Mr. Stuart observed that the networks have

14 to 18 months in which they develop their shows and the producers have at least a year. "Yet the advertiser who will pay for the whole package has only the relatively few weeks between January and March at best to reach a decision," he said.

More often than not because of the keen competition for prime time, he continued, the sponsor "is forced to decide within relatively few hours whether or not he wants to spend several million dollars on a new show about which he knows almost nothing."

Spot-TV Problems ■ He urged the networks to study more adequate pre-testing of their new programs and noted that more adequate audience knowledge "could also make network counter-programming tactics more effective at the same time it helps the advertiser."

Quaker is a very heavy user of spot TV too, Mr. Stuart said. But because of the rapid escalation of rates in spot, the lack of sufficient price protection for planning purposes and the inadequacy of local audience data, he said: "Our media people must logically give greater consideration to the use of print in local and regional marketing programs."

From a corporate policy standpoint, Mr. Stuart said, Quaker obviously supports the FCC's objective in its proposed 50-50 network prime time rule in view of the goal of better and more diversified programming. Whether the proposal is practical, however, is another matter, he agreed. For these same reasons also, he added: "We will endeavor to support new local station outlets as soon as their value has been established through adequate research."

Commercial attitudes hit by B&B's Hobbs

Broadcasters and their clients were rebuked for their commercial attitudes last week by Whit Hobbs, senior vice president in charge of creative services at Benton & Bowles, New York. He didn't overlook magazines, either.

"People are fed up with too many commercials," he said, "so let's see if we can load on even more. Let's try to get four minutes into every half-hour instead of only three. And two products in every minute, or three or four or five, instead of only one."

"Let's get radio to the point where there isn't time to play any music at all. And magazines so full of coupons and postcards and inserts and outserts and gatefolds and double covers that the reader gives up in disgust."

"It seems to me," he continued in a



The news in color can put you well in the black.

Color TV is on the move. Keep pace—and keep ahead of competition—by filming the news in color. Eastman makes it practicable and profitable with a new color film: *Eastman Ektachrome EF Film, 7242 (Type B)*. Indoors or out, you'll find new *Ektachrome Film* ideal for news work. It's fast, exceptionally sharp and fine-grained and has superb color rendition. And with Eastman's prepackaged chemistry and quality-control system, you'll find it most efficient to process your own news footage. For a demonstration of new *Ektachrome Film* on your own monitors, call your nearest Eastman representative. You'll see the profit in it.

Eastman Kodak Company

New York: 200 Park Avenue, 212-MU 7-7080

Chicago: 130 East Randolph Drive, 312-236-7234

Hollywood: 6677 Santa Monica Boulevard, 213-464-6131



When to cover?

This can be a tough decision for a deskman...but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency

procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks.

This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.

speech Thursday night (April 14) at the annual dinner of the Pittsburgh Council of the American Association of Advertising Agencies, "that you and I, agency and client, in our infinite wisdom, in getting smarter and smarter and more and more scientific, are also getting more and more complicated and entangled in our own underwear—and farther and farther away from a wonderfully simple, uncluttered, person-to-person, two-way relationship with the customer."

Clients and agencies, he said, need to be "more efficient" as well as "more creative," finding the right sales strategy and keying the campaign to that. "Too often," he asserted, "a bunch of very bright people crank out a lot of selling solutions before anyone has determined the problem."

Mr. Hobbs said it takes "days and weeks and often months" to create and develop a selling campaign, and criticized "nitpickers" who find fault for the sake of making "personal points" when the campaign idea is being considered.

"No man in the client organization," he said, "should have the authority to criticize or change or kill a selling idea who does not also have the authority to okay it and run it."



Mr. Hobbs

ABC-TV rings up \$25 million in 15 days

Sterling Drug's \$6-million buy, through Dancer-Fitzgerald-Sample, New York, in such ABC-TV shows as *The Fugitive*, *Hollywood Palace*, and *The Sunday Night Movies* is the choice plum in \$25 million in new business ABC reported over the past 15 days.

Burlington Industries' \$3-million purchase, through Doyle Dane Bernbach, New York, in *ABC Stage '67* was the second largest order in the period that saw such participations as Beecham Products, through Kenyon & Eckhardt, New York, in several shows (\$2.2 million); Brown & Williamson Tobacco, through Ted Bates, New York, in *Combat* (\$1.8 million) and Block Drug, through Grey, New York, in *Lawrence Welk* (\$1.8 million).

Other buys making up the \$25-million total were placed in various shows by Kodak (J. Walter Thompson, New York), Chanel (Norman, Craig & Kummel, New York), Champion Spark Plug (JWT, New York), Sunbeam (Foote, Cone & Belding, Chicago), Institute of

Life Insurance (JWT, New York), Lanvin-Charles of the Ritz (Clyne Maxon, New York), Schlitz Brewing (Leo Burnett, Chicago), Sherwin-Williams (Griswold-Eshleman, Cleveland) and Cracker Jacks (Doyle Dane Bernbach).

Focus adds service to duplicate films

The formation of Focus Print Services Ltd., New York, by Focus Presentations Inc., New York, producer of TV filmed commercials, was announced last week by Eli Feldman, president.

The new service will fill the advertisers' need for large numbers of prints at standard cost that maintain the quality of the commercial as filmed, according to Mr. Feldman. He noted that often stations put on the air commercials that are "a far cry" from what has been produced and said this was particularly true of color.

John Guidone, formerly general manager of Color Service Inc., New York, has been named vice president of Focus Print Service and will serve also as quality control supervisor for the parent company, coordinating all technical phases of postproduction work.

Pelican opens Hollywood commercial center

Pelican Productions, New York, last week announced the opening of a Hollywood production center enabling the company to put together television commercials from beginning to end in California.

The new center, including editing, animation and sound stage facilities, is headed by executive producer Tom Anderson, a former BBDO senior producer on the Pepsi-Cola account.

Assisted by production manager Steve Perry, animation director Pete Burness and casting director Mary Genarro, Mr. Anderson hopes to blend the "New York point of view with Hollywood facilities."

New York GOP names Tinker

The New York Republican State Committee, faced with a 1966 statewide election, has appointed Jack Tinker & Partners, a division of the Interpublic Group of Co.'s Inc., to handle its advertising. The Marschalk Co., another division of Interpublic, arranged the GOP's campaigns in 1958 and 1962 for Governor Nelson Rockefeller.

New outfit to pretest 'rough' commercials

The formation of Telpex Inc., New York, which will offer tape production of "rough" commercials along with consumer research, was announced last week by Nigel A. Brown, president.

Mr. Brown told a news conference that Telpex can be a low-cost answer to the problem of pretesting advertising themes, TV commercials and ideas for new products before they are adopted. Total cost of making a videotape commercial and researching it is about \$2,000.

The technique, he said, has been used in Britain and Europe for the past two years. It was invented and developed by the London Press Exchange Ltd., a major advertising agency in Britain, and the parent company of Telpex.

Mr. Brown said Telpex has completed more than 500 tests in the past two years for British and continental advertisers, including U. S. companies active in Europe.

Commercials are taped at Telpex's studios at 565 Fifth Avenue. Approximately 100 persons are invited to participate in tests of two commercials for a given product. Telpex will provide a report on the tests within 48 hours, if desired.

Mr. Brown said Telpex differed from other research testing companies in that it produced the actual rough commercials, while others worked from commercials supplied by advertising agencies. He stressed that Telpex's production is for research purposes only and the company does not produce finished commercials.

Agency appointments . . .

- Rheingold Breweries Inc. has appointed Weiss & Geller, both New York, to promote Esslinger beer, a division of Rheingold, in the Philadelphia area.

- Andrea Radio Corp., Long Island City, N.Y., has appointed Sudler & Hennessey Inc., New York, to handle advertising for its TV sets, hi-fi and electronic equipment.

- Penn Jersey Auto Stores, Philadelphia, has named Bofinger-Kaplan Advertising Inc., Glenside, Pa., to handle all of its media advertising except newspaper, which will be placed direct.

- Tele-Graff Film Corp. has named Beacon Advertising to handle advertising and Harold Rand & Co., all New York, for publicity. E. Jonny Graff heads Tele-Graff.

- Elgin National Watch Co., New York, moves its watch division account from D'Arcy Advertising there to Draper

Daniels Inc., Chicago.

▪ Kitchens of Sara Lee, Chicago, named Edward H. Weiss & Co. there for frozen food products and Chicken Sara Lee previously handled by North Advertising, Chicago. Weiss already handles rolls and institutional products.

L&M filter drops JWT for Compton

A king-sized cigarette account is leaving the J. Walter Thompson Co. and moving to Compton Advertising on Aug. 1. The Liggett & Myers Tobacco Co., New York, announced the shift last week of its L&M filter brand, estimated to bill approximately \$15 million annually.

TV-radio expenditures of L&M total about \$11 million.

There had been persistent reports in recent months that Thompson would lose part of the Liggett & Myers billing, but speculation had centered largely on Lark cigarettes. Thompson will retain the remaining \$15 million of the tobacco company's business, including Lark, Chesterfield king and regular, the new Chesterfield filter and menthol brands, smoking tobaccos and corporate advertising.

For Compton. L&M is its first major tobacco account since 1937, when it had Pall Mall. Five years ago it handled a Brown & Williamson product that had limited distribution.

At present Thompson is agency for the entire Liggett & Myers account billing about \$30 million.

GE sponsoring NBC-TV special

Several new sales announced by NBC-TV include General Electric's purchase of a special, and Remington Rand and Maybelline buys into next season programming.

GE, through BBDO, New York, is

buying the NBC News-produced special, *The Anatomy of Defense*, on May 20, 7:30-8:30 p.m. EDT.

Maybelline Co., Chicago, through Post-Keyes-Gardner, Chicago, bought into the Saturday night movies for the

next season.

Remington Rand's (Bridgeport, Conn.) buy, through Young & Rubicam, New York, was for participations in *Girl from U.N.C.L.E.*, *Virginian*, *I Spy* and *Daniel Boone*.



COMMERCIAL PREVIEW: Kodak's Recordak system

Eastman Kodak, Rochester, N. Y., through J. Walter Thompson Co., New York, tonight (April 18) will advertise its new business systems market division for the first time on TV. Kodak, which has purchased full sponsorship of ABC-TV's Academy Awards show (10-11:30 p.m. EST), will use a 90-second spot to demonstrate various business applications of photography.

"Everybody knows that pictures go with entertainment and fun," an announcer begins, "but now let's see what happens when pictures get down to business."

A series of quick cuts—people on the way to work, a girl's hands on a

typewriter, a cash register, a man's hands on a machine, and a girl's finger pressing the "search" button of a Recordak Miracode System (see picture)—are accompanied by voice-over explaining the values of Recordak microfilming for large and small businesses.

The 90-second spot will be used once in the awards program: Kodak film and camera supplies will be featured in the remaining commercial time.

JWT also created a special version of the business systems markets divisions commercial, "Good Friend, Canada," to be viewed by Canadian audiences of the Academy Awards.

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The Sure, Safe, Money-Saving Shortcut in Reporting . . . Recording

- PROGRAM LOGS
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Completely eliminates RE-TYPING and RE-WRITING

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Another TIME SAVER brought to you by the nation's largest producer of translucent forms.

Y&R drops Celanese Fibers

Young & Rubicam has resigned its share of the Celanese Corp. of America account. Y&R portion of the account covered European advertising for the company's Fibers Division, representing billings reportedly under \$1 million.

Domestic billings of Celanese's Fibers Division—about \$6 million—were recently assigned to Grey Advertising. A feasibility study for television advertising for the European part of the account, originally undertaken by Y&R, has been taken over temporarily by Grey, but no agency has been assigned to take over the European billings.



**Everybody's getting his
feet wet in color this year.**

Except us.

While stations all over the country are waiting for their color cameras and equipment to arrive and be installed, WFGA-TV will be busy, as we've been for the past 9 years, airing everything possible in color. Things like news, weather, sports, station breaks, public service programs, special broadcasts, even Sunday morning religious pro-

grams. We were the first station designed and built for color from the ground up. And don't think that our 9 years of on-the-air color experience can't make a difference in the quality and effectiveness of your commercials. We don't charge extra, by the way, for colorcasting commercials. Talk to your PGW "Colonel" about WFGA-TV.



WFGA-TV/JACKSONVILLE

JACKSONVILLE'S AWARD-WINNING STATION — NATIONALLY, REGIONALLY, LOCALLY.

Field wide open for new commissioner

Preliminary lists are drawn up, but who will be addition, and who chairman, is anybody's guess

When President Johnson calls upon his "talent scouts" for a list of prospective appointees to the vacancy created by the sudden resignation (April 8) of FCC Chairman E. William Henry, there probably will be served up to him a roster of a dozen or more names.

President Johnson, preoccupied with the Vietnam situation and other matters of state, may not get around to consideration of Mr. Henry's successor for some time—perhaps not until Mr. Henry leaves his post April 30. The appointment will be for the unexpired portion of Mr. Henry's seven-year term which runs until June 30, 1969.

Whether the new appointee will be named chairman or whether there will be a promotion from within is another

decision to be made by President Johnson, and there's no inkling now what his predisposition may be. John H. Macy, chairman of the Civil Service Commission, who doubles as assistant to the President on top-level personnel, was said last week to be considering an eligibility roster for the Henry successorship.

Also awaiting presidential action is the reappointment of Rosel H. Hyde, who last week completed his 20th year as a commissioner, establishing a new record. His current term expires June 30. It is expected that Mr. Hyde, an Idaho Republican, will be renamed.

Former NBC President-Chairman Robert E. Kintner, who today (April 18) assumes office as a new assistant

to President Johnson, is expected to participate in the screening of candidates for the FCC with Mr. Macy. This is so not only because recruitment is part of Mr. Kintner's overall troubleshooting assignment but also because of his knowledge of the communications field, acquired over a period of 20 years in network broadcasting and an adult lifetime in journalism and mass media.

Among those whose names have been advanced in one form or another for the FCC vacancy are engineers, lawyers, broadcasters and politicians. The appointee will undoubtedly be a Democrat or independent since a Democratic President is most likely to fill a Democratic vacancy with a member of his own party. The Communications Act specifies that no more than four members of the seven-man commission may be of the same political party. Commissioners Hyde, Lee and Wadsworth are Republicans; Bartley, Cox and Loevinger are Democrats.

On the List ■ These are among the names being discussed in Washington as possibilities (all those other than incumbent federal employees would have to undergo FBI checks prior to final consideration by the President):

Lieutenant General James D. O'Connell (Ret.), 66, former chief of Army Signal Corps and now director of tele-

Outgoing Chairman Henry has no long range plans

For a man who is giving up a \$28,500 a year position to take on a three-month political job, FCC Chairman E. William Henry appears unreasonably relaxed.

Indeed, he is positively anxious, now that the word of his resignation is out, to take leave of Washington and return to Memphis and help his "very good friend" John J. Hooker Jr. in his campaign for the Democratic gubernatorial nomination in Tennessee.

Mr. Henry, 37, who has been a commission member for three and one-half years, and chairman almost three, is working hard to complete some projects that must be finished before he leaves government, May 1. One is a report on international communications that a committee he has headed is preparing for Congress.

One social engagement on the Henrys' calendar is a black-tie dinner that Commissioner James J. Wadsworth is giving for the commissioners and their wives at the International Club, on April 26. Commissioner

Wadsworth is president of the club.

But to visitors, it appears that Chairman Henry's thoughts increasingly are on Tennessee and the political wars to come, and beyond. He could, if Mr. Hooker winds up as governor, probably have his pick of the political appointments to be made in the state.

He could, he feels, undertake leadership of projects designed, as Mr. Hooker, an unabashed Kennedy fan, would say, "to get Tennessee moving."

"There's a great deal that needs doing in Tennessee," the chairman says.

But he gives the impression that he will not remain in the state after the Aug. 4 primary. In Tennessee, the Democratic nomination is tantamount to election. He has had job offers, but he has rejected them, and has no plans beyond the campaign. Chances are, however, he will return to Washington, either as a lawyer or in response to an offer in business. New York is also a possibility.

The only cloud on his horizon—and he doesn't regard it as very large—is the Kennedy-vs-Johnson twist he feels the press has given the gubernatorial contest in which Mr. Hooker is facing Buford Ellington, a former governor and a close friend of President Johnson.

It's true, he says, that Mr. Hooker worked for President Kennedy in the 1960 campaign, and is a close friend of Senator Robert F. Kennedy (D-N. Y.). The chairman's credentials as a Kennedy man are the same. But, he says, "We're not against Johnson. Hooker is closer to President Johnson on the issues than Ellington is. And I'm proud to have been a part of the Johnson administration."

That won't still the speculation among newsmen. And he knows it. But he doesn't seem to care too much. He's going back home to Memphis and to politics and to a new career.

What more could a Tennessee boy ask?

AIN'T THAT PECULIAR
Jobete Music Co., Inc.
William Robinson Jr., Warren Moore,
Marvin Tarplin, Robert E. Rogers

ALL DAY AND ALL OF THE NIGHT
Jay-Boy Music Corp.
Ray Davies

BABY DON'T GO
Ten East Music / Mother Bertha
Music, Inc.
Sonny Bono

BABY I'M YOURS
Blackwood Music, Inc.
Van McCoy

BACK IN MY ARMS AGAIN
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

THE BOY FROM NEW YORK CITY
Trio Music Co., Inc.
John Isaac Taylor, George Davis

BYE, BYE BABY
Saturday Music, Inc. Seasons Four
Music Corp.
Bob Crewe, Bob Gaudio

CALIFORNIA GIRLS
Sea of Tunes Publishing Co.
Brian Wilson

CAST YOUR FATE TO THE WIND
Friendship Music, Inc.
Vincent Guaraldi

CATCH US IF YOU CAN
Branson Music, Inc.
Dave Clark, Lenny Davidson

THE CLAPPING SONG
Al Gallico Music Corporation
Lincoln Chase

COUNT ME IN
Skol Music
Glen D. Hardin

CRYING IN THE CHAPEL
Valley Publishers, Inc.
Artie Glenn

DO YOU BELIEVE IN MAGIC
Faithful Virtue Music Co., Inc.
John Sebastian Jr.

DON'T JUST STAND THERE
Bernross Music
Lor Crane, Bernice Ross

DOWN IN THE BOONDOCKS
Lowery Music Co., Inc.
Joe South

EIGHT DAYS A WEEK
Maclean Music, Inc.
Paul McCartney, John Lennon

ENGINE, ENGINE NUMBER NINE
Tree Publishing Co., Inc.
Roger Miller

ENGLAND SWINGS
Tree Publishing Co., Inc.
Roger Miller

EVE OF DESTRUCTION
Trousdale Music Publishers, Inc.
Phil Sloan, Steve Barri

EVERYBODY LOVES A CLOWN
Viva Music, Inc.
Thomas Leslie, Leon Russell, Gary Lewis

FERRY ACROSS THE MERSEY
Pacemaker Music Co., Inc.
Gerrard Marsden

FEVER
Lois Publishing Co.
John Davenport, Eddie Cooley

FOR YOUR LOVE
Blackwood Music, Inc.
Graham Gouldman

GET OFF MY CLOUD
Immediate Music, Inc.
Keith Richard, Mick Jagger

GO NOW
Trio Music Co., Inc.
Milton Bennett, Larry Banks

GOLDFINGER
Unart Music Corporation
Leslie Bricusse, Anthony Newley,
John Barry

HANG ON SLOOPY
Picturetone Music Publishing Corp.
Robert Mellin, Inc.
Bert Russell, Wes Farrell

HELP
Maclean Music, Inc.
Paul McCartney, John Lennon

HELP ME, RHONDA
Sea of Tunes Publishing Co.
Brian Wilson

HOLD WHAT YOU'VE GOT
Tree Publishing Co., Inc.
Joe Tex

HOW SWEET IT IS
Jobete Music Co., Inc.
Lamont Dozier, Eddie Holland, Brian
Holland

I CAN NEVER GO HOME ANYMORE
I.R.P., Inc. Trio Music Co., Inc.
Tender Tunes Music / Elmwyn Music, Inc.
George Morton

I CAN'T HELP MYSELF
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

I GO TO PIECES
Vicki Music, Inc. Noma Music, Inc.
Del Shannon

I GOT YOU (I FEEL GOOD)
Lois Publishing Co. Try Me
Music, Inc.
James Brown

I GOT YOU BABE
Cotillion Music, Inc. Five-West Music
Sonny Bono

I HEAR A SYMPHONY
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

I KNOW A PLACE
Duchess Music Corp.
Tony Hatch

I LIKE IT LIKE THAT
Tune-Kel Publishing Co., Inc.
Chris Kenner, Allen Toussaint

I WILL
Camarillo Music Co
Dick Glasser

THE "IN" CROWD
American Music, Inc.
Billy Page

IT'S NOT UNUSUAL
Duchess Music Corp.
Gordon Mills, Les Reed

IT'S THE SAME OLD SONG
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

JOLLY GREEN GIANT
Flomar Music Publishing, Inc.
Burdette Music Co.
Venice Music, Inc.
Don F. Harris, Lynn Easton,
Dewey Terry Jr.

WARM APPLAUSE TO THE WRITERS AND PUBLISHERS WHO HAVE RECEIVED BROADCAST MUSIC CITATIONS OF ACHIEVEMENT FOR 1965 ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



JUST A LITTLE
Tarcrest Music, Inc.
Ronald C. Elliott, Robert Durand

JUST A LITTLE BIT BETTER
T.M. Music, Inc.
Kenny Young

JUST ONCE IN MY LIFE
Screen Gems—Columbia Music, Inc.
Phil Spector, Carole King,
Gerry Goffin

KEEP ON DANCING
Press Music Co., Arc Music Corp.
Allen A. Jones, Willie David Young

KEEP SEARCHIN' (WE'LL FOLLOW
THE SUN)
Vicki Music, Inc. Noma Music, Inc.
Del Shannon

KING OF THE ROAD
Tree Publishing Co., Inc.
Roger Miller

LAST TIME
Immediate Music, Inc.
Mick Jagger, Keith Richard

LAUGH AT ME
Five-West Music / Cotillion Music, Inc.
Sonny Bono

LET'S HANG ON
Saturday Music, Inc.
Bob Crewe, Denny Randell,
Sandy Linzer

LET'S LOCK THE DOOR
(AND THROW AWAY THE KEY)
Picturetone Music Publishing Corp.
Wes Farrell

A LITTLE BIT OF HEAVEN
T.M. Music, Inc.
Arthur Resnick, Kenny Young

A LOVER'S CONCERTO
Saturday Music, Inc.
Denny Randell, Sandy Linzer

MAKE THE WORLD GO AWAY
Pamper Music, Inc.
Hank Cochran

MRS. BROWN YOU'VE GOT A LOVELY
DAUGHTER
Brakenbury Music, Inc. / Bigtop
Records, Inc.
Trevor Peacock

MY GIRL
Jobete Music Co., Inc.
William Robinson, Ronald White

THE NAME GAME
Al Gallico Music Corp.
Lincoln Chase, Shirley Elliston

NOTHING BUT HEARTACHES
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

NOWHERE TO RUN
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

ONE KISS FOR OLD TIMES' SAKE
T.M. Music, Inc.
Arthur Resnick, Kenny Young

ONE-TWO-THREE
Double Diamond Music Co. /
Champion Music Corp.
John Madara, David White,
Len Barry

OVER AND OVER
Recordo Music Publishers
Robert Byrd

PAPA'S GOT A BRAND NEW BAG
Lois Publishing Co. / Toccoa
Industries, Inc.
James Brown

RESCUE ME
Chevis Music
Carl William Smith, Raynard Miner

(I CAN'T GET NO) SATISFACTION
Immediate Music, Inc.
Mick Jagger, Keith Richard

THE SEVENTH SON
Arc Music Corp.
Willie Dixon

SHAKE
Kags Music Corp.
Sam Cooke

SHOTGUN
Jobete Music Co., Inc.
Aultry DeWalt

SILHOUETTES
Regent Music Corp.
Bob Crewe

SOUNDS OF SILENCE
Eclectic Music Co.
Paul Simon

STOP! IN THE NAME OF LOVE
Jobete Music Co., Inc.
Eddie Holland, Lamont Dozier,
Brian Holland

TELL HER NO
Mainstay Music, Inc.
Rod Argent

THIS DIAMOND RING
Sea-Lark Enterprises, Inc.
Bob Bress, Irwin Levine, Al Kooper

TICKET TO RIDE
Maclean Music, Inc.
John Lennon, Paul McCartney

TIRED OF WAITING FOR YOU
Jay-Boy Music Corp.
Ray Davies

TREAT HER RIGHT
Don Music Co.
Roy Head

TURN! TURN! TURN!
Melody Trails, Inc.
Pete Seeger

TWINE TIME
Vapac Music, Inc.
Andre Williams, Verlie Rice

A WALK IN THE BLACK FOREST
MRC Music, Inc.
Horst Jankowski

WE CAN WORK IT OUT
Maclean Music, Inc.
John Lennon, Paul McCartney

WONDERFUL WORLD
Kags Music Corp.
Sam Cooke, Herb Alpert,
Lou Adler

WOOLY BULLY
Beckie Publishing Co., Inc.
Domingo Samudio

YES, I'M READY
Dandelion Music Co. / Stilran Music
Barbara Mason

YESTERDAY
Maclean Music, Inc.
John Lennon, Paul McCartney

YOU TURN ME ON
Burdette Music Co.
Ian Whitcomb

YOU'VE LOST THAT
LOVIN' FEELIN'
Screen Gems—Columbia Music, Inc.
Phil Spector, Barry Mann,
Cynthia Weil

communications management at the White House.

Richard M. Schmidt Jr., 41, Denver attorney, recently appointed general counsel of U. S. Information Agency.

John F. White, 48, president of National Educational Television (NET), New York.

James E. Barr, 58, chief, Safety & Special Radio Services Bureau, FCC, native of Texas, now resident of Maryland.

William H. Watkins, 48, FCC deputy chief engineer, native of Texas, resident of Washington.

Max D. Paglin, 51, executive officer, FCC, former general counsel and native of New York.

Margaret Mary Kearney, WCAU-AM-TV Philadelphia and former president (1963-1964) of American Women in Radio and Television.

Fred Friendly, 50, former president of CBS News, New York.

Sylvester L. (Pat) Weaver, 57, former NBC president and former head of Subscription Television Inc., Los Angeles.

Eugene H. Merrill, 57, former deputy assistant Secretary of Army, who served a seven-month interim term on the FCC in 1952-1953.

Former South Carolina Governor Ernest F. Hollings, 43, now practicing attorney in Charleston.

Governor Carl E. Sanders, 40, of Georgia, whose term expires January 1967 and who cannot succeed himself.

FCC stands firm on WGMA sale deadline

The FCC last week denied a request from WGMA Hollywood, Fla., for an additional two months to file an application for assignment of license.

WGMA, owned by Jack Barry and Daniel Enright, received a one-year license last month with the condition that the owners file an application for sale of the station within 60 days (BROADCASTING, March 14).

Messrs. Barry and Enright told the commission that because they were not able to consult with their attorney until April 2 and for other reasons it would be difficult to sell the station and have an application filed by May 8.

But the commission said that the circumstances which make compliance difficult or impossible appear to have been entirely within the licensee's control.

The commission had originally denied the license-renewal application in 1964 because of the involvement of Messrs. Barry and Enright in the quiz show scandals of the late 1950's. Last year the U. S. Court of Appeals for the District of Columbia sent the case back to the FCC (BROADCASTING, April 12, 1965).

Confusion in wake of ARMS

Boehm attacks manner of publicizing report; sees change in its objectives

Radio might have been better served if the All-Radio Methodology Study (ARMS) committee had not released its report publicly, but instead had presented the findings "quietly to the ratings companies themselves, in terms of how each could improve the reliability of its own techniques."



Mr. Boehm

This view was advanced by Frank G. Boehm, director of research, marketing and sales development for RKO General Broadcasting, in a speech before the Pittsburgh Radio and Television Club last Wednesday (April 13).

The ARMS preliminary report, he noted, appears to have produced "some industry confusion" since its release during the National Association of Broadcasters convention late last month (BROADCASTING, April 4).

"From the wording of the release," he continued, "the objectives of the ARMS project, in my judgment, have changed at some time between the project's inception and the NAB convention. Rather than indicating the pros and cons of the various information-gathering techniques, the ARMS findings were quite specific.

Good or Bad ■ "Several test techniques were voted 'good' or 'bad' by the survey standards. 'Good' were a weekly diary technique, not presently being used by any survey company, as well as personal recall technique, identified by some as the Pulse technique. 'Bad' was a four-media diary, which these same persons, it would seem, associate with American Research Bureau's methodology."

For his part, Mr. Boehm continued, "I will believe the statement which appeared at the end of the ARMS findings which read: 'Nothing in any of the preceding should be taken as an evaluation of any of the methods currently in commercial use.'"

He also noted that ARB "has already sent a bulletin to its subscribers establishing that the four-media diary re-

ferred to in the ARMS findings bears little resemblance to the diary ARB presently employs to measure radio," and that "even Pulse, which appeared to benefit from the findings, has reserved comment until after the full report can be studied."

Mr. Boehm said that "it may never be economically feasible to duplicate the ARMS procedures in a commercial service." He also noted that it may be "several months" before the ARMS committee's final report is published and evaluated.

"My advice," he told the radio-TV executives, "would be to read the full ARMS report when it becomes available, not the sketchy findings which were presented to the NAB convention. Then, seek the counsel of your station and rep research director, or a competent research consultant, for a professional interpretation of its significance.

"But *more* important, arm yourself with as much knowledge of the existing research techniques as you can, recognizing the problems which now confront radio in an increasingly automated advertising industry."

Radios and Computers ■ Mr. Boehm's discussion of the ARMS study came at the end of a speech addressed to the question "Can Radio Survive in the Computer Age?"

Not only can radio survive, he said, but much radio research of the type the advertiser is demanding is already available.

Although problems and challenges remain, he stressed that much progress has been made and that there are "some bright new hopes on the horizon" despite "negative thinkers" who complain about lack of audience data, refuse to believe any radio research or "feel there is only one 'right' way to measure radio listening—their way."

Among recent advances in radio research he cited the diary-based services of ARB and Media Statistics Inc.—following 1962-64 diary tests in which RKO General participated with ARB in Detroit—and "significant improvements" by Pulse Inc. He also praised the Broadcast Rating Council for its work in seeing that "the rating companies are doing what they say and, just as important, saying what they do."

Mr. Boehm thought it "unrealistic" to say that "if radio audience data doesn't keep pace with TV data, there may be a time when radio will be ignored by the advertising agency."

Actually, he said, "radio's history as an effective advertising medium cannot be erased, nor will the advertiser let it be. Advertisers want radio, demanded radio, and will continue to use radio in their selling effort, irrespective of what the challenge for better radio audience data brings. But let's not ignore that challenge."

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Drop your line in Beeline Country for bigger and better Western sales. Hundreds of thousands of visitors come to Reno's Lake Tahoe recreational area every year to relax. Add to that the \$635,344,000 residents have to spend and you have a lot of buying

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*Data Source: Sales Management's 1965
Copyrighted Survey — Effective Buying Income*



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BROADCASTING, April 18, 1966

Review board battle lines form

Examiners charge it adds unnecessarily to the length and expense of hearings, and seek delegation of some of its authority to themselves

The FCC review board, which is generally regarded as representing one of the real advances the commission has made in improving its hearing processes, has suddenly become controversial. Thus far, the controversy is confined within the agency. But before it's resolved, the Federal Communications Bar Assn. is likely to become involved, and the matter will probably be aired by a congressional committee.

At issue is whether the board, at least as it now fits into the hearing process, adds unduly to the length and, consequently, the expense, of hearings.

The issue is being pressed by the commission's 16 examiners, who feel the solution to speedier and more efficient hearings is to delegate to them some of the functions now exercised by the board.

The board, on the other hand, feels that if a consistent and unified body of rulings is to be developed, the scope of its responsibility should not be narrowed. What is really needed, the board feels, is an "upgrading of the quality of work" of everyone concerned, including the examiners.

Want More Power ■ The examiners, who have less authority over trial management than do examiners in other agencies, are, as one of them put it, "chafing under the system that makes it impossible to hold a one-piece hearing"—one that begins and goes through to conclusion without interruption.

The examiners want authority, now exercised by the review board, to rule on petitions to amend or change hearing issues and to pass on applicants' requests for mergers and withdrawals from hearings.

They also want authority to prohibit appeals from interlocutory rulings until hearings are concluded.

The examiners, who have submitted their views to the commission, say privately that hearings are either stalled while the board considers such motions and petitions (frequently a matter of months) or they proceed under a cloud of uncertainty as to what the board's decision will be.

Adding to the examiners' frustration is their feeling that hearings are consuming a great deal of applicants' time and money at a time when cases, in their view, are getting simpler and the

prizes involved (AM and FM facilities, usually) are getting smaller.

Attorney Agrees ■ This position was supported last week by some communications attorneys. One said he was familiar with a case in which an applicant for an AM station spent \$10,000 on legal fees last year, and the case has not been concluded.

"The cost of litigating," he said, "is quite scandalous."

The board, which has given the commission its comments on the examiners proposals, noted that the commission has twice turned down the idea of giving the examiners the kind of authority they are seeking.

But Commissioners Lee Loevinger and Robert E. Lee have expressed support for the examiners' position. And last week, Chairman E. William Henry, although now a lame duck, said he stands "on the side of more power for the examiners—not as they requested it, necessarily, but in general." But he also said the commission should "continue to improve the caliber of hearing examiners."

This appeared to reflect the feeling

50-50 deadline extended

The FCC has granted a brief extension in the deadline for comments on its proposed rulemaking aimed at limiting network ownership and control of television programming.

At the request of NBC the deadline for comments was extended last week from April 15 to May 2 and the deadline for replies from May 16 to June 1.

The proposal would limit the networks to equity holdings in no more than 50% of all nonnews programming between 6 p.m. and 11 p.m., or to two hours of nonnews programming in the same period, whichever is greater.

Last week's extension was the fourth granted. The original deadline was June 21, 1965, for comments and July 21, 1965, for replies.

of some who have opposed an increase in authority for examiners—the feeling that the quality of the commission's examiners is uneven.

Henry's Position ■ The chairman, who is scheduled to leave the commission May 1 (BROADCASTING, April 11), said the fate of the proposals lies with the person who succeeds him. "But if I were here I'd push this through to a decision," he said.

The review board, now composed of five top-grade FCC staff members (four lawyers and one engineer) was established in 1962 to relieve the commissioners of much of their adjudicatory work. It is assisted by a staff of 25 opinion writers and costs the government some \$397,000 in salaries yearly.

Its work has won high praise. Its decisions are rarely overturned by the commission. Out of 10 review board cases that were taken to the court of appeals, the commission was upheld in nine. As recently as January, Chairman Henry, in a speech before the Federal Communications Bar Association, said the board stands "at the head of the list" of commission accomplishments in improving the hearing process.

But he was concerned with the burden the board has lifted from the commissioners' shoulders. The examiners are concerned about the pace of hearings. And it was the chairman's speech that triggered the examiners' action.

They formed a committee of five of their number who put their views in the memorandum that Chief Hearing Examiner James D. Cunningham submitted to the commission on Feb. 17. The memorandum came to light last week.

Board's Reply ■ The board, in its memorandum defending the wisdom of the existing system, expressed doubt that the examiners would be able to move fast on the matters now coming before it. The board said the questions are increasingly complex.

But the board's main argument for retaining its existing authority is that centralized direction over hearings assures far greater "uniformity" in decision-making than could be achieved if the 16 examiners were making the decisions.

Board member Sylvia Kessler, how-

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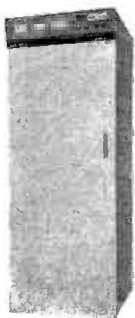
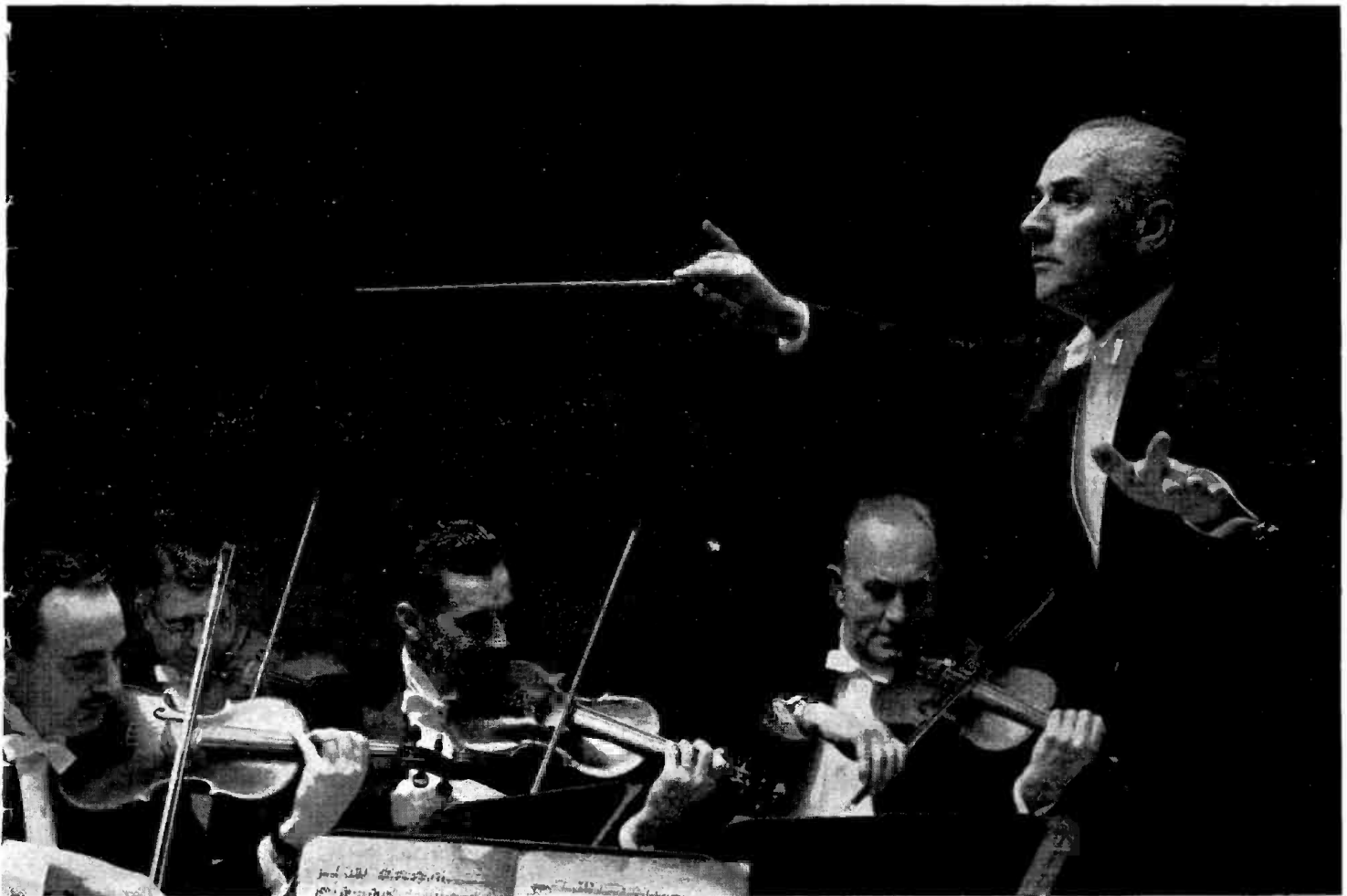
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ever, supports the examiners' request for authority to rule on petitions to amend hearing issues.

The board also said if examiners were allowed to prohibit interlocutory appeals until the conclusion of a hearing more harm than good could result. "Inevitably," the board said, more cases would be remanded for further hearing, "with greater delays and costs than if the corrections had been made earlier."

The examiners, in their memorandum, made several other suggestions. In one, they urged the commission to consider limiting consideration of appeals to those that asserted error on the part of the examiner or, in cases appealed to the commission, by the review board. However, matters involving new policy or interpretation of policy would automatically be considered.

The examiners feel there is no point in a review authority rewriting findings and conclusions with which it is in basic agreement. They say the present practice "unprofitably delays decision." Last year, on the average, 12 months elapsed between the examiner's initial decision in a case and the final decision of the review board.

The board denied the implication it always rewrites findings and conclusions. But, in barbed reference to the examiners' work, it said that a "considerable perusal of the record" and a sifting of facts are "sometimes unavoidable because of the manner in which a case is handled at the trial and in the initial decision."

The review-board issue is very likely to be aired by the Senate Subcommittee on Administrative Practice and Procedure. Senator Edward V. Long (D-Mo.), subcommittee chairman, has circularized a questionnaire to all agency heads, agency examiners and practicing attorneys on "unnecessary administrative delay" and what can be done to end it. Several commission examiners are known to be preparing letters in response to the questionnaire. Senator Long said the subcommittee may publish all letters but that it would honor requests for anonymity.

The communications bar, which participated in drafting the legislation providing for the review board, would probably be asked to advise in drafting changes in the system. There was no indication last week what direction the bar would take.

One lawyer said the board is doing "a better job" than individual examiners could do on the matters involved, and is moving faster than the commissioners did when they reviewed all examiner actions. While there is delay, he said, it's a price that must be paid for "uniformity" of decisions—a price he thought worth paying.

But another attorney, a former re-

view board booster, said the panel's practices have become "too ingrained" and that the board "too often sits up there writing meaningless distinctions, trying, in effect, to figure how many angels can dance on the head of a pin."

Yet another attorney, who did not take a position on the examiners' proposals, said there is "general agreement" that hearings are "dragging on too long." Justice, he said, "is delayed all over the place, including at the commission."

The committee that drafted the examiners' memorandum was composed of Elizabeth C. Smith, David I. Kraushaar, Chester F. Naumowicz, Arthur A. Gladstone, and Sol Schildhouse. The review board's memorandum was submitted over the signature of Donald J. Berkemeyer, board chairman.

Economic group for ABC

Storer's Michaels heads committee to study TV financial matters

Bill Michaels, vice president in charge of the television division of Storer Broadcasting Co., has been named chairman of the special committee created by ABC-TV affiliates to study "the contractual and economic relationship between the network and the affiliate."

Burton B. Ladow of KTVK(TV) Phoenix, chairman of the board of governors of the ABC-TV Affiliates Association,



Mr. Michaels

announced the appointment last week and said other members of the five-man committee would be Fran Conrad, KNTV(TV) San Jose, Calif.; Martin Umansky, KAKE-TV Wichita, Kan.; Fred von Stade, WKYT-TV Lexington, Ky.,

and Ralph Hansen, KTVI(TV) St. Louis.

Mr. Ladow said the appointments were made in consultation with other members of the affiliates board of governors and that all five appointees had accepted.

Formation of the economic committee was authorized by the affiliates as an upshot of their hectic sessions with ABC-TV management over the "fourth commercial" issue just before the Na-

tional Association of Broadcasters convention in Chicago (BROADCASTING, April 4).

Outside Help • The affiliates empowered the committee to hire "such outside professional assistance as it deems necessary."

ABC-TV officials had offered to help pay for an economic study but the affiliates declined the offer. They voted to pay for it themselves.

The action followed two sessions in which first the affiliates board of governors and then the full affiliate body opposed ABC-TV's plan to expand from three minutes to four the amount of commercial time in the 7:30-8 p.m. periods next fall.

The affiliates not only rejected that plan but asked ABC-TV to eliminate "as soon as possible" the fourth minute of commercial time already added to *Batman* (Wednesday and Thursday 7:30-8 p.m. EST), and also to reject "split 30" announcements (divided piggybacks) and to try to cut back if not cut out regular piggybacks.

ABC-TV officials tabled their plan to expand the fourth-commercial policy to all 7:30-8 p.m. periods but did not promise that they wouldn't adopt it later. They said they had advertiser commitments that prevented their eliminating the fourth minute in *Batman*, and that they would be happy to have the NAB code board tackle the question of piggybacks and split 30's.

Rising Costs • They insisted that "economic pressures" led them to add a fourth commercial minute to the *Batman* format and to consider doing the same in other 7:30-8 p.m. periods. When it was over they said the economic pressures still remained and would have to be taken into account in some way, by both the network and the affiliates.

As indication of the economic pressures, they said that primarily because of expansion in color the program cost of the average nighttime half-hour would rise from \$62,000 this season to \$76,000 at the start of the 1966-67 season. They figured they would need an extra \$40 million in time-and-program sales merely to maintain their pre-color sales levels.

Affiliates said they realized that ABC-TV was responding to strong economic pressures, but they were adamant against trying to cure the problem by expanding network commercial time.

Affiliates said they considered their new economic committee comparable in many ways to the CBS-TV affiliates economic study group that, over the past five years, explored relationships between CBS-TV and its affiliates and helped develop a new affiliation contract (BROADCASTING, March 21, April 4).

ABC-TV affiliates were hopeful,

however, that their study group would be able to shorten its job by "learning from the mistakes of the CBS committee." There was no indication as to just when it might be in position to report to the affiliates generally.

Bureau wants lower fine for KABL

Is it a San Francisco or an Oakland station?

"This is Cable, KABL Oakland. 960 on your dial, in the air everywhere in San Francisco."

The city of Oakland thinks KABL is behaving like a San Francisco licensee. But McLendon Stations, the owner of KABL, insists that its fidelity to Oakland is unsullied.

The FCC, to hasten the arrival of the facts, placed a tentative fine of \$10,000 on KABL for false station identification and failure to identify a sponsor (BROADCASTING, Oct. 4, 1965). Last week the commission's Broadcast Bureau said that the station should be liable for the fine, but it recommended \$4,000.

The city bases its case on KABL's continuous use of San Francisco atmosphere to sell the station. It uses cable cars on its stationary and the sound of a cable car bell after its call letter identification. But, says the city, there are no cable cars in Oakland.

The station uses "mood programettes," verbal sketches of quaint, artistic places and romantic memories to provide atmosphere for music, but Oakland says, the great majority of these spots are set in San Francisco, not Oakland. And KABL's sales offices are located in San Francisco.

All in all the repetition of San Francisco "sounded like an apology for having an Oakland address," said one witness for the city.

But McLendon claims that KABL is very happy to be an Oakland licensee. The programettes are based on atmospheric merit and are in no way intended to supplant the hour and half-hour station identification spots. The call-letter identification itself has repeatedly been approved by FCC inspectors, says McLendon. And as for the sales office's San Francisco address, that is because all the area advertising agencies are in that city.

With regard to the FCC's accusation of failure to identify a sponsor, U. S. Steel, KABL claims that the omission was inadvertent. The one-minute spot, a 45-second ad with a 15-second live tag, was run 57 times during 19 days without the live tag.

Possibly, McLendon points out, there

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

is a vendetta between Oakland's Mayor John C. Houlihan and KABL newsman John C. Chapel. Relations between the mayor and Mr. Chapel "are strained and they are political antagonists."

The real point, McLendon states, is that neither the sponsor identification error or any station misrepresentation is intentional. Thus they are not guilty of "repeated" and "willful" violations of the commission's rules.

But the Broadcast Bureau disagrees. "The record . . . reflects that the station has deliberately turned its face from Oakland and used every means at its disposal to identify itself with San Francisco."

Tornado delays start of new Florida AM

WJPB Kissimmee, Fla., which had planned to go on the air Easter Sunday (April 10) has postponed its start due to tornado damage.

J. Patrick Beacom, president of Beacom Broadcasting Enterprises, said that a tornado leveled the station's 230-foot tower and caused severe damage to other equipment. The estimated \$25,000 property loss forced postponement

of WJPB's formal opening. Mr. Beacom, however, feels that "a new tower can be erected and necessary repairs made . . . within the next 30 days."

WJPB is eventually to serve the Kissimmee-Orlando area, where Walt Disney has proposed building a Florida Disneyland. The station is a 1 kw daytimer to operate at 1220 kilocycles.

NBC Radio gets new Philadelphia affiliate

WPEN Philadelphia, becomes an affiliate of NBC Radio today (April 18), replacing WCAM Camden, N. J., in the NBC lineup, officials announced last week. WPEN, on 950 kc with 5 kw fulltime, is owned by William Penn Broadcasting Co., headed by William H. Sylk as president and Murray Arnold as general manager.

The station has been a nighttime affiliate of Mutual, and Mutual authorities said this arrangement would continue. WCAM, signed as the NBC affiliate for the Philadelphia area after NBC-owned WRCV Philadelphia moved to Cleveland in the swapback with Westinghouse Broadcasting, is on 1310 kc with 1 kw day and 250 w night.

Metromedia gets OK for its 7th AM

By a vote of six to one, the FCC last week approved the purchase of KEWB Oakland-San Francisco by Metromedia Inc. The lone dissenter was Commissioner Robert T. Bartley, who took his usual stance when group owners are involved and voted for a hearing.

Sale of the Crowell-Collier owned Bay Area station, for \$2,459,000, gives Metromedia its seventh—and final—AM station. Metromedia already owns AM stations in New York, Philadelphia, Cleveland, Baltimore, Kansas City, Mo., and Los Angeles.

Under the FCC's multiple-ownership rules, no single entity may own more than seven stations in each broadcast category. Metromedia's present radio stations all have FM adjuncts, giving the company six in that classification. The company also owns four VHF television stations, in New York, Los Angeles, Washington, and Kansas City.

The FCC grant was conditioned on compliance by Metromedia of the multiple-ownership rules as they involve brokerage houses and mutual funds owning more than 1% in two or more broadcast groups. A Metromedia source said last week that all prospective violations of this problem are being resolved through letters from these sources agreeing not to vote more than 1% of their shareholdings.

KEWB, operating on 910 kc with 5 kw fulltime, was bought by Crowell-Collier in 1959. Crowell-Collier has also sold its KFWB Los Angeles to Westinghouse Broadcasting Co. for \$10,750,000. This is still pending FCC approval. It continues to own KDWB Minneapolis-St. Paul.

Changing hands

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

■ WDEE-FM, Hamden, Conn.: Sold by Southern New England Broadcasting Corp. to KOPS Communications Inc. for \$50,000. Southern New England is licensee of WDEE Hamden, which is unaffected by the sale. KOPS Communications owns WAVZ New Haven, Conn., and WTRY Troy, N. Y. WDEE-FM has been off the air since it was razed by fire in January 1965; it is licensed for 101.3 mc with 20 kw power.

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

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C. Bennett Larson
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274-8151

FCC clarifies record, gives full S.F. renewals

The FCC changed its mind last week and granted full three-year license renewals for KYA and KOIT-FM San Francisco, both owned by Churchill Broadcasting Corp. At the same time the commission made clear it didn't intend to imply payola or plugola practices had existed at the stations.

The commission on Feb. 9 had renewed the stations' licenses for one year. In an explanatory letter it made public, the commission noted that it had questioned the stations about "possible failure to control the broadcast activities of its disk jockeys" since the "outside activities of two of them . . . seemed to create a conflict of interest between their roles as entrepreneurs and their roles as disk jockeys" (BROADCASTING, Feb. 14).

Churchill Broadcasting last month said the letter unfairly "suggests or implies" that payola or plugola had been practiced at the stations and that the management had not taken remedial action until the commission investigated the case. Churchill said the implications had hurt the sta-

tions, and asked the commission to grant full license renewals—or at least set the record straight (BROADCASTING, March 21).

Last week, in granting reconsideration, the commission said it wishes "to make it clear that in our letter of Feb. 9 it was not our intention to imply that payola or plugola practices had existed at your stations or that your previous policies and practices had failed to provide adequate control over programming."

The commission added that the three-year renewals were being granted with reliance on the licensee's "representations as to past and present control of program material and as to our future efforts to prevent repetition of violating of our logging rules."

The question involved KYA's failure to log several hundred spot announcements purchased by the disk jockeys whose outside activities had raised the question of license control over broadcast activities. Churchill said the failure was due to a mistake by a traffic girl.

Federal court supports commission decision

The FCC's right to duck a hearing when it granted a power boost to a class A FM station over the objections of a short-spaced class B FM station was upheld last week by a three-judge panel of the U. S. Court of Appeals in Washington.

The court held that the commission was within its authority when it granted a power boost in 1965 to KTIM-FM San Raphael, Calif., and then vacated it after KPEN(FM) San Francisco protested that its license was being modified because of interference from the San Rafael station, only 21 miles away.

The commission then regranted the power boost to KTIM-FM on the day KPEN's license expired and later renewed KPEN's license.

This was based, the commission said, on the 1964 rulemaking decision establishing mileage spacing among FM stations. In that order, the commission said it would consider raising the power of existing of class A stations short-spaced to other FM stations, provided there were no objections.

If protests were filed, it said, it would be necessary to hold a hearing. But, it

72).

■ **KWOB** Oakland, Calif.: Sold by Crowell-Collier Broadcasting Corp. to Metromedia Inc. for \$2,459,000 (see facing page).

■ **WDHF(FM)** Chicago: Sold by Federal Broadcasting Corp. to The National Science Network Inc. for \$427,000. Federal Broadcasting is owned by Frank J. Hogan and Bob Newhart. The National Science Network is owned by L. W. Frohlick and is licensee of WNCN (FM) New York. Mr. Frohlick is owner of agencies and market research firms. WDHF(FM) operates on 95.5 mc with 52 kw.

Community Television

■ **Rio Grande Cable Corp.**, Eagle Pass, Tex., has been sold by Telesystems Corp. (group CATV owner) to Walter Jenkins, Austin, Tex., former aide to President Johnson (CLOSED CIRCUIT, April 11). Price was reported to be about \$450,000. Mr. Jenkins, now business consultant, owns 3.9% of Texas Broadcasting Co., TV-radio and CATV group principally owned by Mrs. Johnson and her family (now in trust). Rio Grande Cable Corp. was established in 1959 and serves 1,700 customers with five channels (four San Antonio stations and the educational TV outlet in Austin). System has potential of 3,000 subscribers. Broker was Daniels & Associates.

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stated—and the court upheld this reading—the hearing requirement would not be necessary after the license period of the protesting station was concluded.

In dismissing KPEN's objections, the commission said it had looked into the claims made by that station and determined that it was still in the public interest to increase KTIM-FM's power.

The appeals court decision was by Circuit Judge Carl McGowan, written for himself and Circuit Judge Charles Fahy. Chief Judge David L. Bazelon wrote a concurring opinion, agreeing with the majority but on different grounds.

CP granted for ch. 11 Nogales, Ariz.

International Broadcasting Co. has been granted FCC approval to operate a television station on channel 11 in Nogales, Ariz. In its order the commission denied the opposition of WGAL Television Inc., which owns KVOA-TV Tucson, Ariz., and operates a translator on channel 11 for Tucson suburbs.

WGAL Television had protested on grounds of alleged economic injury to its VHF operation and interference to its translator service.

International Broadcasting is owned by Ronald C. Waranch, Los Angeles construction and real estate investor. The new station will operate with 31.6 kw visual and 3.16 kw aural from an antenna 2,420 feet above average terrain.

More waivers sought on CATV regulations

Another week has passed under the FCC's new community antenna TV rules. And last Thursday brought the number of waiver-seekers to 14. This time three CATV companies from the Great Lakes region sought relief from the top-100 market provisions.

In Kalamazoo, Mich., listed by the American Research Bureau as the 38th market, Fetzer Cable Vision Inc. requested permission to bring non-grade B signals into the city. Kalamazoo now receives WOOD-TV (NBC) and WZZM-TV (ABC), both Grand Rapids, Mich., as well as WKZO-TV (CBS) Kalamazoo, but

no independents and no UHF's.

Fetzer claims its system, nearly complete by the FCC deadline of Feb. 15 and boasting over 1,000 applications for hookups, will greatly balance out programming deficiencies. As for protection for the local WKZO-TV, Fetzer owns it.

Another Michigan CATV, Triad Cablevision Inc., which serves Albion, Marshall and Battle Creek, has requested waiver of the top-100 market provisions and also relief from an evidentiary hearing. Triad's territory is within the grade B contour of WKZO-TV, WOOD-TV owned by Time-Life Broadcast Inc., and two Lansing stations.

Triad claims it is beset by stiff competition, not the least of which is coming from Wolverine Cablevision, owned by Fetzer and Time-Life. Thus Triad wants relief from an evidentiary hearing on the grounds that this legal involvement would cause a bankrupting delay in its proposed service.

As for waiving the top-100 market rule, Triad sees itself as ending the monopoly held by the four stations.

And in Janesville, Wis., which is 40 miles from Madison, Wis., (81st market) and 37 miles from Rockford, Ill., (94th), Total TV Inc. seeks a waiver of the top-100 rule to end the dominance of VHF's originating from Madison and Rockford. Janesville has no local station, says Total TV, and a CATV system would equalize reception of neighboring UHF's and VHF's in Janesville.

Court of appeals reverses Elyria ruling

The 15-year quest of WEOL Elyria, Ohio, for a \$1 million treble-damage antitrust judgment against the *Lorain* (Ohio) *Journal* took a new turn last week when the Sixth Circuit Court of Appeals reversed a lower court award of \$30,000 to the Elyria station.

The case started in 1951 when WEOL charged that the newspaper threatened to refuse advertising space to Lorain merchants who advertised on the Elyria radio station. U. S. District Judge James Connell, Cleveland, dismissed the suit originally on the grounds that damages could not be proved. The sixth circuit reversed that ruling. On the second round, Judge Connell determined that \$10,000 in damages could be assessed as resulting from the boycott. This came to \$30,000 in treble damages. He also allowed attorneys' fees of \$25,000 and costs of \$673.29.

The appeals court, in a unanimous three-judge decision, said that the lower court should have taken into account general damages, as well as any other damages which could be proved running after 1951 when the *Lorain Journal*

was found guilty of antitrust violations in a suit instituted by the Department of Justice.

The appeals court urged that the retrial be hastened, and implied that a federal judge other than Judge Connell should be assigned.

Plans go ahead for TV audience seminar

The formal agenda is nearly complete for the first annual Television Audience Measurement Seminar to be held at the University of Nebraska, Lincoln, May 16-20 (BROADCASTING, Feb. 7).

The seminar is designed for broadcast media personnel involved in the evaluation of rating statistics. It will be open to 50 participants and will comprise a series of lectures and discussions conducted by distinguished specialists in the fields of statistics and practical advertising research.

The seminar is under the guidance of Dr. William E. Hall, director of the university's school of journalism, and is the idea of A. James Ebel, vice president and general manager of Fetzer Broadcasting Co.'s KOLN-TV Lincoln, Neb.

Lecturing participants will include media research specialists from the A. C. Nielsen Co. and American Research Bureau; Howard Mandel, vice president and director of research for the National Association of Broadcasters; representatives from D'Arcy Advertising, Leo Burnett Co., CBS-TV, Avery Knodel, NBC, and Television Bureau of Advertising.

New competition for raters: TV repairmen

Another province has been heard from in the never-ending controversy over television ratings. The men who repair TV sets in California think they can build a better mousetrap than the A. C. Nielsen Co.

This week (April 18-25) the California State Electronics Association, the trade organization for TV repairmen, will undertake a new method of surveying TV viewing in the state. The Association will furnish each of its servicemen with printed questionnaires and these will be filled out by TV-set owners during the regular calls of the repairmen.

The survey is expected to produce a return of more than 5,000 during the week. Included in the return will be TV homes in Los Angeles and the surrounding area. Results of the first week's trial run will be tabulated for release during the first week in May.

CATV waiver listing

Community antenna TV companies asking waivers of the top-100 market provisions will be listed in "For The Record" section each week as they file with the FCC (see page 82).

DON'T TAKE THE BAIT...



THE BUSINESS YOU SAVE MAY BE YOUR OWN!

This is an appeal—from the 22,000 franchised new-car dealers who make up NADA—to the publishing, broadcasting and advertising industries. *We ask you to join us in a fight.* Our target is a fast-buck phoney—a con man who may pose as an automobile dealer or as any other ethical business or professional man. We know him. You know him. He's easy to spot. He uses bait advertising and every deceptive, dishonest trick to cheat the public. He destroys the business and goodwill

of all quality men in his "chosen" field. *And he destroys believability in advertising.* We are fighting with every legal means to keep this crook out of the retail automobile industry. Your support is vital because you possess the unique power to fight him on all fronts: *the power to refuse dishonest advertising.* If he can't advertise, he dies! That's why we say: "Don't take the bait advertising." The business you save may be yours...ours...and *all* business.

May we send you a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles"? Published by NADA and the Association of Better Business Bureaus, International. Please write:



THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Official Organization of America's Franchised New-Car and Truck Dealers • 2000 "K" Street, N.W., Washington 6, D.C.

A fatal stab for 50-50 rule?

Advertisers, whom FCC would depend upon to make its network program proposal work, are mostly against the whole idea, as are most agencies

The FCC's proposal to limit network ownership or control of their prime-time programming ran into serious opposition last week in comments that advertising agency and advertiser associations filed with the commission.

The American Association of Advertising Agencies and the Association of National Advertisers made it clear their members, while not entirely happy with their present relationships with the television networks, generally oppose the commission's proposed rule.

Their positions are regarded as damaging to the chances of the commission's proposal being adopted, since it is to the advertisers that the commission would look to make the rule work.

The rule, aimed at promoting diversity of sources of network programming, would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programming. They now own or control more than 90% of such programming.

The time from which the networks would be barred would have to be filled by programming delivered by advertisers.

Additional Restrictions ■ The rule would also prohibit networks from acquiring subsidiary rights and interests, including those in syndication and merchandising, in independently produced programs, bar them from domestic syndication and permit them to syndicate abroad only those programs they produce themselves.

The 4A's comments were based on a survey of 30 member agencies that were unidentified in the statement but were described as leading in television billings. The survey was conducted by 4A's Broadcast Policy Committee, headed by Richard A. R. Pinkham, committee chairman and senior vice president of media and programs of Ted Bates & Co.

The AAAA took no position, as an association, on the proposed rule. Instead, it presented the opinions of the individual member agencies.

But a covering letter, addressed to Chairman E. William Henry, expressed these "general viewpoints" of agencies concerning the rule:

■ "The extension of government con-

trol and supervision into programming is unwarranted and unwise."

■ Because of the conflicting views of clients represented by agencies there is no unanimity of viewpoint about the rule, "beyond the view that it is operationally and financially unfeasible."

■ "Networks have done a conscientious and imaginative job of providing programming service, with a considerable variety of programs available at a wide range of prices for sponsorship or the purchase of commercial minutes."

■ While agency men have high regard for the performance of the networks, they are not "totally satisfied" with the present system. "It is hoped that the

networks will be increasingly receptive to additional program sources."

The letter was sent over the signature of 4A President John Crichton.

ANA's Position ■ The ANA, whose statement was submitted by President Peter W. Allport, agreed that the present situation is not perfect. But while ANA members support the stated objectives of the proposed rule, they oppose the means the FCC proposes to use.

The ANA said the best and possibly only way "is to increase the number of television channels." The commission's proposal could result in a reduction in the number of programming sources by confining the production of programs to "fewer large producer organizations" with the heavy resources needed to develop programming, ANA said.

The ANA and a number of the agencies whose views were quoted in the 4A statement said also that only the largest advertisers would be willing to take the financial risks involved in program development that are now borne by the networks. The smaller advertiser, who now relies on participation buys, would be placed at a disadvantage.

The 4A and ANA comments were two more in a series of blows the commission proposal has received since being issued for comment 13 months ago (BROADCASTING, March 29, 1965).

Last month, the Arthur D. Little Co., the Cambridge, Mass.-based research organization, submitted a report that raised questions about the conclusions and assumptions on which the commission proposal was based (BROADCASTING, March 7). The Little report was done under contract to ABC, CBS and NBC.

Then, two weeks ago, FCC Chairman E. William Henry's plans to resign from the commission became known. He had been in the majority when the commission issued the notice for comments by a 4-to-2 vote.

No Poll Breakdown ■ The 4A document provides no breakdown of how the 30 agencies that were polled feel about the rule. But the comments quoted, including the agencies' conclusions, indicate that almost all oppose the commission's proposal.

One agency, unidentified like all

NFL doesn't like 50-50

Chalk up the National Football League as another opponent of the FCC's proposal to limit network ownership or control of prime-time programming (see this page), at least as it applies to sports events.

The NFL, which sold its game rights to CBS for \$37.6 million for two years. (BROADCASTING, Jan. 3) is afraid the rule might cause the networks to lose some of their avid interest in carrying the football games.

The league's concern stems from the fact that some of its exhibition and regular-season games will be televised in prime time. And under the so-called 50-50 proposal, networks will have half as much prime time as they do now for programs in which they have a financial interest.

Accordingly, the league said, networks will either resist scheduling the games or be very reluctant in bidding for the game rights.

The league urged the commission to provide an exemption for live coverage of sports events.

others quoted in the survey, expressed the view that the proposal, if adopted, "could result in a meaningful improvement in prime-time programing." The networks, the agency said, have proved "they simply are not qualified to provide quality programing" for all time periods.

Most other agencies that indicated dissatisfaction with programing, however, were not sanguine about any improvement resulting from the proposed rule. Networks, one of the agencies said, are interested in programs that have mass audience appeal. "And the major advertisers in television," it added "have exactly the same interest."

No Editorial Control ■ A number of the agencies even said that advertisers should not be any more responsible for program content than they are for the editorial content of the newspapers and magazines in which they advertise. "It is our belief that the networks should control, and be solely responsible for, the material communicated to the public through the medium of television," as one agency put it.

Throughout both sets of comments there was a scattering of criticism of the present system. One agency said that it found that advertisers, in buying programs from the networks, are "forced to enter into a noncancellable contract, in some cases for as long as 52 weeks. If the program does not achieve the rating level expected of it," the agency added, "the network assumes none of the financial risk, and the advertiser assumes all of it."

The ANA said that "many advertisers are unhappy with the unfavorable time segments assigned to them by the networks and the inability of the advertiser to have his pilots accepted by the networks." But these, the statement added, "are some of the regrettable, but apparently inevitable, consequences of a centralized authority with a limited number of outlets and limited time availabilities."

More Stations Needed ■ ANA said diversity of programing would not be achieved by the rule but added that an expansion in the number of stations might help. The association noted that, in view of the limited number of outlets and the high cost of advertising time, most advertisers are compelled for economic reasons to sponsor programs with broad audience appeal.

A substantial increase in local station outlets might provide an opportunity for advertising "to appeal to specialized audience segments with a variety of program types," the statement said. "The proposed rule does not."

ANA said it had sent copies of the proposed rule to all of its approximately 500 members but that most of its consideration was by those using tele-

New film technique uses live cameras

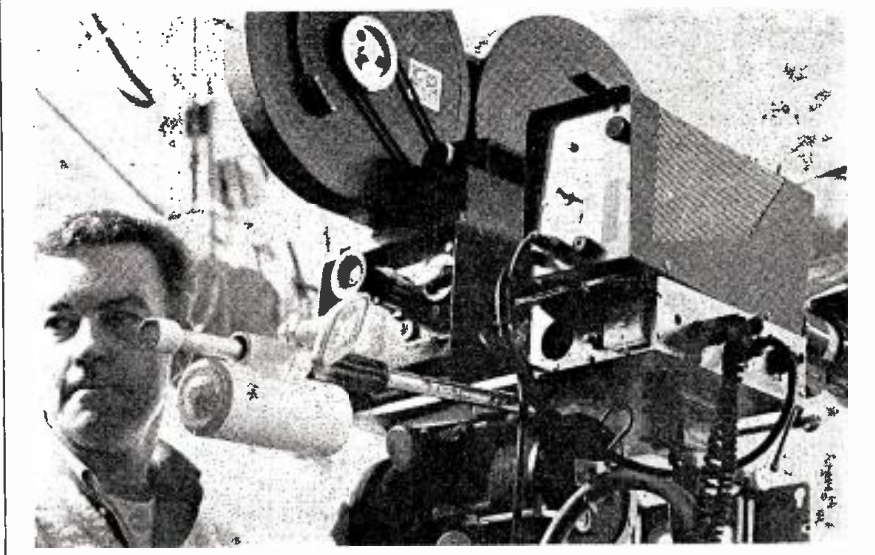
Arlene Dahl's Beauty Spot, a five-minute, across-the-board show on ABC-TV, had the distinction of being the first network show filmed by a new production system that incorporates live cameras with film.

The system, developed by E. E. Greg Snazelle, SPI Television Center, San Francisco, uses three 16 mm cameras each linked to a TV camera. (Below: Mr. Snazelle and one of the live-film units). From the monitors in the control room Mr. Snazelle picks the shot he wants, throws a switch and the adjoining film unit begins to roll at full speed. Turning on one camera also automatically

turns off the one that had been shooting.

Mr. Snazelle says that one primary advantage of the system is that most editing is a by-product of production. When one camera goes on and another goes off, there is a 48-frame overlap. The editor then matches the visual to the optical sound track before splicing. He adds that there is no loss of creative film editing since "we can still cut frames or utilize optical effects if we wish."

The *Dahl* program, sponsored by Clairol, began as a daily strip on ABC-TV on March 28. In eight production days, 65 episodes were cut.



vision. The ANA studies included "numerous discussions in detail with the ANA television committee," which represents 35 companies that use TV "importantly" as an advertising medium, discussion at the ANA annual meeting last fall, and intense study by a special task-force committee of representative advertisers.

Alfred L. Plant, of Block Drug Co., is chairman of both the TV committee and the special task-force committee, which also drafted the statement to the FCC.

Feature backers must be identified

The FCC has warned broadcasters that when they carry features supplied free of charge but underwritten by third parties, they must identify the third party.

The warning came last week in a letter addressed to General Media As-

sociates Inc., which supplies free to radio stations a series of one-minute radio programs called *Accent*. Many of the programs are underwritten by third parties. *Accent* includes features on travel, news and other miscellaneous matters.

The commission said that the sponsorship identification requirements of the Federal Communications Act require stations to identify the sponsor even though they do not receive the payment for the program. The purpose of the sponsorship identification rule is to prevent hidden sponsorship such as that proposed for the *Accent* programs, the commission stated.

One of the reasons given by General Media for not identifying the underwriting companies is so the stations can obtain local sponsorship for the program. But last week's ruling indicates that the station will have to identify both the local sponsor and the original underwriter.

According to a source at the commission the practice of supplying program material without proper sponsor-

ship identification is widespread. He said the practice was not limited to radio but also included feature material produced for TV.

The source emphasized that although the letter was sent to one firm, it was really directed to all stations and firms that are guilty of this practice. He said that among the companies that underwrite features being supplied to radio stations are International Business Machines, the New York Stock Exchange and *Esquire* magazine.

15 stations purchase AI-TV feature package

American International Television has completed 15 station sales on its recently released *Cinema 20* package of feature films in which adult motion pictures predominate.

Samuel Arkoff, executive vice president of AIP, and Stanley Dudelson, vice president and general manager of AI-

TV, told a news conference in New York last week that since the introduction of the group of 20 features at the National Association of Broadcasters convention, they have heard of no adverse comments from stations. Mr. Dudelson pointed out that one station advised him it would present "La Dolce Vita" in its entirety without cuts or editing.

Some of the other films with mature or challenging themes in the package include "The Pawnbroker," "King and Country," "The Trial," "Long Day's Journey into Night," "Life Upside Down," "The Umbrellas of Cherbourg," "Rocco and His Brothers," "90 Degrees in the Shade," "The Three Sisters" and "Girl in Room 13."

Mr. Dudelson said most of the films are still in theatrical distribution. These may be presented on TV in late 1967 and in ensuing years.

On another subject, Mr. Arkoff commented on the present trend toward producing features primarily for television. He said that AIP has no plans in this area, claiming that it does not seem feasible to produce this type of picture at this time.

A school in the living room through FM

A teaching system allowing students in the home to respond to broadcast questions and be checked immediately on their response will be leased to FM outlets by Triangle Stations after a test in June on Triangle's WFIL-FM Philadelphia.

The technique, developed by Educating Systems Inc. uses FM sub-carrier channels and a special receiver built by Sylvania Electric Products. The system would not interfere with an FM station's regular commercial programming.

Triangle, which proposes to market the process to FM's around the country and establish it on its own FM stations, would pay a percentage of the gross from the venture to Educating and to International Correspondence Schools, which will develop a variety of courses for the system.

Subscribing stations would pay Triangle \$1,420 a year for special transmission equipment to be used in conjunction with their regular FM transmitters. Source of the educational programming is a four-track tape

that feeds its signals through a four channel modulator. The FM carrier signal is multiplexed with four channels that cannot be picked up by regular radio receivers.

The special Sylvania receiving units, available to participating stations at \$1,290 per year per 100 units, would be provided to subscribing students as part of a \$55 course enrollment fee. The receivers are equipped with four response buttons.

The student can determine which of the four channels he will receive by pressing one of the buttons. If he presses the wrong button in response to an instructor's multiple-choice question, the channel he receives will correct him and explain why he is wrong. If he responds by pressing the correct button, he will be told he has answered properly by the signal he has selected.

The first course being offered by Triangle during the test period is in modern management, but a variety of courses are also planned in the future.



Uniform time bill

now law of the land

President Johnson last Thursday (April 14) signed into law a bill designed to set a uniform time standard throughout the U. S.

The bill has been heavily pushed by broadcasters, particularly the networks, the transportation industry and the shipping industry, for years.

In effect it provides that all the country that converts to daylight savings time will convert on the last Sunday in April and will remain on daylight time until the last Sunday in October. The new law also provides that the state legislature must pass a bill stating that the entire state will remain on standard time for the full year if it does not want to change to fast time for the summer months.

A uniform pattern of time will be established because the law prohibits local county and city options.

By 1967, every state that plans to exercise its option and remain on standard time for the full year must have passed legislation to that effect. Legislation after that time will have no standing and the U. S. will have its watches and clocks synchronized.

For 1966 the law allows local option on the adoption or rejection of daylight time but states that local communities must conform to the dates for adoption and reversion, in this instance April 24 for beginning daylight time and Oct. 30 for return to standard time.

The package that rides like people!



It's there in hours and costs you less when you ship by Greyhound Package Express

Every Greyhound bus is a package carrier as well as a people carrier. When you specify Greyhound Package Express your shipments leave and arrive on fast, frequent passenger schedules. Shipments going hundreds of miles usually arrive the next morning...fre-

quently, the very same day. Nobody has lower rates, and you can ship anytime—at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. When fast service and low cost are important to you, look into Greyhound Package Express. Save time! Save

money! Save trouble! Ship C.O.D., Collect, Prepaid...or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-D, 140 S. Dearborn St., Chicago, Ill. 60603.

It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK—PHILADELPHIA	28	2 hrs. 0 mins.	\$1.55	\$1.85	\$2.05
LOS ANGELES—SAN DIEGO	36	2 hrs. 30 mins.	1.50	1.70	1.95
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	1.35	1.55	1.80
RICHMOND—NORFOLK	17	2 hrs. 05 mins.	1.65	1.90	2.15

*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.

Are newsmen hampered?

Lower blasts restrictions in Vietnam, NASA methods; also hits public apathy

Elmer Lower, president of ABC News, last week said there is a "general malaise" among American newsmen covering the Vietnam war stemming from their belief that the war story is not getting across to the American people.

While admitting that part of the fault lies with the news media, he charged that "a great deal more of the blame rests on the shoulders of the American government."

Mr. Lower also turned his fire on the National Aeronautics and Space Administration: "NASA's own attitudes provide our greatest challenge in presenting the complete coverage of the space story."

According to Mr. Lower, ABC Science Editor Jules Bergman has received reliable information that NASA taps many phones at Cape Kennedy and said this interferes with receiving information from news sources.

Mr. Lower also berated the NASA public information officers, particularly PIO chief Julian Scheer, for unnecessarily keeping the public worried and confused by refusing for 18 hours to release the tapes of the astronauts talking during the recent Gemini 8 crisis in flight.

In Vietnam, Mr. Lower said, many newsmen feel the U. S. government indirectly censors them through a tacit threat of withdrawing news accreditation.

Public apathy and escapism, as evidenced by the torrent of viewer complaints when *Batman* was interrupted for reports on the Gemini 8 in-flight problems, are also major obstacles to clearer public understanding, he said.

Mr. Lower spoke at the Cleveland Press Club last Tuesday (April 12). In a poll of ABC News correspondents, Mr. Lower found that Mal Browne, recently resigned senior Vietnam correspondent, felt that the lower casualty rates among American newsmen in Vietnam as compared with Korean war figures is explained by passivity.

Reports From Correspondents • Mr. Browne wrote to Mr. Lower that the power to license reporters is the power to control them. "You have never seen such a bunch of tame sheep as the hundred or so who sit every day at the

military briefing to get The Word. There is a certain amount of bickering over minor points, but nothing substantive. You can get discredited for substantive disputes, and everyone is afraid to have that happen," Mr. Browne wrote.

Mr. Lower said ABC correspondent Ray Maloney complained that of 350 accredited U. S. correspondents in Vietnam, only 50 make regular trips into the field. The select few, he said, are from the networks, the two wire services, *Newsweek* and *Time* and a few top newspapers.

ABC Tokyo correspondent Lou Cioffi believes, Mr. Lower said, that the American government made every effort during the early days of the Diem regime not to reveal that the Communists were on the verge of a complete military victory. "The suspicion bred remains to this day," Mr. Lower added.

Moreover the vast majority of the television audience is "ignoring the special color [Vietnam] coverage and weekly news coverage—aided and abetted, I must admit, by many local stations," Mr. Lower said.

Mr. Lower recalled that 16 years ago in the first five months of the Korean war, NBC-TV, where he was then working, was flooded with many thousands of letters from an audience that was shocked by its first daily visual exposure to the war.

In 1966, the sounds as well as the sights of war are brought to many more millions of viewers. "And," Mr. Lower said, "we hardly hear a peep out of them."

Court to hear case on state music law

The constitutionality of a Washington state law dealing with music licenses and payments is scheduled to be argued in Yakima County Superior Court in June.

The law, on the books since 1937, requires music license organizations to offer "per-piece" licenses as well as blanket and per-program permits.

The constitutional question will be argued in the same court which only last month ruled that the American Society of Composers, Authors and Publishers violated the state law by refusing to offer per-piece licenses. This was in a suit initiated in 1962 by group broadcaster Cascade Broadcasting Co. against ASCAP. Cascade, which owns KIMA-AM-TV Yakima and KEPR-AM-TV Kennewick-Pasco, both Washington, brought the suit after ASCAP sought arbitration on the royalties due it under a contract Cascade signed with ASCAP in 1959. The superior court required Cascade to set

aside \$2,000 a month as well as a bond. The total sum now exceeds \$100,000.

Pending in the federal Ninth Circuit Court is an appeal from a 1964 ruling that three Washington stations infringed on copyrights. This decision was handed down by a Seattle federal judge, who held that KGMJ Bellingham, KPQ Wenatchee and KIXI Seattle had infringed on the copyrights held by Irving Berlin, Cole Porter and others. This case has been appealed by KIXI and argument was held last month.

Pinkham critiques '66-67 TV lineup

In what has become an annual appearance, Ted Bates & Co. executive Richard A. R. Pinkham told members of the San Francisco Advertising Club last week all about the 1966-67 TV schedule on the networks. His overall verdict about the season was negative. His conclusion was that television has to come up with more imaginative programming. Movies on TV, the agency senior vice president in charge of media and programs said, are the easy way out. Prices for feature-film product, as a result of ABC-TV's recent \$2 million purchase of "Bridge on the River Kwai," are likely to skyrocket even more than they have in the past. He holds little hope that the production of movies specifically for TV is a satisfactory answer to the medium's programming needs.

In the course of his off-the-record talk, Mr. Pinkham reviewed all the new programs scheduled for the fall. His greatest expectations are reserved for ABC-TV's ambitious *ABC Stage '67* series, while *The Hero*, out of Talent Associates, was praised as the best pilot he has seen. Desilu's *Star Trek* was seen as perhaps a trend setter in the science-fiction field. Some of the coming western series, "while not refreshing the medium," may still be good programs in Mr. Pinkham's estimation. Singled out as westerns with a hopeful future were *Iron Horse* and *Them Monroes*, both scheduled for ABC-TV.

In the aggregate, though, Mr. Pinkham was far more critical of the new season's product than complimentary. But the networks were not the only ones taken to task. The agency executive dissected the program schedules of network owned-and-operated stations in New York City during off-network time periods and pointed out that the major fare was old movies and off-network repeats. This scheduling in turn sets the pattern for nonnetwork schedules, he observed. And, in effect, he said viewers of local programming were left with only old network schedules to watch.

This is the third successive year Mr.

Radio: 'the only medium using any imagination'

Why does one of advertising's most successful creators of commercial sounds decide to expand into developing sounds for radio station imagery and promotion?

The answer is that radio "is the one last medium where there is a place for imagination." That is the opinion of Eric Siday, whose "electrogenic" sounds have been heard on thousands of commercials and as network ID's.

Some of his electrogenic sounds are those for American Express, the Westinghouse theme: "You can be sure if its Westinghouse"; *Time* magazine; the current Ford campaign, "You're ahead in a Ford all the way"; the Maxwell House coffee samba, plus the ID's for ABC Radio news, ABC-TV and CBS-TV color programs.

More than 50 of the sounds, created especially for WFBR Baltimore, began on that station yesterday. Robert B. Jones Jr., vice president and general manager, said they would be used as "daubs of bright paint

throughout the day to paint pictures" of words. The sound library is designed to provide intros or add punctuation to the ID, news, weather, helicopter reports (with a separate one for grounded reports) and most of the station's feature programs.

To Mr. Siday the concept of being able to produce and create sounds



Mr. Siday

that are not rigidly governed by commercial rules is an exciting one. The excitement is evident in the voice of the British-born New Yorker who has been creating jingles and sounds for advertisers for "a large amount of years."

For many years Mr. Siday had been a partner of Ginger Johnson (now dead), the man who created

one of the major early singing jingles, "Pepsi-Cola hits the spot." The team created station ID jingles as well as commercials.

Today, however, Mr. Siday feels "the overall sounds of promotional packages on the air, with a few exceptions, are very much alike." This sameness, he adds, is no real help to a station trying to establish itself apart from the crowd.

He feels the electronically created musical sounds have far greater flexibility than they've been permitted in advertising. With commercials, he says, you can't "enjoy the function of being a composer, of being able to imagine and dream." Sounds created for radio stations allow these luxuries, he adds.

He feels the tightness of TV scheduling is a deterrent to putting similar packages on television. But "because radio is flexible and because there is a wide spread of approaches" in the medium, it is suited to creativity, imagination and listener-created pictures.

Pinkham has discussed network TV programming before the San Francisco advertising organization. An added highlight of the luncheon meeting was the naming of the advertising man and woman of the year in San Francisco. Chosen as this year's winners were Howard Willoughby, advertising consultant, and Joyce Bickel, sales promotion manager of Koret of California Inc., manufacturers of women's sportswear.

NAB agenda set for Portland, Houston

Sixteen speakers were announced last week as participants in the first two National Association of Broadcasters radio program clinics in Portland, Ore., and Houston. The six two-day clinics start in Portland, May 9-10, and Houston, May 12-13.

The speakers and topics for Portland are: "Modern Music: Here to Stay?," John Barrett, KRLA Pasadena, Calif.; "What's so Great about Country Music," Dale Peterson, KGBS Los Angeles and R. E. Thomlinson, KATR Eugene, Ore.; "Large Market News: Still the Number One Product." Frank Stewart,

art, KTRH Houston: "Big Points with Better Small-Market News," George Volger, KWPC Muscatine, Iowa; "The Game's Name: News and Public Service," Vern Mueller, KPOJ Portland; "Has FM Arrived?," Everett Cobb, KNEV-FM Reno: "The Sports Bonanza," Alan M. Newman, KSFO San Francisco; "What is Beautiful Music (and how do you program it)?," Gil Bond and Wally Nelskog, KIXI Seattle.

The speakers for Houston are: modern music, Lee Allan Smith, WKY Oklahoma City; country music, Dan McKinnon, KSON San Diego; small-market news, Julian Haas, KAGH Crossett, Ark., and Mr. Volger; news and public service, Dominic Quinn, WEEI Boston; FM, Bob Bruton, WFAA-FM Dallas; sports, Bob Cheyne, University of Arkansas sports publicity director; beautiful music, Messrs. Bond and Nelskog. The large-market news session will be incorporated in Mr. Quinn's presentation.

In addition to these two cities, clinics are also scheduled for St. Louis, May 23-24; Minneapolis, May 26-27; Tarrytown, N.Y., June 6-7, and Fort Lauderdale, Fla., June 9-10.

Mr. Stewart will also speak in St. Louis and Minneapolis; Mr. Cheyne in St. Louis, Minneapolis and Fort Lauderdale; Mr. Volger in St. Louis; Messrs. Barrett and Quinn in Tarrytown; Mr. Nelskog in St. Louis and Minneapolis.

Nielsen to object to 19 Sparger queries

A request for the complete list of all TV homes used by A. C. Nielsen Co., Chicago, in its national sample will be opposed by the rating firm, its lawyer told a federal judge in Oklahoma City last week.

W. R. Wallace Jr., attorney for the Nielsen firm, said he would file objections to that, and 18 other questions submitted in an interrogatory last Wednesday. The 19 questions were posed by J. Howard Edmondson, Oklahoma City, attorney for Rex Sparger. Mr. Sparger, former House Commerce Committee investigator in that committee's ratings probe several years ago, has been sued for \$1.5 million by the ratings firm, which charged that he rigged the *Carol Channing Show* by sending out about 50 questionnaires to Nielsen sample homes (BROADCASTING, March 28 et seq.).

During the four-hour deposition hearing last week, Mr. Sparger acknowledged that he had "purposely" rigged that show and the *Bob Hope Show*, *Bewitched* and the *Orange Bowl* to expose, he said, the "inaccuracies" of

the ratings system.

He said at the hearing that he did so "because of a need for greater action than has occurred regarding the use of ratings." He said he intended to use his findings to write a book: "How to Rig Ratings for a Profit."

He testified that he obtained the names of the Nielsen homes from two sources: a trash bin in Chicago which yielded 70 names, and an anonymous Chicago source who mailed him 160 names.

Television programs that are controlled by an "outside influence," he said, "should not exist as a matter of public policy." He denied that his actions were related to anyone else.

The attempt to rig the Channing show was foiled, Nielsen said, when it was discovered. Respondents who had received the Sparger questionnaire were deleted from the sample for that show, the company said. It also said that the attempt to rig the Hope show was not successful, since a comparison between the ratings in 1964 and in 1965 showed no significant differences.

'Kildare' goes into syndication

The release of the one-hour *Dr. Kildare* series to syndication was announced last week by MGM-TV. *Kildare* is completing its fifth and final

year on NBC-TV this season. MGM-TV is offering 132 episodes of the black-and-white series for fall starts, according to Ed Montanus, director of syndication for the company. The first sale has been made to WPIX(TV) New York, he said.

SDX chooses six for broadcast awards

Winners of the 34th annual Sigma Delta Chi awards for distinguished service in journalism in 1965, including six radio-TV categories, were announced in Chicago last week.

The winners will be honored at the professional society's awards dinner in Des Moines May 7 as part of the six-state Midwest SDX conference there. The broadcast awards:

Radio reporting, WNEW New York; radio public service, WCCO Minneapolis-St. Paul; radio editorializing, KDKA Pittsburgh; TV reporting, Morley Safer, CBS News; TV public service, WABC-TV New York, and TV editorializing, WTOP-TV Washington.

Vietnam war coverage brought awards to CBS News' Mr. Safer for "courage, calmness and perception in reports from battle scenes" while WTOP-TV won its editorial excellence for "bringing into focus for its viewers the situation which this country confronts in the war."

WNEW, which also won in 1964, "exhibited the highest degree of perception, integrity and professional news judgment" in covering the northeast power failure last fall, according to the SDX judges. WCCO won its award for complete news coverage and being "a prime source of information needed by the public for its protection from disaster" when tornadoes struck the area.

KDKA was cited for persistence and "judicious use of information extracted from reticent sources" in a sustained campaign about highway right-of-way condemnation procedures. WABC-TV was honored for its "sensitive and sympathetic insight" in handling the subject of mental retardation.

Katz gives results of music study

The Katz Agency, New York station representation firm, last week reported that its second Katz-Magid music reaction test, recently conducted in Hartford, Conn., has proven the validity of the research technique.

The Hartford study appeared to bear out findings of an earlier one conducted in Milwaukee. It found that people in both cities like the same kinds of music and that preferences for music types

are primarily correlated with age and education.

Daniel Denenholz, vice president for research and promotion, said local radio stations can now employ this research technique to determine the most suitable music programming for their own audiences.

The technique lets respondents rate their reactions to music by its sound, scoring each tune on a 1-to-10 scale, rather than by words or classifications such as "classical," "jazz" or "rock 'n' roll," which have different meanings for different people.

L.A. judge ponders Williams's contract case

The question in Los Angeles last week was will a jury get to decide whether singer Andy Williams breached a 1962 television agreement. Charged with determining the answer is Los Angeles Superior Court Judge Clark E. Stephens. He's holding a trial to specifically find out if the agreement was a contract or a joint venture. If evidence shows it was a contract, the case will go to a jury.

Mr. Williams and his Barnaby Productions Inc. are the defendants in the case involving a suit brought by Tandem Enterprises Inc. and TV producers Alan (Bud) Yorkin and Norman Lear. The producers say that a production contract with Mr. Williams signed in 1962 was broken without cause. They want \$750,000 damages and a percentage of Mr. Williams's TV-show profits.

In a cross complaint, however, Mr. Williams and his production company charge that the plaintiffs did not properly perform their duties under the agreement. He's asking for \$250,000 damages.

Film sales . . .

Big Night Out (Seven Arts TV): WDSU-TV New Orleans; WTEN(TV) Vail Mills, and WBNF-TV Binghamton, both New York.

Volume 11 (Seven Arts TV): WAIL-TV Atlanta; WITI-TV Milwaukee; KBTU(TV) Denver; WGHP-TV High Point, N. C.; WJW-TV Cleveland; WCCO-TV Minneapolis-St. Paul; KOIN-TV Portland, Ore.; WOW-TV Omaha; KGBB-TV Honolulu; WNEM-TV Bay City-Saginaw, Mich., and KORK-TV Las Vegas.

Of Lands and Seas (Olas Corp.): WDHO-TV Toledo, Ohio.

Hayride (Olas Corp.): WSIX-TV Nashville; WIRL-TV Peoria, Ill.; WLUK-TV Green Bay, Wis.; WLKY-TV Louisville, Ky.; WZZM-TV Grand Rapids, Mich.; WTAE(TV) Pittsburgh; KTAL-TV

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So is
the big
money.

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Texarkana, Tex.-Shreveport, La.: WSOC-TV Charlotte, N. C.; KBTU(TV) Denver; KTUL-TV Tulsa, Okla.; WLVA-TV Lynchburg, Va.; WSPA-TV Spartanburg, S. C., and WMAL-TV Washington.

Tarzan Features (Banner Films): WBBM-TV Chicago; KNXT(TV) Los Angeles; WCBS-TV New York; WCAU-TV Philadelphia and KMOX-TV St. Louis.

Bold Journey (Banner Films): KTBC-TV Austin, Tex.

Exercise with Gloria (Triangle): WSJS-TV Winston-Salem-Greensboro, N. C., and WIMA-TV Lima, Ohio.

Radio series sales . . .

Viewpoint (Casper Citron): KEEL Shreveport, La.; WEAU-FM Evanston, Ill. and WBCN Boston.

Hollywood Hotline (Dick Clark Productions): WSAI Cincinnati.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WIBC Indianapolis and KUPI Idaho Falls, Idaho.

The Joe Pyne Show (Hartwest Productions Inc.): WAXX Chippewa Falls, Wis.; WKYR Cumberland, Md.; WMT Cedar Rapids, Iowa; KJAY Sacramento, Calif., and WEGO Concord, N. C.

Here's Heloise (King Features Syndicate): WMEL Pensacola, Fla.; WSBT South Bend, Ind.; WKJR Muskegon Heights, Mich.; WNPV Lansdale and WEJL Scranton, both Pennsylvania; WCLG Morgantown, W. Va.; KRLC Lewistown, Idaho; WILE Cambridge and WHIO Dayton, both Ohio.

The Shadow (Charles Michelson): KJNO Juneau, Alaska; WLNH Laconia, N. H., and WMEG Melbourne, Fla.

July 4, 1776 (Woroner Productions Inc.): WCVS Springfield, Ill.; WHUT Anderson, Ind.; WSBK Boca Raton, Fla.; KRSN Los Alamos, N. M.; and WCVS Springfield, Ill.

Close-Up (Woroner Productions Inc.): WGLC Mendota, Ill.; KBGO Waco, Tex.; WBOW Glenview, Ill.; WSBK Boca Raton, Fla. and WCVS Springfield, Ill.

The Green Hornet (Charles Michelson Inc.): WMEG Melbourne, Fla. and WCHS Charleston, W. Va.

Earl Nightingale Program (Nightingale-Conant): WTCB Flomaton, Ala.; KRED Eureka, Calif.; WELO Tupelo and WABO Waynesboro, both Mississippi; WOPI Bristol, Tenn.; KLUE Longview, Tex.; WSIG Mt. Jackson, Va., and KATI Casper, Wyo.

Point of Law (Signal Productions): KIJV Huron, S. D.; KNOP North Platte, Neb.; KRTN Raton, N. M.; KCRS Midland, Tex.; WTTM Trenton, N. J., and

WMEL Pensacola, Fla.

Doctor's House Call (Signal Productions): KLZ Denver and KFAB Omaha.

Triangle Audio Program Service (Triangle): WBIR Knoxville, Tenn.; WMAZ Macon, Ga.; WHSB(FM) Alpena, Mich., and WFBC Greenville, S. C.

Program notes . . .

Total color ■ With the premieres Sept. 10 of three half-hour color cartoon series, *Super Boeing*, *Cool McCool* and *Space Kidettes*, NBC-TV's Saturday morning cartoon lineup, running from 9 a.m. to 12:30 p.m., will be entirely in color.

Life without sight ■ The American Foundation for the Blind Inc., New York, has available as a public service to radio stations a series of 12 programs, each 13½ minutes in length, about 16 people who lost their sight. Jo Anne Murphy is interviewer in the series, called *The Turning Point*.

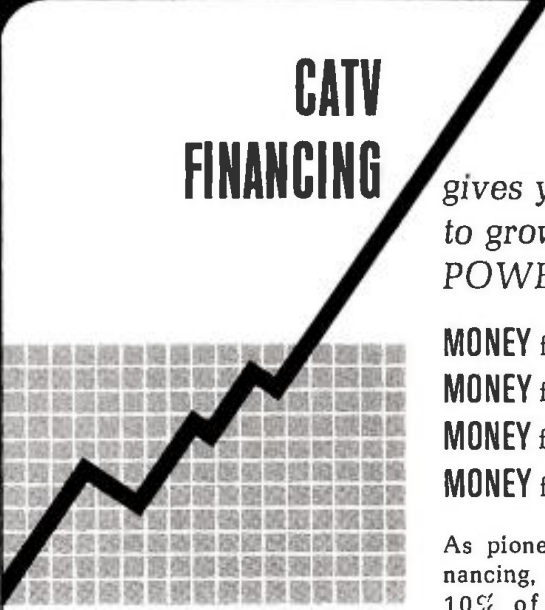
Attention tourists ■ *Capital Cadence*, a series of 13 15-minute radio programs on tourist attractions in the Washington area has been produced by the U.S. Army, Military District of Washington, in cooperation with the

National Park Service. Radio stations can obtain the tapes from the Public Information Office, U. S. Army, Military District of Washington, Washington 20315.

Two named ■ Donald J. Trageser, WEEI, and Joseph Levine, WHDH-TV, both Boston, have been named to a 10-man state commission to study the problem of pretrial reporting by media. Commission, appointed by Massachusetts Governor John Volpe, also includes Richard C. Steele, *Worcester Telegram and Gazette*, which is licensee of WTAG Worcester.

Giant step ■ With the 1966 baseball season just underway, KTVU(TV) San Francisco is already looking to next year. Last week the station completed negotiations for exclusive rights for San Francisco Giants 1967 baseball telecasts. KTVU, which has been the Giants station since 1961, will have the same coverage next year, along the lines of the schedule set up for the current season. The station expanded its previous 11-game schedule to 19 games this year.

Sports pinnacles ■ ABC's *Wide World of Sports* will relive its most exciting moments in a fifth anniversary program Saturday, April 23, 5-6:30 p.m. EST. Highlights include Jim Beatty's running



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the world's first indoor four-minute mile, Valery Brumel setting the world's high jump record, and Peter Lesser, of Germany, ski jumping a record 479 feet.

Producing TV ads ■ Some do's and don'ts in production of TV commercials, both color and black-and-white, are presented in a new booklet prepared and being offered at no charge by the Television Bureau of Advertising. Among its suggestions: "Do concentrate on the picture side first and add the audio copy later"; "don't develop the words first—this is radio and print technique"; "do keep color as a communications tool to say something rather than just showing color as it exists"; "don't let color be the master of your message—keep it under control." The booklet is entitled "What You Should Know About Producing Television Commercials."

Shannon Productions formed ■ Maury Benkoil, formerly producer for Hart-west Productions, and James S. Ellison, most recently sports director and before that news and special events director of WVCG Miami, have announced the formation of Shannon Productions Inc., New York. The company will be involved in the creation, production, sales and syndication of radio-TV film programs. Mr. Benkoil is president and Mr. Ellison is executive vice president

of the organization. Shannon Productions is at 211 East 53d Street, Phone: (212) 688-2828.

Location special ■ *Honeymoon Mexican Style*, a one-hour color TV special on the adventures of a young couple honeymooning in Mexico, is currently in production for broadcast over ABC-TV. It was understood that the special may be a pilot for a possible series.

Seven Arts is working on seven TV pilots

Seven properties are in various stages of preparation and development by Seven Arts Television for network sale in the 1967-68 season, Thomas D. Tanenbaum, vice president in charge of programing, announced last week.

The series are *Nemo*, a science-fiction program to be produced at the Bavaria Film Studios in Germany; *Sunday in New York*, a co-production with MGM-TV of a half-hour comedy based on the Broadway show and motion picture of the same title; *Kincaid*, a western show created and developed by Vance Skarsted; *That Ledbetter Bunch*, a half-hour comedy series starring a new singing group, The Back Porch Majority, formed by Randy Sparks, and an untitled action-adventure series, created by author John D. MacDonald and to be filmed in Hawaii.

In addition, Seven Arts Television is preparing two specials for network sale. They are *The Karman-Israeli Folk Dancers*, a one-hour color program in production in Europe and Israel, and *The Multi-Talented Bobby Darin*, that will star the performer, song writer and conductor.

NBC replies to FCC cancellation query

NBC told the FCC last week its decision to cancel the two TV series that it dropped this season was determined "to a considerable extent" by ratings.

But the network said that it did not understand to what effective use the commission could put the information it was requesting in view of the commission's disclaimer that it has any intention of approving or disapproving any particular program or NBC's handling of it.

These comments were contained in a letter to the commission filed in answer to an inquiry into what factors go into television network's decision to cancel a program. In a letter sent to the three networks the commission said it wanted the information "to study whether the practices involved may affect the public interest" (BROADCASTING, March 14). NBC's reply was the first.

NBC said that "continued probing by the commission into detailed reasons for particular program judgments and decisions tends to suggest an effort indirectly to influence such program judgments." NBC said it hoped the commission agrees that such an effort would raise the gravest questions of sound public policy as well as serious issues of constitutional and statutory authority.

The network said that the only two evening programs that it had cancelled to date in the 1965-1966 season are *Convoy* and *Mona McCluskey*. NBC said that these programs were among the 10 least-viewed network entertainment series

on the air, according to the Nielsen ratings. Similar indications were provided by the other rating services, according to NBC.

However, some programs which do not attain high ratings are kept in the schedule because they add elements of diversity or special interest, NBC stated. The cancelled programs, though, were not special interest programs but entertainment programs of the broadest appeal and in this respect they failed, NBC stated.

The network said that its decision in the case of *Convoy* and *Mona McCluskey* also had been influenced "to some extent" by station clearance problems. The network said that as it became clear that the programs were relatively unsuccessful in attracting audiences, there were indications that station clearances would progressively decline.

The decision to cancel was also affected by economic factors, NBC said. Both series were loss operations for NBC according to the network.

Concerning consultation with network affiliates, NBC said that it received a continuing flow of views and reactions from its affiliates about the network programs carried. The views of the affiliates are based on their own reactions and the reactions of viewers within their communities, the network stated.

NBC said the decision to cancel *Convoy* had been submitted to the Board of Delegates, which represents the affiliates, and that the board had approved the decision to cancel the program.

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see page 35

Domestic satellite around the corner

Answers needed to questions of ownership, operation and the services it is to carry

A domestic satellite-communications system interconnecting all TV and radio affiliated stations with their networks is on the horizon. It promises a yearly savings of from \$20 million to \$35 million of the \$55 million the networks spend on AT&T long lines coaxial and microwave connections.

Such a system could be put into operation in from three to three-and-one-half years after the word "go," it was said last week at a meeting of 125 representatives from TV and radio networks, common carriers, manufacturing entities and federal agencies. The meeting was held in Washington under the sponsorship of the Communications Satellite Corp. (BROADCASTING, Feb. 7 et seq.).

But before the starting gun can be fired, the networks, the common carriers and the federal government are going to have to make a policy decision: (1) Who's going to own and operate the system and (2) shall it be solely for broadcast service or should it be an all-inclusive communications system.

serving broadcasting, telephone, telegraph and data communications?

These two questions underlay the discussion last week which presented two views on how a domestic-satellite service could be inaugurated. One was presented by Comsat; the other by NBC. Both are practicable, it was conceded by all in attendance.

Carefully omitted from the agenda, and just as carefully avoided by the participants were the twin questions of ownership and use. And just as assiduously both Comsat and NBC labeled their studies just that; not proposals.

Comsat already has staked its claim as the sole owner and operator of the system. This came last fall, shortly after ABC announced a plan for its own satellite system to interconnect its affiliates. Under the 1962 Communications Satellite Act, Comsat said it alone has the right to own and operate any satellite communications system. ABC's application was returned by the FCC last month, when the commission asked for comments on whether or not a

private organization should be permitted to own and operate its own space relay (BROADCASTING, March 7).

And, late in the same month, AT&T's Lowell F. Wingert, suggested to Comsat Chairman James McCormack that the earth stations of a domestic communications satellite system be owned by the common carriers "because of the high degree of coordination required between terrestrial and satellite facilities." Acknowledging there may be a question about Comsat's authority to introduce a domestic system, the AT&T vice president said that assuming this question is resolved, Comsat should launch and own a domestic communications satellite.

The position of the common carriers in a domestic satellite communication system is scheduled to be discussed this week. Today (April 18), Comsat meets with Western Union officials, and tomorrow (April 19) the corporation meets with AT&T.

Two Plans ■ The participants at last week's meeting heard Dr. Joseph V. Charyk, president of Comsat, present his version of what the domestic space system should be like. It also heard Allen R. Cooper, NBC director of corporate planning, present the network's plan. Both call for synchronous satellites, 22,300 miles above the earth, feeding signals received from the networks to earth stations, although Comsat and NBC envisage different types of ground stations. It was obvious also that Comsat's system was predicated on multi-use service; NBC's principally for TV and radio.

For a \$100 million investment, Dr. Charyk said, Comsat feels it can put a system into operation that would cost users between \$25 million and \$35 million a year.

The system would consist of two satellites in orbit, plus two others as stand-by's, feeding 20 TV channels to 225 earth stations. Affiliated TV and radio stations would, in turn, be linked to the earth stations via microwave or coaxial cable. The two extra satellites could be used, also, Dr. Charyk noted, for other services and even for international TV and radio programs.

The earth stations, which Comsat would own, Dr. Charyk explained, would have to be sited carefully to prevent interference with microwave relays using the same frequencies on earth.

Each of the TV networks, he said, would have the opportunity to use five TV channels—one for each time zone plus one for regional or split networks. The additional five channels would be available for a fourth network or for

Sony may bring chromatron tube to U.S.

A "superior" color-TV tube, which is claimed to be so bright it can be viewed on a sunny beach, may soon enter the U. S. market in a small portable TV unit from Sony Corp., Tokyo.

Sony officials announced development of the "chromatron" tube which uses wire grid color system, as opposed to RCA's "shadow mask" tube. In comparison, they reported the chromatron with complicated electrical make-up produces color images at a "much greater brightness." Its intensity is estimated at 10 times that of U. S. tubes, according to Sony.

The chromatron was first developed as an engineering concept and called the Lawrence chromatron

color TV tube. In 1962, Paramount Pictures Corp., holder of its patent rights, waived an exclusive royalty license for the Japanese market to Sony Corp. (BROADCASTING, June 11, 1962). At that time the tube was in a pilot-testing stage. Sony developed it for two years, then secured a nonexclusive license from Paramount for the rest of the world. It was Sony's intention to sell the tube as either a single-gun or multi-gun unit (BROADCASTING, March 2, 1964).

Paramount originally said it would present U. S. manufacturers with this product when it was perfected. A recent proxy fight (see page 65) was cited as preventing further comments on the issue.

use by other, nonbroadcast services, he observed. Comsat's plan is based on a five-year life for each satellite.

Broadcast First ■ The NBC satellite plan, formulated by RCA's Astro-Electronics Division, is primarily for broadcasting. It would consist of six satellites for four TV-radio networks. Each of the prospective four networks would be provided with three TV channels plus ancillary communications channels. Each satellite would have a life of 10 years and the system would have a reliability of 99.93%.

The initial investment for the system would be \$103.4 million. Annual costs would be \$19.4 million, with costs including 15-year amortization schedules plus interest charges, etc.

Ground stations, to be owned by the affiliates, would be built at or near these stations. The cost would run about \$55,000 for a pair of 17-foot diameter antennas for TV stations, to \$11,000 for a 9-foot dish for radio.

Each network would construct and own transmitting centers; NBC said it would have three—in New York, Los Angeles and Washington.

The NBC plan also suggests portable ground space stations for special news events, each costing about \$550,000.

NBC's presentation also included a suggested space system serving a single network. Such a system would consist of three satellites; initial investment would be \$60.5 million, annual cost \$10.63 million.

ABC's proposal for a one-network TV system, including five video channels (four for itself and one for educational TV) called for an initial cost of \$21.5 million. Cost would be about \$6 million a year, ABC said. Receiving dishes at affiliated stations would cost \$40,000 each, the network estimated.

The consensus of the meeting was perhaps best summed up by Mr. McCormack, who expressed his belief that the prospective domestic satellite system is entirely feasible and "a natural" for Comsat.

Among those present from the net-

works and other broadcast entities:

ABC—Frank Marx, George Milne; CBS—John A. Schneider, John T. Reynolds, William B. Lodge, Theodore C. Koop, Davidson Vorhes, David Klinger, James Parker, Kenneth Frankl, Robert Wood, Charles Cadley.

NBC—David C. Adams, Hugh M. Beville Jr., Allen R. Cooper, Peter B. Kenney; Sports Network Inc.—Richard E. Bailey, William Hyland, Roylance H. Sharp, Charles A. Voso, Joseph W. Blythe; Theater Network Television—Nathan L. Halpern, Mark Foster, Robert F. White; National Educational Television—John F. White, Gerard Appy, Howard W. Town.

Canadian Broadcasting Corp.—J. P. Gilmore; AP Communications—Daviel DeLuce, David Bowen; National Association of Broadcasters—John F. Dille Jr., Vincent T. Wasilewski, Douglas Anello, George Bartlett, James Hulbert; National Association of Educational Broadcasters — Dr. Frederick Breitenfeld.

Lighting feud brings new hill procedures

The flap between the lighting crews of CBS-TV and NBC-TV over the amount of light to be used in televising a hearing of the Senate Commerce Committee has brought results (BROADCASTING, April 11).

A meeting of the three Washington network news bureau chiefs was called to establish some type of action that could be taken to insure that adequate lighting would be provided for all crews and so that differences of opinion on the amount of lighting would not fall on the particular committee being televised for resolution.

Now the networks feel a suitable arrangement has been worked out. The pool producer for the month will be in charge of lighting and he will make sure that adequate light is provided for either color or black and white as well

as for the newsfilm photographers.

In case a point of disagreement arises, the question will be taken to the bureau chief of the network that is in charge of the pool for that particular month. His decision in the matter will be final.

The bureau chiefs stated that the incident was "unprecedented" and that they have taken steps to spread the word to all their news staffs that similar disruptions will not occur again.

In a letter to all the members of the Senate Commerce Committee, William B. Monroe Jr., director of NBC News, Washington, apologized for the disturbance. He called the action "inexcusable" and said that it was a "dis-service to the committee."

William J. Small, Washington bureau chief for CBS News, is responsible for the pool operation this month. He, according to informed sources, worked out the plan for the lighting arrangements, and specified the direct line of authority to pursue in the event that a similar problem should occur in the future.

Also participating in the pact are John Lynch, bureau chief for ABC News, Hearst Telenews and UPI Newsfilm.

Another look at KAKE's bid

In another clear-channel decision the FCC last week agreed to reconsider an application that it dismissed almost two years ago.

The commission said that it would reconsider the application of KAKE Wichita, Kan., to change its facilities from 1240 kc, 1 kw daytime, 250 w night to 1210 kc, 50 kw with separate directional antennas for day and night operation.

The commission designated the KAKE application for consolidated hearing with an application for change in facilities from the dominant class I-A station on 1210 kc. The station, WCAU Philadelphia, is seeking to change from 50 kw, to 50 kw using a directional antenna.

Also designated for consolidated hearing in this proceeding was the application of KWHK Hutchinson, Kan., to change from 1260 kc, 500 w-N, 1 kw local sunset, to 1210 kc, 50 kw, unlimited time operation, both with separate directional antennas for day and night.

Technical topics . . .

Cable growth ■ Viking Industries, Hoboken, N. J., is currently building a coaxial cable plant in Freehold, N. J. The one-story building is designed to handle the manufacture of various types of cable for community antenna TV and related communications indus-

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tries. Ted Baum, executive vice president of Viking, has announced that cable production will begin in September.

Memory pact - Memorex Corp., Santa Clara, Calif., leading producer of precision magnetic tape for broadcast and other applications, has affiliated with Disc Pack Corp., Hawthorne, Calif. The two companies will engage in a joint venture to develop a compatible precision memory disk device for use as a storage medium for International Business Machines (IBM).

Debut at NTC - Memorex Corp., Santa Clara, Calif., will introduce a new, high resolution, broad-band instrumentation tape for predetection recording systems at booths 420 and 430 at the

annual National Telemetry Conference in Boston, May 10-12. Government-qualified for types D and E oxide. Memorex type 62 heavy duty tape is intended primarily for predetection and short wave length recording.

3M hit with antitrust action by Justice Dept.

The Department of Justice has asked a federal court in Chicago to require Minnesota Mining & Manufacturing Co. to issue royalty free licenses on patents it holds for pressure sensitive tape, magnetic recording media and aluminum presensitized lithographic printing plates. The request was made in a civil antitrust suit filed by the government

that charges 3M with attempting to monopolize trade in these three areas.

The suit followed a \$190,000 fine last January, resulting from a criminal antitrust suit filed by the government involving the same products. The company pleaded no contest to five counts of the indictment.

In its civil suit the Justice Department asked that 3M patents held in these three fields up to the time of the criminal order be issued royalty free. After that 3M should be required to issue reasonable royalty licenses for patents it obtains.

Early last week, 3M was sued for \$18 million in a treble damage civil antitrust suit by Polychrome Corp., Yonkers, N. Y., maker of printing supplies and inks.

INTERNATIONAL

British firms combine for satellite terminals

Three British electronics companies with combined assets of \$1.54 billion have formed a partnership to sell communications satellite ground terminals on an international scale. The three companies: Associated Electrical Industries Ltd., Plessey Co. Ltd. and the General Electric Co. Ltd. (which has no connection with the American Gen-

eral Electric Co.).

The partnership, which is the first major competitive attempt in this area by Europeans, could be a direct challenge to established American companies such as International Telephone & Telegraph, Bendix, Philco and Collins Radio.

The British companies, which will be equal partners in the venture, already have joint engineering teams working on designs for satellite communications ground terminals. The idea will be to sell these terminals, each costing as much as \$4 million, to those countries that want to pick up and relay television, radio, telephone and telegraph signals from communications satellites such as Early Bird. The British companies believe that there is a market for 70 to 80 terminals in the next 10 years.

Commons opening on TV

Live TV coverage of Queen Elizabeth at the opening session of House of Commons will be allowed for the first time on April 21. The British Broadcasting Corp. will use two cameras for the ceremonial opening. The Queen's speech in opening House of Lords will be televised, as it has in past. The ban on live coverage of regular proceedings in Commons remains in effect.

German firms merge

A new German production company, Windrose-Dumont-Time Film & Television Productions, has been formed as a result of the merger of Dumont-Time, Cologne, and Windrose Productions, Hamburg, it was announced last week. The new company will produce TV and industrial films for German

commercial TV and corporate clients.

Time-Life Broadcast owns Dumont-Time with Dumont Schauberg, a German publisher. Windrose Productions is owned by Peter von Zahn, German TV and film producer.



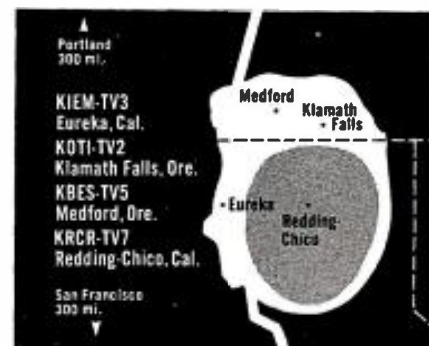
On exchange mission

J. Leonard Reinsch, president of the Cox Broadcasting Corp., is in Japan until April 24 in connection with the international exchange of cultural and educational television programs. Before returning to the U.S., Mr. Reinsch will also visit Seoul, Taipei, Manila, and Hong Kong at the request of Leonard Marks, U.S. Information Agency director. Talking with Mr. Reinsch (l) is Edwin O. Reischauer, U. S. ambassador to Japan.

More selling opportunities for you on the West Coast

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KLAMATH FALLS—Ch. 2



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

The profile of Metromedia

Kluge, Wolper, Geismar
top salaried executives,
according to proxy statement

The annual stockholders meeting of Metromedia Inc., group TV-radio firm with diversified interests in allied fields, takes place May 10 in New York.

The meeting will elect 12 directors, all now serving, and vote on a qualified stock option plan adopted by the board of directors last month.

Last week Metromedia received FCC approval of its \$2.5 million purchase of KEWB Oakland-San Francisco from Crowell-Collier Broadcasting Corp. (see page 48). This brings its radio holdings to the limit of seven permitted under FCC multiple ownership rules. It also holds an option to purchase for \$1 million the construction permit for now-dark KSNB-TV San Francisco (channel 32), which would bring to five the number of TV stations owned by Metromedia; the others are VHF stations.

The proxy statement sent to stockholders last week shows that John W. Kluge, chairman and president of Metromedia, received \$125,000 in salary during fiscal 1965, with the company contributing \$12,624 for profit sharing. Others listed: Robert A. Dreyer, vice president, secretary and general counsel, \$55,000 plus \$5,272; Richard L. Geismar, vice president and treasurer, \$60,000 and \$5,798; Benedict Gimbel Jr., vice president, \$35,000 and \$2,831; David L. Wolper, president of Wolper Productions Inc. (owned by Metromedia), \$76,200 plus \$7,499.

Mr. Kluge's employment contract with the company, running to 1972, calls for basic annual compensation of \$125,000. It also permits him to become a consultant to the company anytime after Jan. 1, 1968, at an annual remuneration of \$50,000.

The company has similar employment contracts with Mr. Gimbel, \$35,000 annually; Mark Evans, vice president and director of public affairs, \$50,000 annually; and Mr. Wolper, \$75,000 annually through 1965, going to \$100,000 yearly this year and until 1969 when his employment contract expires. Metromedia has an option to renew Mr. Wolper's contract for an additional five years at the present an-

nual compensation.

The meeting notice also indicates that that Mr. Kluge holds 193,325 shares of common stock (of 2,105,888 outstanding at the end of the fiscal year) and \$179,000 of the company's convertible, subordinated debentures due in 1975.

Mr. Kluge holds options to purchase 25,000 shares of company common stock at \$18 a share; the option expires Nov. 13, 1972. He also exercised options on 40,000 shares of common, half at \$19.80 and the other half at \$20 per share.

Also holding options during the year were Mr. Dreyer, 7,000 shares at \$18, with 4,000 running to 1969 and 3,000 to 1972; Mr. Giesmar, 7,000 with 2,000 at \$18 and 5,000 at \$39.50, running to 1972 and 1970 respectively.

Mr. Dreyer previously exercised options on 2,000 shares at \$7.25 and Mr. Giesmar, on 5,000 shares, at prices ranging from \$7.25 to \$18.

At the close of trading on the New York Stock Exchange on April 11, the day the meeting notices were mailed out, Metromedia's stock stood at 55½, up ¼ for the day.

Metromedia owns 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. It also owns Foster & Kleiser (outdoor advertising). Matro Transit Advertising in Los Angeles and San Francisco, Wolper Productions, Ice Capades, *Diplomat* Magazine, Washington, and Dickie Ray-

mond Co. (direct mail firm).

Metromedia reported gross revenues of \$102.9 million in gross revenues in 1965, with net income of \$6.3 million (\$3.02 per share), compared to the previous year's gross of \$95 million and net income of \$5.1 million (\$2.56 per share). (BROADCASTING, Feb. 21).

Sales and income hit record high at Plough

Plough Inc., Memphis, reported that sales and earnings for the three months ended March 31 were the highest for any first quarter in its history. Net sales were up 8% while net income rose 21% compared to the same period a year earlier.

A Plough official stated that the firm's dollar volume of backlog was up 20% over the same period last year and said it appeared 1966 would be a record year in both sales and earnings.

Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

For the three months ended March 31:

	1966	1965
Earned per share	\$0.54	\$0.45
Net sales	16,000,000	14,750,000
Income before taxes	2,700,000	2,250,000
Net income	1,500,000	1,240,000
Shares outstanding	2,785,402	2,752,491

Perris on deck for

Scripps-Howard board

The annual stockholders meeting of Scripps-Howard Broadcasting Co. will take place May 5 in Cincinnati.

Nominated for the first time to be one of the seven directors is Donald L. Perris, general manager of Scripps-Howard's WJWS(TV) Cleveland. He is replacing James C. Hanrahan, broadcasting pioneer, who has retired.

A proxy statement mailed last week indicates that Jack R. Howard, president of the broadcasting company and of the E. W. Scripps Co., holds 121,500 shares of Scripps-Howard Broadcasting. Other directors' holdings: M. C. Waters, executive vice president, 60,350; R. B. Westergaard, vice president, 61,250; Henry W. Slavick, vice president, 1,100; Mr. Perris, 9,000. The other two directors, Samuel H. Cropper, Chemical Bank New York Trust Co., and Joseph R. Fawcett, attorney, hold 500 and 200 shares respectively.

The E. W. Scripps Co. (newspaper publishing company) owns 66.89% of

A conflict for Goldenson?

The subject of ABC's planned merger with International Telephone & Telegraph Corp. was raised last week at the annual meeting of a third company—Western Union Telegraph.

ABC Chairman and President Leonard Goldenson, who is proposed as an ITT director in proxy statements describing top-level integration of the two companies, is also a director of Western Union.

At the Western Union meeting last week it was reported that Mr. Goldenson's new association with ITT was being scrutinized by both companies as possibly representing a conflict of interests.

An ABC spokesman said company counsel is reviewing the matter.

Scripps-Howard Broadcasting.

The meeting notice shows that Mr. Watters received \$50,514 in aggregate remuneration in 1965; James C. Hanrahan, \$46,800 and \$1,152 in annual retirement benefits; Mr. Perris, \$37,596 and \$1,152 in retirement benefits.

Scripps-Howard Broadcasting reported net operating revenues of \$17.4 million in 1965, with net income \$4.5 million (\$1.73 a share) (BROADCASTING, Feb. 14). The company owns TV stations in Cleveland, Cincinnati, Memphis, Palm Beach, plus AM stations in Memphis and Knoxville. It also owns 49% of Telarama Inc., a group community antenna TV owner.

Paramount TV income up, but net drops

Paramount Pictures Corp.'s income from television jumped by more than \$7.5 million in 1965 over 1964 while revenue from theatrical film rentals declined by almost \$8 million. it was revealed last week.

These were some of the financial highlights of Paramount's annual report to stockholders. It noted that payments to Paramount for its pre-1948 library of feature films (distributed by MCA-TV) have totaled \$38,643,000 as of Jan. 1, 1966. and said its agreement provides for payments up to a maximum of \$48,857,000.

Paramount's net income dipped slightly in 1965 from 1964 earnings. No comment was made on the decline because the company is involved in a proxy fight for control of the organization. The opposition is headed by dissident directors Herbert J. Siegel and Ernest H. Martin, who are a minority of two against a majority of nine on Paramount's board of directors. A full slate of 11 directors will be elected at the company's annual meeting in New York on June 7.

For the year ended Jan. 1, 1966 and Jan. 2, 1965:

	1965	1966
Earnings per share	\$3.90	\$4.22
Gross income	6,243,000	6,599,000
Net income*	127,150,000	130,921,000
Theatrical film rentals	65,209,000	73,384,000
Television film rentals	30,855,000	23,326,000

*Includes revenues from operations of theaters, records and music and other properties in addition to theatrical and TV film rentals.

Wometco sets 1st-quarter record

All-time highs in first quarter earnings and revenues were reported last week by Wometco Enterprises Inc., Miami. Net income was up 11.1% and gross income rose 28.7% over the pre-

vious year. Cash flow generated from earnings was up 20% to \$1,602,112 compared with \$1,340,178 in the similar 1965 period.

Wometco President Mitchell Wolfson predicted that in 1966 "income should be at least 15% better than it was last year," saying that he was "hopeful that the final results may be even higher." He also reported on company plans to construct a new 18,000 square-foot laboratory for Reela Films Inc. in Miami.

In addition to radio and television broadcasting, Wometco has interests in Coca-Cola and other soft drink bottling, automatic food and refreshment vending and industrial food service companies, a chain of motion-picture theaters, film production and processing companies, and the Miami Seaquarium.

Following the firm's recent annual meeting, Wometco's board of directors declared a regular quarterly dividend of 14 cents on class A stock and 5 cents on class B stock payable June 15 to stock of record June 1.

	1966	1965
Earnings per share	\$0.43	\$0.39
Gross income	10,273,637	7,983,472
Net income before income taxes	1,660,212	1,525,561
Net income	950,212	855,561

SEC suspends trading of Wrather stock

The Securities and Exchange Commission announced last week it had suspended trading in the securities of A. C. Gilbert Co. of New Haven, Conn., and Wrather Corp. of Beverly Hills, Calif., for a 10-day period (April 11-20). The suspension applies to the common stock of Gilbert listed on the American Exchange and to the capital stock of Wrather, traded over the counter.

The SEC said that "Gilbert has substantial financial problems that it is try-

ing to work out. Until these problems are resolved, investors cannot make an informed evaluation of the stock of Gilbert or of the stock of Wrather." Wrather owns about 50% of Gilbert's stock.

Wrather Corp. produces the *Lassie* television series and releases TV films such as the *Lone Ranger* and *Sergeant Preston of the Yukon* programs. Wrather Corp. also owns Muzak.

Sales and profits climb for General Tire

The General Tire & Rubber Co., Akron, Ohio, parent company of RKO General Inc., has reported that sales were up 7% and net earnings climbed 33.2% in the first quarter of 1966 compared with the same period last year.

All divisions showed gains in sales except the Aerojet-General division, according to T. F. O'Neil, board chairman, and M. G. O'Neil, president. They said the record earnings resulted particularly from "strong performances" by RKO General, and the tire, chemical-plastics and General Tire International divisions.

	1966	1965
Earnings per share	\$0.65	\$0.49
Net sales	225,128,727	210,278,281
Net earnings	11,277,000	8,466,000
Net income of RKO General and its consolidated subsidiaries	2,917,709	2,398,130

Financial notes . . .

■ The board of directors of ABC has declared a quarterly dividend of 40 cents a share payable to stockholders of record May 20 on June 15.

■ Rumors linking Ameco Inc., Phoenix, manufacturer of community antenna television systems and components for them, and Litton Industries Inc., Beverly Hills, major electronics manufacturer, were denied by officials of both companies last week. Ameco President

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Bruce Merrill said his company has "no plans for merging with or selling to any other company."

■ A 26-minute film providing the highlights of an annual meeting for shareholders has been produced for the Xerox Corp., Rochester, N. Y., for initial release to educational, financial, business and service organizations. It was produced by Magnum Films, New York, and is being distributed by Sterling Movies Inc., New York. TV release of the film, "Company for Lunch," is being considered by Xerox.

■ New York Times Co., New York, owner of WQXR-AM-FM New York, in an annual report said sales of broadcast time for the stations increased in 1965 to its highest level in WQXR history. The publisher of *The New York Times* and an owner in paper mills (also a book division, a news service and an international edition of the *Times*) reported net earnings at

more than \$3.9 million in 1965, up from \$2.6 million shown in 1964. Consolidated net income was \$5.1 million equal to \$11.26 a share last year compared to \$4.2 million or \$9.16 a share in 1964. Consolidated revenues drove upwards from \$136.6 million in 1964 to over \$140.5 million last year.

All Cowles divisions show gains in '65

Cowles Communications Inc., New York, reported "significant progress" in all areas of its operations for 1965, according to Gardner Cowles, board chairman. In the company's annual report Mr. Cowles stated that the firm's two largest properties, *Look* and *Family Circle* magazines, had the highest gross sales in their history.

The report noted increases in revenues in 1965 from Cowles' broadcast properties in Memphis and Des Moines, Iowa.

Combined revenues (after rebates, allowances and commissions) at KRNT-AM-TV Des Moines rose about 6%. Combined revenues for WREC-AM-TV Memphis were up approximately 3%. In November 1965 the company agreed to acquire WESH-TV Daytona Beach-Orlando, Fla., for 228,500 shares of the firm's common stock and \$1 million (BROADCASTING, Nov. 22, 1965). The acquisition is subject to FCC approval and a favorable tax ruling by the Internal Revenue Service.

Cowles also has a 70% interest in Universal Cable Vision Inc., Winter Haven, Fla., a community antenna television service scheduled to begin in the fall of this year.

Year ended Dec. 31:

	1965	1964
Net income per share	\$1.48	\$1.28
Revenues	137,264,000	133,301,000
Net income	4,378,000	3,811,000
Special item*	657,000	
Common shares outstanding	2,944,415	2,944,415

*Net amount of gains and losses on sales of subscription subsidiary and commercial printing facilities, after taxes of \$180,000

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Doherty

Michael K. Doherty, assistant VP for marketing with Bristol-Myers products division of Bristol-Myers Co., New York, appointed VP and group supervisor for La-Roche, McCaffrey and McCall, that city.

Thomas T. Ryan, head of account management division, management supervisor, and member of operations committee, Cunningham & Walsh, New York, elected senior VP. **James Alexander**, with Kenyon & Eckhardt, New York, joins C&W there as media super-

visor. **Frederick Topham**, associate research director at BBDO, New York, joins C&W, that city, as account executive. **Stephen Barnett**, sales service manager, WTTG(TV) Washington, appointed media buyer, C&W, New York.

James C. Murphy, formerly with Papert, Koenig, Lois, New York, on Quaker Oats account, named VP and account supervisor, Clyne Maxon, same city.

Robert I. Vardaman and **Jack W. Ragel** each named VP and associate media director at Foote, Cone & Belding, Chicago. **Cornelius DuBois**, director of research at FC&B, New York, appointed chairman of research committee, composed of research directors

of all FC&B domestic offices. **Erwin Fishman** succeeds Mr. DuBois. **James L. Dorman**, with Arthur Andersen & Co., Chicago, named to newly created position of controller at FC&B, that city.



Mr. MacMillan

Jay T. MacMillan, associate research director of Ted Bates & Co., New York, elected VP.

Russell S. Jones, formerly VP and senior management officer of McCann-Erickson, Los Angeles, joins The Bowes Co. there as VP and account supervisor.

Jerome Greenberg, director of promotion, WQXR New York, named assistant to director, CBS-TV advertising and sales promotion department, New York.

George Keramidas, supervisor of audience measurements, Ted Bates & Co., New York, appointed supervisor of audience measurements, ABC-TV. He succeeds **Charles Gersch**, who has been named supervisor of program analysis, ABC-TV.

Jerome S. Stolzoff, senior VP and member of board of management, McCann-Erickson Inc., New York, elected to board of directors. Mr. Stolzoff continues as senior management officer and becomes regional manager for Los Angeles area. **V. Thomas Sullivan**, formerly brand promotion manager for Chase Manhattan Bank, New

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DePierro resigns at GMB

Anthony C. DePierro, VP and director of media at Geyer, Morey, Ballard, New York, and member of the agency's board of directors and review board, last week announced his resignation. There was no official explanation for his departure. Mr. DePierro said he is leaving the agency on friendly terms and expects to remain in the advertising business. He first joined GMB in 1949 and stayed until 1952 as VP and director of media. He left to take same position at Lennen & Newell. In 1960 he rejoined GMB and was elected to its review board and board of directors. GMB had not named a successor to Mr. DePierro last week.

York, joins M-E, San Francisco, as member of account service group on Wells Fargo Bank.

Peter A. Nelson, account supervisor, Needham, Harper & Steers, Chicago, elected VP. **Anita Fisher**, formerly with Post-Keyes-Gardner, joins NH&S as copy supervisor. **Catherine Rategan**, previously with Sears, Roebuck & Co., joins NH&S as copywriter. **Robert Petterson**, earlier with BBDO, joins NH&S as art director.



Mr. Jelinek

Robert A. Jelinek, director of business affairs at CBS-TV New York, joins Young & Rubicam there as VP and assistant general counsel. **Jack Gavin** moves from Campbell-Mithun, Chicago, to Y&R there as account

executive.

Harry G. Meline, eastern sales manager, Eastman TV Inc., New York, elected VP.

Ken Wittleder, VP-account supervisor, and **Norman Goldring**, VP-director of marketing services, each named senior VP at Stern, Walters & Simmons, Chicago.

John J. Oakson, VP of Hallmark Cards, Kansas City, Mo., appointed VP of marketing.

William Englehaupt, account supervisor at Earle Ludgin & Co., Chicago, named VP.

Phil Peppis, copy chief, and **Dick Lopez**, executive art director, Smith/Greenland Co., New York, named VP's. **Paul Koreta**, with S/G, New York, and **Renee Schweidel**, formerly with Doyle Dane Bernbach, New York,

named copy group heads at S/G, that city.

Thomas Koon, with sales staff of KMOX-TV St. Louis, appointed manager of St. Louis office of CBS Television Stations National Sales. **Thomas J. Stanton**, former manager of St. Louis office, named president of Creative Consultants Inc., new advertising and promotional firm at 23 North Gore, Webster Groves, Mo.

Charles C. Claggett, chairman and chief executive officer of Gardner Advertising, St. Louis, elected chairman of central region, American Association of Advertising Agencies. Other new central region officers: vice chairman, **Robert Ross**, VP-creative director, Leo Burnett Co., Chicago, and secretary-treasurer, **John H. McLagan**, partner of Rippey, Henderson, Bucknum & Co., Denver. Named central region governor: **Richard C. Christian**, president, Earle Ludgin & Co., Chicago. New chairmen of central region councils: Chicago, **Roger J. Mohr**, president, Arthur Meyerhoff Associates; Rocky Mountain, **Leonard E. Ekberg**, president, Ekberg, DeGroff & Hunter; St. Louis, **Frank Block**, managing partner, Frank Block Associates; southwest, **Mitchell L. Williamson**, president, Humphrey, Williamson & Gibson, Oklahoma City; Twin Cities, **Eugene H. Gould**, VP, Winus-Brandon Co., Minneapolis.

Dudley D. Carroll Jr., VP on P. Lorillard account, Lennen & Newell, New York, joins national sales staff of Bureau of Advertising, A.N.P.A., that city.

William C. Walker, sales manager for KEWB Oakland, Calif., appointed general sales manager for KOI Seattle.

Sandra Marshall, advertising coordinator at WTVU(TV) San Francisco-Oakland, appointed assistant director of advertising and sales promotion.

Harry B. Cohen Sr., VP and assistant to president, J. B. Williams Co., New York, resigns. Mr. Cohen was former

senior VP of West, Weir & Bartel, New York, and previously owned agency Cohen & Aleshire, WW&B precursor.

George E. McGary Jr., formerly account executive at WPGC-AM-FM Morningside, Md., elected VP of radio-TV at National Advertising Agency, Washington.

Peter R. Arnott, with Botsford, Constantine & McCarty, San Francisco, named broadcast director.

R. Don LeBrecht, manager of WSPA-FM Spartanburg, S. C., appointed operations and sales supervisor for WBT-FM Charlotte, N. C.

Reg Bisgrove, with KPX(TV) San Francisco, appointed manager of National Television Sales, that city.

James Millman, formerly art director at Associated Advertising and Design, New York, appointed art director at MacManus, John & Adams, that city. **Charles G. Milonas**, formerly account executive, Fuller & Smith & Ross, New York, named executive on chemical division of Chas. Pfizer & Co. account at MJ&A, that city. **Barry Peterson**, formerly with Benton & Bowles, New York, named writer-producer, MJ&A, that city. **Jerome Kempler**, supervisor of traffic at Tatham-Laird & Kudner, New York, named traffic manager at MJ&A, same city.

L. Boyd Mullins, western states representative for CBS Films, San Francisco, named sales manager of KCPX-TV Salt Lake City.

Peter C. O'Neill named account supervisor at Leo Burnett Co., Chicago.

A. Laney Lee, VP and creative group supervisor, Gardner Advertising, St. Louis, named to new post of creative director for agency's St. Louis office. **Thomas G. Johnson**, creative research supervisor there, named associate research director.

Michael F. Mullins, account executive at Peters, Griffin, Woodward, New

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York, appointed national spot sales manager for KARK-TV Little Rock, Ark.

Ron Nedblake, former account executive with KMBC-FM Kansas City, Mo., joins KWNS-AM-FM Pratt, Kan., as national sales manager.

Wayne Lee, sales and merchandising representative for Campbell Soup Co., named merchandising manager for KNBR San Francisco.

Barry Wheeler, with Humphrey, Williamson & Gibson, Oklahoma City, appointed creative director.

Jack Bell, program director of KWIZ-AM-FM Santa Ana, Calif., named director of national sales. **Don Estey**, veteran West Coast producer, named local sales manager for same stations.

Jerry Klasman, with Television Advertising Representatives, New York, appointed to television sales staff of Avery-Knodel, that city.

Phillip R. Cappello, former art director for Famous - Barr, St. Louis, joins Storm Advertising there as art director. **Jane Sprague**, production coordinator for Mulligan Co., Clayton, Mo., joins Storm, St. Louis, as copy-



Mr. Klasman

writer.

Harold Platt, account supervisor for Doyle Dane Bernbach, New York, joins Max Factor & Co., Hollywood, as director of U. S. merchandising.

E. C. Reynolds, at one time with WBBM Chicago, and Foote, Cone & Belding, named director of merchandising and promotion for WVON and WSDM(FM) Chicago.

Patrick Del Monico, with WITI-TV Milwaukee, named account executive.

Allen Murphy, national sales service representative for WCAU-TV Philadelphia, named account executive. **Frank Gregg**, sales manager at WMAJ-FM State College, Pa., succeeds Mr. Murphy.

Glen Burnside, with sales staff of WCBS-TV New York, named account executive at WABC-TV, that city.

Donald J. Long, director of advertising research for Ross Laboratories, Columbus, Ohio, joins Erwin Wasey, Los Angeles, as account executive.

Elaine Pappas, director of sales development, Metro Radio Sales, New York, named assistant to **H. D. (Bud) Neuirth**, president of Metro Radio Sales, division of Metromedia Inc.

James Coppersmith, formerly with WTTG(TV) Washington, appointed account executive at Metro TV Sales, New York.

John Hokom, former program director at KNX Los Angeles, joins Robert E. Eastman & Co., Los Angeles, as account executive.

Kennedy R. Maxwell, national sales manager of WBIR-TV Knoxville, Tenn., joins Lavidge, Davis & Newman, that city, as associate director of radio and television.

William J. Curtis, formerly in sales with Pepsi-Cola, New York, joins account group at Sullivan, Stauffer, Colwell & Bayles, same city.

Robert G. Bolyard, with WNBE(TV) New Bern, N. C., joins WITN-TV Washington, N. C., as account executive.

Donald J. O'Shea, with sales staff of Television Advertising Representatives, Chicago, joins TVAR's New York staff. **Arthur O'Connor**, account executive with KDKA-TV Pittsburgh, succeeds Mr. O'Shea.

Marilyn Levin, formerly with Fuller & Smith & Ross, Pittsburgh, and Kenyon & Eckhardt, Boston, joins Knox Reeves Advertising, Minneapolis, as copywriter.

David B. Winton, account executive

Layton signs with CBS-TV

Joe Layton, Broadway director-producer and creator of the Barbra Streisand CBS-TV specials, has signed an exclusive long-term contract with CBS-TV to create, produce and direct specials and regular program series. The signing is part of an intensified quest for top creative names, in which CBS recently signed Desi Arnaz and Mike Nichols. The network said it expects to announce contracts with other creative people shortly.

with Doyle Dane Bernbach, Chicago, joins Perrin & Associates, that city, in account management capacity.

Donald R. Harding, formerly assistant copy supervisor at Procter & Gamble, Cincinnati, joins Honig-Cooper & Harrington, San Francisco, as assistant account executive.

T. Richard Snyder, formerly with Geyer, Morey, Ballard, New York, named account executive at Kastor Foote Hilton & Atherton, that city. **Shelley Tartaro**, formerly associate editor, Harcourt, Brace & World, New York, joins copy department at KFH&A. **Fritz Gahagan**, previously with Nolland & Co., named research executive at KFH&A.

Ray Martin, formerly with RPM Associates Inc., signed to exclusive contract with Music Makers Inc., New York, as artist, composer and arranger for commercials.

MEDIA



Mr. Faust, named VP and general manager of GE's WSIX-AM-FM-TV Nashville.

Paul Stoddard, account executive with KFWB Los Angeles, appointed VP and general manager of KYMS(FM) Santa Ana, Calif.

Gerald Rubin, director of package negotiations, business affairs department, CBS-TV, New York, appointed director

A. Donovan Faust, manager of business development for General Electric Broadcasting Co., Schenectady, N. Y., and formerly VP and general manager of WJRT-TV Flint, Mich.,

The
big news
is in
color.

So is
the big
money.

see page 35

of business affairs. Mr. Rubin succeeds **Robert A. Jelinek**, who joins Young & Rubicam, New York (see page 67).



Mr. Moeller

appointed manager.

E. V. (Gene) McPherson, director of news and special projects for WLW-WLWT (TV) Cincinnati, elected VP.

Vincent E. Urichio, sales manager of American Cable Television Inc., Phoenix, named director of operations and promotion of firm's western division.



Mr. Hart

Joe Goesser, with KFIZ Fond du Lac, Wis., named assistant manager.

Mort Roberts, program director of WTYM East Longmeadow, Mass., named operations manager.

Dennis J. Keller, general manager of WRTZ Jasper, Ind., resigns effective May 11. Mr. Keller's plans are to establish

Donald S. Moeller, VP and general manager of WGAN-TV Portland, Me., named VP and general manager of WGAN-AM-FM-TV Portland. **George D. Lilly**, assistant general manager and sales manager of WGAN-TV



Mr. McPherson

John P. Hart, general manager of WBIR-AM-FM-TV Knoxville, Tenn., elected VP.

Keith M. Swinehart, formerly sales manager of KHVH-TV Honolulu, named station manager.

advertising and PR agency in Jasper area.

PROGRAMING

Martin Starger, VP and associate director of television, BBDO, New York, named VP in charge of programs, East Coast, ABC-TV, that city. **Al C. Ward**, associate producer for *The Long Hot Summer* series this season, signed as producer of *Them Monroes*, scheduled for 1966-67 season on ABC-TV. **Barry Diller**, with William Morris Agency, Hollywood, appointed assistant to Len Goldberg, ABC-TV VP in charge of programing in New York.

Sheldon Smerling, formerly president of Beacon Corp., elected president of Trans-Beacon Corp. Other new officers are **Basil Estreich**, chairman; **Edwin Shapiro**, executive VP; **Morton Seigal**, secretary; and **Martin Schildkraut**, treasurer.

Brad Marks, formerly president of Thunderbird Films Co., New York, appointed manager of special projects for Independent Television Corp., that city.



Mr. Marks

Howard Price, senior editor at Random House, New York, named eastern story editor of Seven Arts Productions there.

Harold (Pee Wee) Reese, former baseball star, and **Curt Gowdy** named by NBC-TV to provide respective commentary and play-by-play for network's major league baseball coverage this year. **Jim Simpson**, veteran sportscaster, will handle play-by-play of alternate games and his partner, who will provide commentary, will be **Tony Kubek**, former New York Yankee shortstop.

George Canata, formerly with Metro-Goldwyn-Mayer, joins Elektra Film Productions, New York, as director of creative animation and live-action.

Bill Fraker, cameraman on *Daktari* television series, joins VPI of California, Hollywood, as director of photography. **Paula Murphy**, production coordinator at VPI Productions, New York, named sales representative-producer.

William Froug, formerly executive producer with CBS-TV, named producer of Screen Gems' *Bewitched* series on ABC-TV. He replaces **Jerry Davis**, who will produce new Marlo Thomas series, *That Girl*, also on ABC-TV.

Terry Brennan, former Notre Dame football star and coach, named to broadcast Big 10 sports on more than 100 radio stations. Games are to be

carried on Big 10 sports radio network.

Dale Allen, production manager for WCIT Lima, Ohio, appointed program director.

Joel G. Mareiniss, newsman with WSYR-AM-FM-TV Syracuse, N. Y., appointed sports director.

Don Pitts, agent with Charles H. Stern Agency, Hollywood, appointed director of research and talent development.

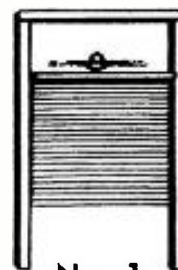
Dolores (Dee) Adamczyk, women's programming director at WICB-AM-FM Ithaca, N. Y., appointed program director of WICB-FM. She replaces **Richard Rose**, resigned.

Virginia Bartlett, associate producer and writer for noncommercial WQED(TV) Pittsburgh, appointed public affairs producer.

Morris M. Chapnick, production assistant at Desilu Productions, named program coordinator on company's new shows for 1966-67 season.

Trevor Greenwood, free lance writer-director, joins KING-TV Seattle as film director in special features department.

Jeffrey T. Carey, account executive with NBC Radio, New York, resigns



No. 1

HOUSEWIFE STATION

WAAC

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WOMEN

* PULSE: March 1965

9:00 A.M. - 6:00 P.M.

	WAAC	A	B
*9 A.M. - 12 Noon	4110	3310	1320
*12 Noon - 3 P.M.	2680	1770	810
*3 P.M. - 6 P.M.	1800	1880	***
per average			
1/4 hour	2860	2320	920

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to become associate with Abrams-Rubaloff and Associates, Beverly Hills, Calif.

Frank Sweeney signed to handle color commentary for ABC Radio's Notre Dame football broadcasts this fall. **Jim Morse** will do play-by-play coverage.

Robert R. Sprental named production coordinator, WMAQ Chicago, succeeding **Howard Keegan** who retires.

Tom Adams, news editor for KUDL Fairway, Kan., named sports editor, succeeding **John O'Donoghue**, pitcher for Kansas City A's recently traded to Cleveland Indians.

NEWS

Roger Peterson, reporter-writer-producer, WBKB-TV Chicago, named Vietnam correspondent for ABC News.

Arnold (Abe) Albright, formerly news director of WWVA-AM-FM Wheeling, W. Va., appointed news director at wowo Fort Wayne, Ind.

Edwin A. Williams, formerly news director of WCCM-AM-FM Lawrence, Mass., appointed news director of WHIM Providence, R. I.

John L. Swope, with WNHC New Haven, Conn., appointed news director.

FANFARE



Mr. MacCowan

Haskell P. MacCowan, administrative manager, CBS design, at CBS, New York, joins corporate information staff of CBS as director, corporate information and special events.

John Lollos, contact representative in promotion department of NBC, New York, appointed coordinator, promotion. **John Feeney** named promotion contact representative.

W. M. Holder and **Hal Kennedy** named board chairman and president, respectively, of NDPR Inc., new PR firm located at Life and Casualty Tower, Nashville. Mr. Holder will continue as executive VP of Noble-Dury & Associates, Nashville.



Mr. Bell

Alan J. Bell, director of advertising and promotion at Metro Radio Sales, New York, named to newly created post of director of information services at WNEW-TV New York.

H. Thomas Bowers, formerly with WLAG-AM-FM LaGrange, Ga., named promotion director of

Hillis sought by FBI



Hillis

The FBI said it is seeking a man who boasts of his association with persons employed in the radio broadcasting field and who claims to have been a radio engineer or announcer. **Charles Edward Hillis Jr.**, said to use several other names, is charged with absconding with over \$1,000 of his employer's cash receipts while employed at a service station in Milwaukee, according to the FBI. The agency also says that Hillis, an avid western music fan who frequently dresses in western style clothes, has been known to carry a hand weapon and should be considered armed and dangerous. He is described as having red hair, standing 5' 9-10" and weighing 165 pounds.

WGMS-AM-FM Bethesda, Md.-Washington.

Steve Ellman, radio-television and trade press contact for Embassy Pictures, New York, joins Harold Rand & Co. there as accounts supervisor.

EQUIPMENT & ENGINEERING

Bob Hannon, with American Television Relay Inc., affiliate of Ameco Inc., Phoenix, named manager of marketing.

Doyle T. Rickett, manager of units assembly and printed circuit board manufacturing with Univac division of Sperry-Rand, appointed VP and general manager of Litton Industries' advanced circuitry division, Springfield, Mo.

Stephen A. Martin, staff engineer at WICB-AM-FM Ithaca, N. Y., appointed chief engineer, replacing **Bill Groody**.

James W. Russell, with Craig Panorama Inc., Los Angeles, appointed to newly created post of director of marketing.

ALLIED FIELDS

Quentin S. Proctor, acting chief of FCC's Broadcast License division, named chief. Mr. Proctor joined FCC in 1943.

Ronald Valentine, with agency services department of Bonded TV Film Service, New York, appointed director

of technical services.



Mr. Scott

Washington, appointed as Mr. Scott's alternate.

Walter D. Scott, NBC board chairman, appointed to President's Committee on Employment of Handicapped for three-year term, succeeding **Robert W. Sarnoff**, RCA president. **Peter B. Kenney**, VP, NBC,

INTERNATIONAL

Robert L. Foreman, formerly executive VP for creative services, BBDO, New York, named vice chairman of Interpublic, S. A. He will work as "creative generalist for overseas units of Interpublic." Mr. Foreman was at one time head of radio copy department at BBDO and later was in charge of TV department (programming, commercial writing and production).

Ron Hull, program manager of noncommercial KUON-TV Lincoln, Neb., resigns May 1 to become television officer with foreign service branch of United States Information Agency. He will become director of South Vietnamese television training project and will help establish educational television in Saigon.

Paul T. Clark, media and research director of Harold Walter Clark Inc., Denver agency, appointed advertising manager for Latin America of Schick Safety Razor Co., division of Eversharp Inc.

DEATHS

Jack Van Nostrand, 60, formerly VP of Sullivan, Stauffer, Colwell & Bayles agency, died April 10 of heart attack in North Hollywood.

Edward Lee Norton, 73, former chairman of WAPI and WAFM-TV Birmingham, Ala., from 1936 to 1950 and former chairman of Florida Broadcasting at Jacksonville, Fla., died April 12 in Birmingham. He also served as member of Federal Reserve Board. At his death he was board chairman of Royal Crown Cola Co.

Mrs. Mary West Brinkley, 87, mother of NBC News commentator David Brinkley, died April 10 at nursing home in Bethesda, Md., after long illness.

Hervey C. Carter, 59, commercial manager of WEAN and WPJB-FM Providence, R. I., died April 4 in Newport, R. I., of apparent heart attack. Mr. Carter was former general manager of WMUR-TV Manchester, N. H. He is survived by two daughters and two sons.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 7 through April 13 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

ACTION BY FCC

Nogales, Ariz.—Ronald C. Waranch. Granted CP for new TV VHF channel 11 (198-204 mc); ERP 28.12 kw vis., 14.06 kw aur. Ant. height above average terrain 3,987 feet, above ground 183 feet. P. O. address 650 North Sepulveda Boulevard, Los Angeles. Estimated construction cost \$214,000; first-year operating cost \$180,000; revenue \$200,000. Geographic coordinates 31° 41' 18.5" north latitude, 110° 53' 5" west longitude. Studio location Nogales; trans. location Mt. Hopkins, Ariz. Type trans. DuMont 8000, type ant. RCA TF-6AH. Mr. Waranch has real estate interests and is vice president of construction company in Los Angeles. Action April 13.

APPLICATION

Kingsport, Tenn.—Holston Valley Broadcasting Corp. UHF channel 19, (500-506mc); ERP 193 kw vis. 48.6 kw aur. Ant. height above average terrain 1351 ft., above ground 559. P. O. Address c/o William M. Boyd, 450 Maclellan Bldg., 721 Broad St., Chattanooga, Tenn. 37402. Estimated cost of construction \$554,500; first-year operating cost \$250,000; revenue \$175,000. Geographic coordinates 36° 31' 37" north lat., 82° 35' 12" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Studio and trans. both located Kingsport. Legal counsel Welch & Morgan, Washington. Principals: Home News Publishing Co., principal stockholder Hugh N. Boyd. Ann. April 5.

New AM stations

APPLICATION

Louisa, Ky.—Lawrence County Broadcast-

ing Corp. 1270 kc. 1 kw. D. P. O. address: c/o Walter E. May, 153 Park St., Pikeville, Ky. 41501. Estimated cost of construction \$32,850; first-year operating cost \$38,000; revenue \$60,000. Principals: Lawrence County Broadcasting Corp. Is made up of six stockholders. Ann. April 11.

Collinsville, Va.—Radio Collinsville Inc. 1530 kc, 1 kw-D, 250 w-N. P. O. address: Radio Collinsville Inc. Collinsville 24016. Estimated cost of construction \$24,362; first-year operating cost \$39,750; revenue \$50,000. Principals: Roanoke Double Service Film (99%) and others. Roanoke Double Service Film Co. is owned by William P. Swartz Jr. (47.6%) Suelle McKellar Swartz (47.6%) and William P. Swartz III. (4.8%). Ann. April 7.

New FM stations

ACTION BY FCC

Ridgeway, Pa.—Elk-Cameron Broadcasting Co. Granted CP for new FM 107.3 mc, channel 297, 5.8 kw. Ant. height above average terrain 467 feet. P. O. address c/o H. Simpson, Box 29, Tyrone, Pa. Estimated construction cost \$4,010; first-year operating cost \$10,000; revenue \$12,000. Applicant is licensee of WKBI St. Marys, Pa. Action April 13.

APPLICATIONS

Chico, Calif.—KWBK Corp. 95.1 mc. channel 236, 5.8 kw. Ant. height above average terrain minus 56 ft. P. O. address: c/o Walter V. Kaufman, Box 658, Chico 95927. Estimated cost of construction \$24,842; first-year operating cost \$5,000; revenue \$6,500. Principals: Walter V. Kaufman, Merry M. Kaufman and Olive V. Kaufman. Ann. April 13.

Boulder, Colo.—Russel Shaffer 94.7 mc, channel 234, ERP: 30 kw. Ant. height above average terrain, 69 ft. P. O. address: Box 146, Boulder 80301. Principal: Russel Shaffer. Mr. Shaffer is president of KBOL Boulder. Ann. April 11.

Winchester, Ind.—Ind-Lo Radio Inc. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 300 ft. P. O. address: James Barnett, R. R. 1, Lynn, Ind. 47394. Estimated cost of construction \$47,608; first-year operating cost \$48,000; revenue \$60,000. Principals: Ind-Lo is a corporation with 12 stockholders. Ann. April 8.

Sterling, Ill.—Communotron Inc. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o John Rohwer, 1501 E. LeFevre Rd., Sterling 61081. Estimated cost of construction \$71,694; first-year operating cost \$92,792; revenue \$75,000. Principals: Louis V. Smith (38.8%), John Rohwer (26%) and Robert Propheeter (16.7%) and others. Mr. Smith was news director of WSDR Sterling. Mr. Rohwer is manager of Blackhawk Broad-

casting. Mr. Propheeter is owner of construction company. Ann. April 13.

Winnebago, Ill.—Charles Palmer Rowland. 95.3 mc, channel 237, 1.04 kw. P. O. address: c/o Charles P. Rowland, Winnebago. Ant. height above average terrain 291 ft. Estimated cost of construction \$4,369; first-year operating cost \$15,200; revenue \$16,000. Principal: Charles P. Rowland owns a recording studio. Ann. April 12.

Stanford, Ky.—Lincoln-Garrard Broadcasting Co. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 85 ft. P. O. address: Box 237, Stanford 40484. Estimated cost of construction \$7,500; first year operating cost \$6,500; revenue \$12,000. Principals: W. G. Morgan (25¼%), S. C. Bybee (25¼%). Mr. Morgan is funeral director. Mr. Bybee is retired. Mr. Burchett is general manager of WWSL Stanford, Ky. Mr. Smith is radio engineer for WWSL. Ann. April 11.

Wilmington, Ohio—Community Communicators of Ohio Inc. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 292 ft. P. O. address: c/o Francis J. Stratman, Box 1, Wilmington 45177. Estimated cost of construction \$13,000; first-year operating cost \$17,000; revenue \$20,000. Ann. April 11.

Ownership changes

ACTIONS BY FCC

KEWB Oakland, Calif.—Granted assignment of license from Crowell-Collier Broadcasting Corp. to Metromedia Inc. Consideration \$2,459,000. Action April 13.

WPOP Hartford, Conn.—Granted transfer of control of licensee corporation. WPOP Inc., from WIRE Broadcasting Co. to Joseph C. Amatore et al. Assignment reflects dissolution of WIRE Broadcasting and return of shares to individual holders. No change in ownership; no financial consideration. Action April 7.

WMIE Miami—Granted assignment of license from WMIE Inc. to Susquehanna Broadcasting Co., owned by Louis J. Appell Residuary Trust (88.1%), Louis J. Appell Jr., George N. Appell, Helen A. Norton (each 3.68%), Helen P. Appell (.85%). Susquehanna Broadcasting is licensee of WSEA-AM-FM-TV York, Pa., and 90% owner of WARM Scranton, Pa., WHLO Akron, Ohio, WICE Providence, R. I., WGBB Freeport, N. Y. Consideration \$1 million. Action April 7.

WOKS Columbus, Ga.—Granted transfer of control of licensee corporation, Pam Radio Inc., from Philip Meltzer, Joseph S. Ray and Molton Hirsch (100% before, none after) to WOKS Broadcasting Co. owned by Messrs. Ray and Hirsch. Consideration \$75,000. Action April 7.

WYNK Baton Rouge, La.—Granted acquisition of negative control of licensee corporation, Miss Lou Broadcasting Corp., from George R. Ratliff (33¼% before, none after) through sale of stock to Robert D. McGregor and H. V. Brown (both 33¼% before, 50% after). Consideration \$35,000. Action April 7.

WDHF(FM) Chicago—Granted assignment of license from Federal Broadcasting Corp. to The National Science Network Inc., owned by L. W. Frohlick. Mr. Frohlick is owner of New York advertising agencies, overseas advertising and market research firms, and is owner through National Science Network, of WNCN(FM) New York. Consideration \$427,000. Action April 12.

WTFN Franklin, N. H.—Granted acquisition of negative control of permittee corporation, Franklin Broadcasting Corp., through sale of stock from Lewis V. Parris (30.5% before, none after) to Eugene W. Clark (19.5% before, 50% after), Consideration \$6,220. Action April 7.

WSIX-AM-FM-TV Nashville — Granted transfer of control of licensee corporation, WSIX Inc., from Louis R. Draughon, individually (59.3%) and as trustee for Jacquelyn D. Guthrie (14.8%); George J. Hearn Jr. (18.5%) and John D. Sproule (7.4%) to General Electric Broadcasting Co. Consideration \$9,700,000. Action April 6.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

KXIX(TV) Victoria, Tex.—Granted assignment of CP from Rubin S. and Marjorie S. Frels db/as Victoria Television, to Guadalupe Valley Telecasting Inc., owned by D. W. Strahan (50%), John Melde (30%), Rubin S. Frels (8.5%), Marjorie Frels (8.5%) and Frels Real Estate Corp. (3%). No financial consideration. Frels Real Estate plans to lease land for operation of TV facility. Action April 7.

APPLICATIONS

KYND Tempe, Ariz.—Seeks assignment of license and CP to Black Diamond Broadcasting Co. owned by Rene Cote. Transfer is for legal convenience only. Ann. April 8.

KDOL Mojave, Calif.—Seeks assignment of license from Forest W. Ogan (50% before, 20% after) and Alta I. Ogan (50% before, none after) db/as Mojave Broadcasters, to Golden Desert Broadcasting Corp. owned by Chester C. Fields (40%), Joe F. Means (20%), Forrest W. Ogan (20%) and John A. Bagley (20%). Mr. Means, Mr. Ogan and Mr. Fields are officers of Golden Desert Broadcasting Corp. Mr. Bagley is public accountant and officer of Golden Desert Broadcasting Corp. Ann. Consideration \$23,000. Ann. April 8.

WZZZ Boynton Beach, Fla.—Seeks assignment of license from Boynton Beach Broadcasting Co. to James S. Beattie (50%) and Gus Levathes (49%) db/as Beattie-Levathes Enterprises. Consideration \$75,000. Both Mr. Beattie and Mr. Levathes have interest in small business investment company. Ann. April 8.

WPGA-AM-FM Perry, Ga.—Seeks assignment of license from Radio Perry to Radio Perry Inc. Application is to enable broader ownership interest in station by present general manager, Lowell L. Register. Ann. April 13.

KTOH Lihue, Hawaii—Seeks assignment of license from Garden Island Publishing Co. Ltd. to Kauai Broadcasting Co. owned by Santa Maria Publishing Co. Consideration \$60,000. Ann. April 11.

WCIU Chicago—Seeks acquisition of positive control of licensee corporation by John W. O'Connor and Howard Shapiro, acting as tenants in common, through purchase of stock from Edwin Borroff and others. Ann. April 7.

WBAS Kingston, N. Y.—Seeks assignment of license from Big River Corp. to Hunter Station KREK Inc. by William A. Hunter (32½%), Donald J. Barbato (45%) and John Hunter Jr. (22½%). Consideration \$110,000. Ann. April 8.

KGLC Miami, Okla.—Seeks transfer of control of licensee corporation from Miami Investment Co. (50% before, none after) and Louis Marjanich (21% before, none after) to K. C. Jeffries. Mr. Jeffries has oil interest. Consideration \$35,700. Ann. April 11.

KOHU Hermiston, Ore.—Seeks assignment of license from Helen M. Olsen, executive of estate of Clyde W. Olsen to Hermiston Broadcasting Co. owned by Robert Chopping, Margaret L. Chopping and Dudley Goff (all 33⅓%). Robert Chopping is manager of KAST Astoria, Ore. Margaret L. Chopping is bank employee. Mr. Goff is radio sales manager. No financial consideration. Principals will assume debt of existing station. Ann. April 12.

WDTV Weston, W. Va.—Seeks transfer of control of WJWP-TV Inc. the licensee corporation from J. P. Beacom, Thomas P. Johnson and George W. Elby to Medallion Pictures Corp., N. Y. Consideration \$352,000.

WKTS Sheboygan, Wis.—Seeks assignment of license from Sheboygan Radio Inc. to WKTS Inc. owned by Karl Baker (51%), Max Whitman (34%) and James Hlavacek (13%). Mr. Baker is 20% owner of WLDS Jacksonville, Ill. Mr. Whitman is city engineer. Mr. Hlavacek is airline pilot. Consideration \$210,000. Ann. April 8.

Hearing Cases

INITIAL DECISION

■ Commission gives notice that Feb. 15 initial decision which looked toward granting application of Darrell E. Yates to increase daytime power of station KRBA Lufkin, Tex. from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; conditions, became effective April 6 pursuant to Sect. 1.276 of rules.

OTHER ACTIONS

■ By memorandum opinion and order commission granted petitions for reconsideration of fifth report and order in Doc. 14229 concerning UHF TV channels as follows: (1) Made channel 61, which was inadvertently reserved for educational use in Wilmington, Del., available for commercial

use in that city, as petitioned for by Rollins Broadcasting of Delaware Inc., and directed Rollins to amend its pending application by May 5 to specify channel 61 instead of channel 83 if it desires to continue to prosecute it; and (2) modified construction permit of Royan Television Inc. to specify operation of WPDT on channel 15 instead of channel 21, Florence, S. C.; conditions. Action April 13.

■ Commission invited comments to proposal to assign UHF TV channel 20 to Newport, Ore. Paul Kafoury and Ray T. Moe had petitioned for assignment of channel 16, but that channel is not feasible under revised assignment plan adopted in fifth report and order in Doc. 14229. Action April 13.

■ By order commission amended sec. 74.751(b) of rules to delete requirement of formal filing on FCC form 346 of application to replace TV translator trans. equipment by type of same rated power and which is listed as acceptable for use in commission's radio equipment list. Notification of such substitution will, of course, be required. Action April 13.

■ By reports and orders commission made following changes in FM table of channel assignments based upon proposed rule-making and comments (numerals are channel numbers): Substituted 291 for 221A at Live Oak, 285A for 290 at Madison, 296A for 288A at Starke, and 224A for 296A at Green Cove Springs, all Fla.; added 295 to Jefferson City, Mo.; added 283 to Eau Claire and substituted 221A for 285A at Menomonie, Wis., and modified license of Post Broadcasting Corp. to specify operation of station WEAU-FM on 283 in lieu of 264 in Eau Claire, with conditions; and substituted 285A for 249A at Princeton, Ky.; assigned 240A to Quincy, Calif.; same to Glens Falls, N. Y.; 237A to McKinney, Tex.; 232A to Gilroy, Calif.; 224A to Harriman, Tenn.; 272A to St. Ignace, Mich.; 269A to Cape May, N. J.; added 288A to Stillwater, Okla.; deleted 293 from St. Louis; and assigned it to Granite City, Ill., and modified outstanding CP of Charles H. Norman to specify operation of WGNU-FM (formerly WGNO) on 293 in Granite City in lieu of Madison, with conditions; deleted 247 from Wichita Falls, Tex.; substituted 237A for 232A at Centerville, Iowa; and dismissed petition by Don Industries Inc., to add 261A to Panama City, Fla.; substituted 258 for 272A at Henryetta, Okla., and added latter channel to Eufaula.

■ By second report and order, assigned 272A to Savanna, Ill., 237A to Maquoketa, Iowa, and deleted latter channel from Muscatine. Action April 13.

■ Commission invited comments to proposal to substitute 256 for 223 at Idaho Falls, Idaho. Green Valley FM Inc., permittee of new station on channel 223 in Idaho Falls, opposed shift which was requested by Eastern Idaho Broadcasting and Television Co. to remove possibility of interference it feels is likely to occur to reception of its KIFI-TV in that city from second harmonic of FM signal on channel 223. Proposal conforms to commission's policy announced Feb. 3 concerning changes in FM assignment table to avoid interference to TV stations. Action April 13.

■ By order commission extended time for all CATV systems in operation on April 18, 1966 (date when its CATV rules become effective) to file certain information described in paragraph 99 of second report and order in CATV proceeding. Time is extended to 30 days after publication in Federal Register of notice of availability of new form being prepared for submitting this information (CATV system ownership, business interests, number of subscribers, TV stations carried, etc.) Action April 13.

■ Commission waived sec. 73.651(c) of rules and granted authority to following noncommercial educational TV stations, for period of one year, to accompany their visual transmission of slides, films or other visual images with aural transmission of music during scheduled breaks in in-school programming schedule: Nebraska Educational Television Commission stations KLNE-TV channel *3, Lexington, and KYNE-TV channel *26, Omaha; University of Nebraska KUON-TV channel *12, Lincoln, Neb.; University of Washington KCTS-TV channel *9, Seattle; Milwaukee Board of Vocational and Adult Education, WMVS-TV channel *10, Milwaukee; Southwest Texas Educational Television Council KLRN channel *9, San Antonio, Tex., and Central California Educational Television, KVIE channel *6 Sacramento, Calif. Action April 13.

■ By memorandum opinion and order commission (1) granted application of International Broadcasting Co. for new TV in Nogales, Ariz., to operate on channel 11 with ERP 31.6 kw vis. and 3.16 kw aur., and ant. height above average terrain of 2,420 ft., waived sects. 73.614(a) and 73.685

(e) of engineering rules; condition, and (2) denied opposing petition by WGAL Television Inc. (KVOA-TV) Tucson. Action April 13.

■ By memorandum opinion and order commission (1) granted petition by KAKE-TV and Radio Inc. for reconsideration of June 22, 1964 action which dismissed its application to change facilities of KAKE Wichita, Kan., from 1240 kc, 250 w-N, 1 kw-L, to 1210 kc, 50 kw, DA-2, U, for failure to comply with Section 73.22(b) of rules, and (2) reinstated KAKE application and designated it for consolidated hearing with applications of Columbia Broadcasting System Inc., to change operation of WCAU Philadelphia (1210 kc, 50 kw, U) from nondirectional to DA-1, and KWHK Broadcasting Co., to change operation of KWHK Hutchinson, Kan., from 1260 kc, 500 w-N, 1 kw-L, DA-2, to 1210 kc, 50 kw, DA-2, U (BP-15356), and made Federal Aviation Agency party to proceeding. Action April 13.

■ By memorandum opinion and order, commission denied and dismissed, respectively, joint petition by Jackson F. Lee (AM station WFAL) and Cumberland Broadcasting Corp., Fayetteville, N. C., for reconsideration of Jan. 12 action granting application of Atlantic Telecasting Corp. for CP to move trans. site of WECT(TV), channel 6, Wilmington, N. C., increase ant. height and make other changes. Action April 13.

■ By letter commission denied request of 1400 Corp. for authority for its KBMI dered licensee to advise commission within 30 days whether it intended to resume operation within 60 days and, if not, to turn in its license. Action April 13.

■ By order in Rochester, N. Y., TV channel 13 proceeding, commission denied petition by Flower City Television Corp., Community Broadcasting Co., Genesee Valley Television Inc., and Main Broadcast Co. for review of March 1 action by review board which denied joint request by Flower City, Community and Genesee for approval of agreement for withdrawal of Flower City and Genesee's applications and amendment of Community's application to show formation of new corporation composed of those three applicants. Action April 13.

■ By memorandum opinion and order, commission amended its rules to delete VHF TV translator stations of 1-watt transmitter power or less from automatic keying device equipment and installation provisions and station identification requirements of sects. 74.750 and 74.783, effective April 15. Action April 8.

■ Commission directed Mission Cable TV Inc. and Trans-Video Corp. to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., which extends signals of Los Angeles TV beyond their grade B contour in violation of Sec. 74.1107 of rules. Poway is within predicted grade A contours of San Diego TV's KGMB-TV and KOGO-TV. Hearing will be held in Washington before examiner who was ordered, upon closing of record, to certify it immediately to commission for final decision. It further ordered parties to file proposed findings of fact and conclusions of law within seven days after date record is closed. Commissioner Bartley dissented and issued statement. Action April 7.

■ By memorandum opinion and order, commission affirmed \$2,500 forfeiture imposed Dec. 21, 1965 in notice of apparent liability against KGKB Inc. for previously unauthorized acquisition of control of AM station KGKB Tyler, Tex., by Wallace Barbee. Notice of apparent liability was incorporated in memorandum opinion and order which, among other things, granted acquisition of positive control of KGKB by Barbee. Payment of \$2,500 by Barbee was received on Dec. 29, 1965; however, he later requested remittance of \$1,500. Commissioner Bartley joined; Commissioner Wadsworth concurred in result. Action April 7.

■ By memorandum opinion and order, commission designated for hearing application for assignment of CP of WELI-TV, channel 59, New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc. Connecticut Television proposes to operate WELI-TV as total "satellite" of its WHNB-TV, channel 30, New Britain. Since predicted grade B contour of WELI-TV would fall entirely within grade B contour of WHNB-TV, issues are to determine whether such overlap would be against public interest and whether grant of application would be consistent with sect. 307(b) of act as to efficient use of frequency. Commissioner Hyde dissented. Action April 7.

■ By order, commission vacated its July 14, 1965 action which re-opened record and designated for further hearing application of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, April 14

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,044	22	74	378
FM	1,445	41	202	238
TV-UHF	471	22	20	239 ^a
TV-UHF	90	24	79	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, April 14

	VHF	UHF	Total
Commercial	514 ^a	192	706
Noncommercial	69	65	134

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1966

	AM	FM	TV
Licensed (all on air)	4,037	1,433	561
CP's on air (new stations)	18	32	45
CP's not on air (new stations)	81	214	97
Total authorized stations	4,137	1,679	705
Applications for new stations (not in hearing)	293	174	150
Applications for new stations (in hearing)	71	46	63
Total applications for new stations	364	220	213
Applications for major changes (not in hearing)	200	47	37
Applications for major changes (in hearing)	38	1	7
Total applications for major changes	238	48	44
Licenses deleted	2	0	1
CP's deleted	0	1	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

Hubbard Broadcasting Inc. for modification of construction permit for full time operation of KOB Albuquerque, N. M., on 770 kc with 50 kw power, employing DA at night, and application of American Broadcasting-Paramount Theatres Inc. for renewal of license of WABC New York City, for unlimited, nondirectional operation on same frequency with like power. Commission directed KOB, WABC and Broadcast Bureau to submit memoranda within 30 days setting forth their views as to what further steps should be taken to implement mandate of court of appeals. Replies to these memoranda may be filed within 15 days thereafter. Commission also dismissed as moot motion by WABC to suspend time requirements of commission's procedural rules.

Commission's July 14, 1965 order had stated, among other things, that hearing on specified issues would be held in abeyance pending judicial determination of its petition for clarification of court of appeals decision of Feb. 25, 1965, remanding this case to commission for further proceedings not inconsistent with its opinion. Since court on Nov. 24, 1965 denied this petition, and supreme court, on Feb. 21, 1966, denied petition for certiorari, commission does not believe it can go forward with procedures set forth in July 14, 1965 hearing order. Action April 6.

By memorandum opinion and order in proceeding involving July 2, 1965 grants, with conditions, of Black Hills Video Corp. license renewals of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, commission granted in part petition for clarification or modification seeking explicit holding that time at which Black Hills must make an election to transfer to new CAR service, with respect to microwave facilities no longer eligible for common carrier frequencies, will be no different than time at which all other common carrier renewal applicants must make such election. Commission found nothing in Black Hills' petition which indicated need for modification of July 2, 1965 decision, but stated: "However, to eliminate any uncertainty as to the time at which Black Hills must make its election, we will state explicitly that the requirement we have imposed is as stated in paragraph 1 above. As to its microwave facilities no

longer eligible for common carrier frequencies, Black Hills must elect whether or not to transfer to the CAR service within 60 days following promulgation of rules in Parts II and IV of the rule making in Docket 15586." Action April 6.

Routine roundup

ACTION BY REVIEW BOARD

Review board by memorandum opinion and order in proceeding on applications of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville, Ky., in Docs 16253, 16423. (1) denied motion by Kentuckiana to enlarge issues as to Reising; and (2) ordered that in event of grant of Reising's application, construction permit shall contain condition that program tests will not be authorized until permittee has submitted proof that Reising has severed all interest and connections with station WXVW Jeffersonville, Ind. Action April 11.

Review board dismissed petition by Southington Broadcasters to extend time to April 13 to file reply to opposition to its petition for reconsideration in proceeding on its application for new AM in Southington, Conn. Petitioner did not conform with certain procedural rules of commission. Member Nelson not participating. Action April 8.

Review board members Berkemeyer, Nelson and Slone adopted decision (1) granting application of Associated Television Corp. for new TV to operate on channel 29 in St. Paul condition; and (2) denying application of Del O. Gusatson, tr/as Capitol City Television Co., for like UHF station in same city. A Nov. 24, 1965 initial decision looked toward this action. Action April 7.

Review board granted motion by WOOO Radio Inc. Orlando Fla., for additional extension of time to April 7 to file reply briefs to exceptions to initial decision in proceeding on its AM application. Action April 7.

OTHER ACTIONS

By the Office of Opinions and Review

Dismissed as moot petition by United Broadcasting Co. Inc. for reconsideration and statement of clarification in proceeding on its application for renewal of license of station WOOK Washington, and Bowie Broadcasting Corp. for new station in Bowie, Md. Action April 6.

Granted petition by Woodland Broadcasting Co. to extend time to April 15 to file application for review of review board's decision and remand in proceeding on its application and that of KWEN Broadcasting Co. for new AM's in Vidor and Port Arthur, Tex., respectively. Action April 7.

ACTION ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

Having under consideration notice by California Regional Broadcasting Corp. to take depositions in Los Angeles together with similar notices filed by other parties, in Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, denied request for field hearing, without prejudice to filing of supplements to notices to take depositions, in which local officials are designated to conduct deposition sessions. Action April 5.

By Chief Hearing Examiner
James D. Cunningham

In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, ordered that line 9 of order released April 6 be amended to provide for date of April 18 in lieu of Oct. 18. Action April 7.

By Hearing Examiner Charles J. Frederick

Upon joint request of all parties, scheduled further prehearing conference for April 11 in proceeding on application of Central Coast Television, Santa Maria, Calif. Action April 6.

By Hearing Examiner Millard F. French

In proceeding on applications of Twin-State Radio Inc. and Richland Broadcasting Co. for new AM's in Natchez, Miss., and Delhi, La., respectively, granted motion by Richland to continue certain procedural dates and continued hearing from April 15 to May 16. Action April 5.

Granted petition by Boca Broadcasters Inc. to continue to April 12 and 26, respectively, dates to file proposed findings and replies in proceeding on its application for new FM in Pompano Beach, Fla. Action April 5.

By Hearing Examiner Charles J. Frederick

In proceeding on applications of Monroeville Broadcasting Co., Monroeville, and Miners Broadcasting Service Inc., Ambridge-Aliquippa, Pa., in Docs. 14082, 14088, granted petition by Monroeville for leave to amend its application to reflect few changes in petitioner's officers, directors, and stockholders and conforms application with its ownership reports on file. Action April 7.

Upon further joint request by all parties, continued further prehearing conference from April 11 to April 12 in proceeding on application of Central Coast Television, Santa Maria, Calif. Action April 7.

By Hearing Examiner Walter W. Guenther

Approved procedural ground rules made at April 7 prehearing conference with transcript of conference to control as to any question bearing on established ground rules, and scheduled hearing for June 7 in proceeding on application of B&K Broadcasting Co. for new AM in Selinsgrove, Pa. Action April 7.

Approved procedural ground rules made at April 6 further hearing conference with transcript of conference to control as to any question bearing on established rules, and scheduled further hearing for June 20 in proceeding on AM applications of Abacoa Radio Corp. (WRAI) Rio Piedras, San Juan and Mid-Ocean Broadcasting Corp., San Juan, P. R. Action April 7.

By Hearing Examiner Isadore A. Honig

Pursuant to agreement reached at prehearing conference of April 7, scheduled further prehearing conference for May 24, and continued hearing from April 11 to June 21, in proceeding on applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of station WIGL Superior, Wis., et al., in Docs. 16476-8. Action April 7.

Granted motion by Midwest Television Inc. to continue further hearing conference from April 8 to May 16 in proceeding on its application for new TV to operate on channel 49 in Springfield, Ill. Action April 7.

By Hearing Examiner H. Gifford Irion

In remand proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Tex., respectively, scheduled further hearing conference for April 25. Action April 5.

Continued hearing from April 11 to April 21 in proceeding on applications of Keith L. Reising and Kentuckiana Television Inc. for new FM's in Louisville, Ky.

(Continued on page 81)

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 each 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

Top salesman? Pigeon holed? See no future? We need a "go-getting" general sales manager for our top rated, upper mid-west, fulltime, modern music station. Excellent guarantee, beautiful city, college town. Box D-56, BROADCASTING.

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

Selling/station manager for excellent Penna. medium market station, present gross \$2M. Sharp, aggressive, under 40, married. Fine family living area. Must have strong sales and management background. Substantial group, unlimited future. Salary open plus strong incentive. Resume (complete), photo to Box D-236, BROADCASTING.

General manager for solid, well established full time AM in California. Only station in city located in ideal recreation area near coast. Need man strong on sales, news. Phone collect: A. C. Youngberg, KPLR Paso Robles, Cal. 805-238-1600.

Sales

Sales manager, California daytime, excelling in sales, station promotions, community predisposed. Excellent salary incentives, bonuses. Box C-295, BROADCASTING.

Iowa. Solid sales opening in city of 30,000 for man with ambition and ability. Box D-137, BROADCASTING.

Midwest salesmen interested in fine Missouri small market radio should investigate this sales opportunity. Guarantee up to \$150.00 weekly. Write Box D-192, BROADCASTING.

New England market of 150,000. Commercially successful station offers excellent income to small market sales pro. Good base of active accounts to get you started. Good draw against 15%. Full resume to Box D-194, BROADCASTING.

Top radio syndicator wants top sales manager. Must be experienced, able to develop and train field men, offering programing, jingles, et al. to U. S. Radio stations. A real "Take over" guy. Draw, expenses, override, stock options. No 9 to 5's no hot-shots. Apply Box D-198, BROADCASTING.

Suburban Washington, D. C.—Sales manager to handle well trained, well paid, four-man staff in very competitive radio market. Prior newspaper experience desirable. Top salary and bonuses. Full details with first letter. Write Box D-256, BROADCASTING.

Commercial manager single station market, county seat. Must have experience all phases broadcasting smaller markets. Remuneration comparable any market this size. KWHW, Altus, Oklahoma.

Working sales manager for fulltime station-WLFH Little Falls, N. Y. Want man with ideas and initiative. Great opportunity for advancement at station and within our organization. Send full details to Leonard F. Auerbach, President, 2nd floor Fidelity Bldg., Cleveland, Ohio 44114.

Immediate opening for salesman at Religious formatted station. Send complete resume to: Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Growth sales opportunity—young salesman western New Hampshire. Must write, produce, sell. Solvent, sober, industrious. Sales plus percentage. Quality group operation. Send resume, tape, Robin Bonneau, Manager, WTSV, Claremont, N.H.

Announcers

Southeast Florida Gold Coast power house swinger has outstanding opening for top jock strong on news. Send aircheck & resume at once to Box D-91, BROADCASTING. Professionals only need apply.

No opening now but we would like to contact an experienced announcer with production experience for a future opening. Good station, ideal community in California. Please send complete resume, references and air check. Box D-94, BROADCASTING.

First phone announcers with some engineering ability needed for board shift and light maintenance by midwest station in college town. Send tape, resume and salary requirements. Box D-142, BROADCASTING.

Announcer—1st phone for all-nite show at Maryland's high power AM-FM reaching Baltimore & Washington, D. C. markets. Middle of the road format, network affiliate, excellent opportunity with progressive station. Salary open. Rush tape, resume, photo and salary requirements to Box D-150, BROADCASTING.

Arkansas station needs young married announcer with "third and ambition." State salary requirements and if willing to self-service accounts. Box D-171, BROADCASTING.

Where are the good, experienced radio announcers seeking to move into TV? We have the perfect opportunity. Send complete details, audio or video tape, and salary expected to Box D-172, BROADCASTING.

1st phone—metropolitan southwest. Permanent. Excellent opportunity. Box D-175, BROADCASTING.

Oklahoma Kilowatt . . . needs announcer-salesman. Good base, good music, good acceptance . . . all we need is a good man. Small market . . . we pay above average . . . great for a real pro . . . leading small market station in Oklahoma. Tape, resume to Box D-184, BROADCASTING.

The Great Scott Stations are expanding. Have immediate openings in Pennsylvania, Delaware and New Jersey. Wanted three experienced announcers, one engineer, two engineer-announcers, one salesman-announcer. Box D-189, BROADCASTING.

AM-FM in Northeast with middle-of-road format needs one staff announcer and one chief engineer (no air work). Good salary and benefits. Send tape & resume first letter. Box D-191, BROADCASTING.

A good midwestern announcer wanted by high quality Missouri station. Salary up to \$150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.

Announcer, Pennsylvania single station, send tape, resume, salary requirement to Box D-199, BROADCASTING.

Quality, middle-of-the-road station in major Ohio market looking for drive time personality. Applicant should be a fully developed radio entertainer with desire and energy to communicate effectively with his community. Should have the talent and ability to present himself and his program with distinction, poise and warmth and the imagination to create audience-holding radio. Salary open. Golden voices with no personality behind them need not apply. Send resume to Box D-207, BROADCASTING.

Peace, security and fair pay—for a good easy-listening evening man in Virginia medium market. Trainees considered. Box D-222, BROADCASTING.

Combo man or belle. No maintenance. Preferably thwarted thespian. Beginners OK. Middle of road but lots of backyard chatter. Near N. Y. C. Box D-229, BROADCASTING.

Announcers—(Cont'd)

Medium market country music station needs morning man who can double as operations manager. Must be good at detail and prove past initiative. Full details. Box D-232, BROADCASTING.

Country music station has three new openings. Must have combination of any two of these talents: announcing; news gathering, production, office management. Send complete resume. Box D-233, BROADCASTING.

Midwest 5 kw Christian-Commercial daytime in progressive medium-sized market looking for experienced announcer/boardman (1st class preferred, but not necessary). New building. Congenial staff. Responsible individuals only need apply. Box D-240, BROADCASTING.

Afternoon man for small market AM in lower South Carolina. 3rd ticket and some experience required. Up to \$90 for 42 hr. wk. Send replies to Box D-258, BROADCASTING.

California calling: Do you miss that "All American" look that comes from living in constant sunshine? Have you always wanted to squeeze your own orange juice? Then mail your tape and resume today. Pros only—include production tape, aircheck and resume today. Box D-262, BROADCASTING.

Immediate opening for announcer with 1st ticket. Send complete details or phone Gene Loffler, KGEZ Kalispell, Montana. 406-756-4331.

Aggressive station in progressive community seeks early morning man to double in sales. We're number 1 and need a man to provide bright morning listening. Good pay, pleasant working conditions and security are offered to the right man willing to settle down. Send tape and complete resume in first reply to Manager, KWHK, Hutchinson, Kansas.

Announcer with first-class license. Engineering secondary. Contact WCTA, Andalusia, Alabama.

WDBO Orlando, Florida—one of the southeast's pioneer broadcast leaders has an opening for an intelligent, talented dj. This is an excellent opportunity to work and live in the action center of Florida. We are a middle of the road CBS affiliate, top rated in this market for 41 years. Send tape, and resume to Program Director, WDBO, P.O. Box 1833, Orlando, Fla.

Announcer: Minimum one year's experience. Immediate opening news or music. Send resume, picture, and taped commercials, news and deejay show with first letter. Bob Gribben, WDBQ, Debuque, Iowa.

Central Wisconsin leading contemporary and good music station, seeks good announcer with 3rd. Send tape and resume to Chuck Evenson PD, WDLB Marshfield, Wisconsin.

Wanted immediately—Announcer with 1st phone for daytime directional, Hartford market. Call WEHW, 203-688-5291.

Good announcer needed to complete winning team at WGAD, Gadsden, Alabama. Dynamic 5000 watt ABC network station, with good associates, good pay and hours, plus fringe benefits. Send tape, resume and photo. Ed Carrell, WGAD, Gadsden, Ala.

Morning man, tops in production, needed by leader in Palm Beaches. Contemporary format. Resume plus aircheck to WHEW West Palm Beach, Florida. No phone calls.

Modern C&W format needs tight dj to handle some production. 1st opening in years. Call or write John Jacobs, WKTC, Charlotte, North Carolina.

Announcers—(Cont'd)

Urgently need sports play-by-play and double duty in news department for successful small station doing big job. Only AM station in city of 74,000 located on Lake Michigan between Chicago and Milwaukee. Pleasant air-conditioned quarters, unionized. Sell your own sports program. Send tape and resume to Bill Lipman, Radio Station WLIP Kenosha, Wisconsin.

Announcer for eastern Pennsylvania day-timer. Prefer experienced, bright sound for music and news operation. Send tape and resume at once. Manager, WMBT Radio, Shenandoah.

Peak time, tight board production announcer needed end of April. Permanent. Good working conditions in beautiful tourist area, small but progressive community near Pennsylvania Grand Canyon. Send resume, audition tape to John A. Fay, WNBZ, Wellsboro, Pa.

Expanding good music station needs first phone announcer. Send tape and resume to WPVL Painesville, Ohio. \$135/week to the right man. This excellent job won't be open long . . . apply now.

Immediate opening for announcer at Religious formatted station. Send tape and qualifications to Harry Morgan, WSKT, P.O. Box 9030, Knoxville, Tenn.

Engineer-announcer wanted with 1st class ticket for maintenance and announcing. Good music station. Ed Damron, President, WSSC, Sumter, South Carolina.

Two radio-television announcers wanted: Send resume, salary requirement and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAP, Parkersburg, W. Va.

Position open immediately in swinging station for announcer-salesman. Pros only. Resume & tape. WWOW Conneaut, Ohio.

2 Experienced announcers for 5 kw AM. 50 kw FM, combined operation. Send audition and complete resume with references & photo to: Donald E. Knowles, Pres., Coastal Broadcasting Co., Inc., 68 State St., Ellsworth, Maine.

Announcer wanted: First phone announcer. No engineering. Will consider beginner. \$70.00 weekly for 40 hours. 803-563-4371.

1st phone announcer for short evening shift and lots of production work. Position offers security with regional 5 kw. Requires mature & authoritative voice. Advancement possible. Phone 618-242-4953.

Directional daytime needs 1st phone announcer, no maintenance. Can be beginner. Sales if desired. Informal, nutty, fun station 52 miles from Times Square. Call 914-279-6131 or 6028 nights. No tapes or writing.

Technical

Engineer-1st class ticket qualified to completely maintain AM station plus associated fleet of motor vehicles with two-way Motorola equipment. \$125.00 per week. Northeastern United States. Top station medium market. Box C-266, BROADCASTING.

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

Chief engineer—limited announcing. Immediate opening. Complete maintenance 1000 watt day time. Permanent position with established station in four station chain. Good starting salary, plus. Send resume, tape and photograph to Manager, KCSR Chadron, Nebraska.

Chief engineer-announcer. Immediate opening. Help install, run new transistorized trans. Deal includes 3 bedroom house. KWBG Boone, Iowa.

Chief engineer - announcer. Forty - eight hours; six day week—\$90.00 to \$100.00. Free insurance. Profit sharing. Must be capable and stable. Position open at WEBO Owego, New York. Send resume, dates and references to Philip Spencer, WCSS Amsterdam, N. Y.

WDBL-AM-FM Springfield, Tennessee, has immediate opening for chief engineer. Some air work involved. Contact John Adkins, 615-384-5541.

1st phone engineer—who would like to be associated with combined radio-CATV system—some TV repair. Good opportunity to grow. Phone Newman, WHRT, Hartselle, Ala. 773-2558.

Technical—(Cont'd)

Openings for radio control room, AM & FM operations, for technicians with broadcast endorsed 3rd class or higher grade license. No announcing duties. Air mail full details to: Pat Finnegan, C.E. WLBC, WMUN FM, Muncie, Indiana 47302.

First class engineer-announcer, \$105.00. Middle of the road. WMVR, Sidney, Ohio.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1966. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-018-7127.

Engineer-announcer wanted with 1st class ticket for maintenance and announcing. Good music station. Ed Damron, President, WSSC, Sumter, South Carolina.

Immediate opening, chief engineer; some announcing; 1000 watt daytime, also FM. Box 389, Williamsport, Pennsylvania.

Chief engineer for 50 kw full time remote controlled directional. Full time maintenance with no announcing. Combined AM-TV operation with future FM. Contact E. M. Tink, Vice President of Engineering, Black Hawk Broadcasting Company, Waterloo, Iowa.

Why buy new cart tapes? We install new tape, pads and clean inside & out—any size 904-5 day service—Ltk-Nu Cart Corp., Box 2608, Ft. Wayne, Indiana.

News

Immediate opening, local newsmen, N. Y. state. Excellent salary. Box D-209, BROADCASTING.

Midwest 5 kw Christian-commercial daytime looking for newsmen for full-time position. Station uses considerable mobile equipment. New building. Congenial staff. Responsible individuals only need apply. Box D-241, BROADCASTING.

Assistant news director to replace departing news director. Current news director moving into major market TV news. The right man could become the permanent news director within six months. We want someone who can "dig" for local news. Send tape and resume or contact Rick Rawlins, WFIN, Findlay, Ohio.

Production—Programing, Others

Traffic manager for leading AM & FM radio station in major market. Excellent company benefits, top dollar for right person. Reply to Box D-28, BROADCASTING.

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Program Director, Texas medium market, top 40 format. Need man with contests, ideas, gimmicks—we now work 4 full time jocks plus part time. You will have complete charge with budget. Will pay for top man—group operation. Send resume, tape, references. KILE, Galveston, Texas.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF Flint, Michigan.

WPIK, Washington, District of Columbia, is looking for a professional production man to create speculation sales tapes that are infinitely better than most agencies produce. Not a sweat shop, but prolific and sparkling production is expected every day. Lotts tools to work with. "Selling through sound" is the name of the game. If you have a broadcast quality voice, experience, and active creative juices, please rush me a resume, covering letter, and demonstration tape. Include postage and tape will be returned. Rush to Persona, Confidential attention of William J. Gallagher, Jr., General Sales Manager, WPIK, Celebrity Studios, Hotel Washington, 15th & Pennsylvania Avenues, N.W., Washington, D. C.

Production—Programing, Others

Continued

California college student corporation seeks public information director, age 24-30. Degree plus experience in sports and general assignment for newspaper or in radio-TV required. Excellent salary, benefits, working conditions. Send resume to Robert Spink, Associated Students, Cal Poly, San Luis Obispo.

RADIO

Situations Wanted—Management

Building-improving FM-AM? Record of achievement, ideas, initiative. Top credentials. Mature, can assume medium-major market challenge. Degree. Family. Interview & contract. Box D-217, BROADCASTING.

Highly successful major market sales manager with top group operator, twenty years broadcasting, wants top 50 market management—sales management, south or midwest. No advancement within group. \$15,000 minimum. Best industry references. Write Box D-244, BROADCASTING.

Experienced all phases of radio: copy, traffic, announcing, production, programming, promotion, public relations, finances, sales, and management. Solid record. Young and aggressive. Desire position in medium market. Box D-264, BROADCASTING.

Sales

DJ with sales ability and first phone. Want position with a station that has a sound and personality also advancement. Late 30's. Box D-201, BROADCASTING.

Hungry commission salesman. 35. 9 years experience. Want money making opportunity. Midwest-west. Box D-203, BROADCASTING.

Some college, married, 27, radio 3 years—major sales, southwest, July start. medium or major market. Box D-257, BROADCASTING.

Situations Wanted—Announcers

Outstanding professional C&W dj will consider excellent offer. Box D-3, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box D-51, BROADCASTING.

Bright, happy, experienced dj. Announcer authoritative newscaster, family man, want to settle down. Not a floater. Box D-103, BROADCASTING.

1st phone man experienced, presently employed. Desire to relocate. Box D-119, BROADCASTING.

Experienced young Negro dj-announcer available immediately. Box D-120, BROADCASTING.

DJ—announcer—versatile. Authoritative news delivery—smooth chatter and interview. All music. Family man. Looking for permanency. Sales experience. Box D-146, BROADCASTING.

Experienced. Dependable dj-announcer. newscaster, family man. Wants to settle. Box D-147, BROADCASTING.

Sportscaster-newsman. College graduate. Draft exempt. Football, basketball, baseball. Live or re-creation. Tape, references available. Box D-152, BROADCASTING.

Beginner, progressive top 40's: production oriented dj. Programming and music directorship knowledge; endorsed third, draft exempt. Box D-186, BROADCASTING.

Swing air personality, worked in a New York market area, family man, want to settle down, not a floater or prima donna. Box D-188, BROADCASTING.

DJ-announcer, experienced, family. Authoritative, newscaster—sportscaster, all music formats, seeking security. Box D-195, BROADCASTING.

Announcers—(cont'd)

Professional, experienced, dependable announcer. Seek Tennessee, Arkansas, Missouri, Oklahoma area. Now employed. Relaxed style. Middle-road, country-western format. Personal interview possible. Box D-200, BROADCASTING.

Announcer—strong C&W, easy listening, and news. Mature, married and dependable. Third endorsed. Prefer southwest. Box D-202, BROADCASTING.

Experienced, bright, happy dj-announcer. Married. Authoritative newscaster. Not a prima donna or floater. Want to settle down. Box D-204, BROADCASTING.

Five year background in news & sports. Desire station with opportunity for play-by-play baseball, basketball & hockey. Can guarantee a professional job in all three. 23 years of age—Mature voice. Will consider \$125.00 to start. Prefer N. Y. State—Penn. or Michigan area. Box D-206, BROADCASTING.

Morning man!—Professional, witty, personable. Use characters and comedy routines. Looking to move-up permanently. Box D-208, BROADCASTING.

Bright, creative, contemporary air personality and program-production specialist with intelligence, integrity and good track record. Over 8 years experience—including group background. Major market-east preferred. Box D-210, BROADCASTING.

10 years in better music. Informed, communicative, stable. Seek permanency and growth with established group. First phone. \$700 min. Box D-212, BROADCASTING.

Announcer, pro, mature, stable, family, college, top salary. Box D-220, BROADCASTING.

Top 40 first phone, experienced. College town preferred. Contract required. Box D-221, BROADCASTING.

Happy sounding top 40 swinging personality. First phone. Draft exempt. Box D-223, BROADCASTING.

Top 40 dj available. First phone, veteran, married. PD experience. Currently employed in top 30 market. Box D-228, BROADCASTING.

Six months experience. Speech trained. third phone. 212-TR 3-7493 or Box D-230, BROADCASTING.

Humorous, middle-road dj. Background includes programing, production, copy and newswriting, remotes and TV. Northeast only. Box D-239, BROADCASTING.

Negro disc jockey desires position, fast board, bright sounds & news. Married. Box D-242, BROADCASTING.

Negro announcer thoroughly trained. Tight format, mature voice. Will travel. Some experience. Box D-243, BROADCASTING.

Announcer/dj—3 years, with 3rd, endorsed. Middle of road. Experience in production, personality & witty. Desire position with potential. 27, married, military completed. Employed but will relocate. Box D-245, BROADCASTING.

An attractive Danish-American girl. Experienced control board—announcer—newscaster—commercials—continuity—women's program—willing to relocate. Box D-246, BROADCASTING.

Combo dj—authoritative newscaster, experienced Negro, married, want to settle. Not a prima donna. Box D-247, BROADCASTING.

Top jock wants top pop operation. Availability: Immediate. Box D-254, BROADCASTING.

Need summer replacement? College student desires 3 month position—experience as top 40 rock jockey and newsmen. 3rd class. Prefer east. Box D-263, BROADCASTING.

Talk-telephone star available. News oriented. Has top major market record. Will relocate. Box D-268, BROADCASTING.

Gal dj and newscaster. Tight board. Graduated from New York School of Announcing and Speech. Box 213, Soundview Station, Bronx, New York.

Kentucky-Ohio . . . 12 years programing, sales, management, first phone, 32, married, vet. Interviews! Drew. 904-229-3511. Available now!

Announcers—(cont'd)

Combo—dj—married, 3rd phone, young, church man. Charles McAdoo, 765 Marcy Ave., Brooklyn, N. Y.

Disc-jockey school grad—23—1st phone desires beginner's announcing position—never "on air"—previous good electronics education—MOR preferred—have car—don't expect high salary. Tape available. Allyn. P. O. Box 452, Oakland, California 94604.

Third phone, endorsement, DJ/announcer, newscaster, broadcasting school graduate seeking first position. Married, will relocate. Call Johnson after six. 312-638-4097.

Mornings dull? Add zest and zip to your ratings. 9 years experience. Married, family, service, college. Prefer East. Call Long, (301) 662-2706, 19 E. South Street, Frederick, Md.

C/W man. Past 3 years announcer/sales. 15 years c/w experience. Entertaining, tight commercial show. Copy, production, gimmicks and voices. Ambitious career man for permanent good-pay offer only! Age 32. Dependable, references. Sincere desire to sell "my station" its advertisers and top c/w programing. Box 1562, Wheaton, Md.

Negro dj, first class training 3rd class endorsed. Willing worker, draft exempt. W. Stokes, Jr. 1213 A. Bergen St., Brooklyn, N. Y.

Technical

AM Veteran, DA studio, construction, 15 years one station, desire relocate Pacific northwest. Box D-99, BROADCASTING.

First class engineer, experienced in Radio/TV studio, transmitter, microwave desires position. Box D-173, BROADCASTING.

Desire position as chief or director of engineering in Washington or Oregon major market. Eight years as chief. Experienced in AM-FM operation and maintenance, all phases of station construction, including complex directional antenna systems. Box D-216, BROADCASTING.

First phone engineer experienced. Presently employed. Will relocate. Box D-248, BROADCASTING.

Chief engineer, experienced on directionals, installation and construction. Strong on maintenance. Good background with excellent references. Box D-259, BROADCASTING.

News

Radio-TV journalist seeks career position in the northeast. Experience and interest in writing news copy, editorials, documentaries. College background, thirty years old, best references. Please reply to Box D-86, BROADCASTING.

Credentials—Top records in state & local coverage, awards background. Respected references. Skilled in editorials, commentary, documentaries. Idea man. Wish large market association & responsibility. Mature. Strong personal & professional image. Degree. Family. Interview. Box D-218, BROADCASTING.

Newsman-sportscaster. Very strong news gathering/delivery. Play-by-play good. Intelligent, well versed all phases, family, employed, looking for last position. Good money, benefits, working conditions and interview required. Prefer midwest/southwest. Reply Box D-219, BROADCASTING.

Ambitious news reporter-director seeks aggressive news operation. First phone. College. Draft exempt. Box D-234, BROADCASTING.

Experienced newsman-sportscaster covering local newsbeat. . . desires play-by-play college-professional. Box D-252, BROADCASTING.

Top 15 market. McLendon newsman wants medium or major market station with progressive news department and opportunity to advance. Distinctive, authoritative delivery with thorough experience in all phases of radio. Write Box D-255, BROADCASTING.

Production—Programing, Others

Separate FM programing? Creative program format technician experienced in all FM operations in major metro markets will produce customized schedule for your audience. Box C-195, BROADCASTING.

Available immediately—promotion manager, radio or television. Expert in audience and sales promotion, P.R. Publicity, exploitation and merchandising. Experienced in large market, major chain operations. Quality references. Box D-60, BROADCASTING.

Sportscaster looking for a sports minded station with plenty of play by play. Married and experienced in all sports & coverage. Box D-108, BROADCASTING.

Sports play by play and news. 25. 6 years experience. Midwest preferred. Box D-183, BROADCASTING.

Play-by-play all sports, radio and TV. Want to move up. College graduate, 8 years experience. Reliable. Box D-185, BROADCASTING.

Provocative daytime telephone talk personality. Award winning show with proven sales record. No recipes, gardening, etc. but talk which motivates a daytime audience with wide range of subjects. Will consider other time slots. Let's talk! Box D-197, BROADCASTING.

Human automatic copy & production machine! Used successfully for 12 years. Results guaranteed! Radio-Television jingle attachment included. Ad-Club Prize Winner! Box D-205, BROADCASTING.

Proven, modern, program director with savvy, enterprise and creativity. A seasoned, yet youthful professional with successful track record in top 40 and middle of the road operations. Box D-211, BROADCASTING.

Woman's director radio. In a rut. Help! Currently employed in major market five years. Thirteen years all round broadcasting, sales, service, public service. Any locale but money talks, not scenery. Box D-215, BROADCASTING.

Hardworking-dynamic top 40 swinger with medium market experience desires opportunity to do small market program director work. First phone—draft deferred. Box D-224, BROADCASTING.

Kentucky-Ohio . . . 12 years programing, sales, management, first phone, 32, married, vet. Interviews! Drew. 904-229-3511. Available now!

TELEVISION

Help Wanted

Sales

Sales manager—TV. Philadelphia market. Unlimited opportunity for person with proven record of sales and administration. Send complete resume to Box D-235, BROADCASTING.

Announcers

Leading midwest NBC affiliate expanding news operation needs three experienced men. Newsman, weathercaster and sportscaster. Send resume and salary expected to Box D-174, BROADCASTING.

Experienced commercial announcer for midwest medium-market station with live-VTR-film color. Send picture, resume and non-returnable audio tape of commercial work. Box D-231, BROADCASTING.

Announcer needed with some knowledge of weather. TV experience not necessary. Ideal climate. Profit sharing plan and other fringe benefits. Contract Bob Lundquist, General Manager, KCEN-TV, Temple, Texas.

Top announcer needed to double in promotion. Some live, some directing, but announcing emphasis on good interpretation of copy. Promotion position requires idea man with writing ability. Newspaper background helpful. TV experience not essential. Send tape, samples of writing, photo, and resume to F. Jank, KVOS-TV, 1151 Ellis Street, Bellingham, Washington.

Help Wanted—Announcers

Continued

Staff announcer: Immediate opening for an experienced announcer who can do news, weather, sports. Versatility desired. Progressive fullcolor station. Send tape and resume with photo to Bob Jones, Operations Director, WLEX-TV, Box 1457, Lexington, Ky.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Needed immediately—video switching technicians and transmitter operators with first class licenses for progressive, fullcolor, southern station. Operating experience with studio equipment and transmitter desirable. Send complete, concise resume, including salary requirements to Chief engineer, Box C-236, BROADCASTING.

Studio—VTR—CCTV technicians, operations/maintenance—\$6700 first year—no license—Virginia. Box C-243, BROADCASTING.

Experienced chief engineer for top ten market. Responsibility includes AM-FM-VHF TV. Must have electrical engineering degree, first phone license, and demonstrable record in plant installation, maintenance, administration and labor relations. Send detailed resume to Box D-90, BROADCASTING.

Full color station in upper south central area needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone, required. Send details to Box D-155, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

Openings for first phone engineers. Radio & television. No announcing required. Union scale. These are permanent positions. Air mail full details to: Pat Finnegan, C.E., WLBC-TV, Muncie, Indiana 47302.

Progressive full color station needs engineers with experience and knowledge of studio, transmitter and VTR operations. First phone required. Send details to Director of Engineering, Gay-Bell Stations, WLEX-TV Inc., Box 1457, Lexington, Ky.

One transmitter and two studio engineers with first class license and experience in TV. Send resume, photograph and salary requirement to George S. Driscoll Vice President and Engineering manager, WOKR (13), 17 Clinton Avenue, South, Rochester, New York.

Engineers, experienced. For new multi-million dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and location. Contact Director of Engineering WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

The Delaware Educational Television Network needs two experienced video technicians in Dover, Delaware. Experience with I.O. cameras, Ampex video tape recorders, and in general studio operation and maintenance is necessary. Openings immediate. New personnel will assist in moving into new plant. First phone not essential but would be preferred. Write including full details first letter. William C. Lewis, Technical Services Director, Box 898, Dover, Delaware.

Technical—(Cont'd)

TV engineer. First phone only. Must have broad television experience. Opportunities in major markets with fast growing independent. Send resume to L. W. White, Personnel Manager, Kaiser Broadcasting Corp., 300 Lakeside Drive, Oakland, California 94604. An equal opportunity employer.

NEWS

Good newsmen by top southeastern VHF. Send resume and video tape to Box C-298, BROADCASTING.

Airman-writer-reporter wanted by midwest-VHF. Aggressive news operation needs man with ability to handle major newscast. Will consider radio experience with strong potential. Journalism degree or equivalent experience. Tape, resume, salary, first letter. Box D-249, BROADCASTING.

TV newsmen wanted to supplement our 3 man expanding department. College, air reporting, writing, 16mm film experience (sound & silent), sports broadcasting experience desirable. Top salary and excellent working conditions. We work hard, but we play hard. Excellent hunting and fishing area. Send VTR or SOF, resume, letter of reference to Jim Burris, News Director, KULR-TV, P. O. Box 2512, Billings, Montana.

Production—Programing, Others

Film Director—"Take charge" man needed to set up complete film department. Must be experienced in editing, booking, purchasing equipment, etc. Needed immediately for new station in major eastern market. Excellent salary. Rush resume to Box D-267, BROADCASTING.

Experienced producer-director for ITV-ETV in new TV building. Send credentials to: Dr. Duane Tucker, General manager, WBCU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Producer-director needed for expanding New England educational station. Instructional experience, music, film, general production background necessary. Send resume of broadcast training, experience and educational history. Include contract salary requirements. WENH-TV, Box 2, Durham, N. H.

Film editor. WKBS-TV Philadelphia. Immediate opening. Permanent. Send resume to Personnel Manager WKBS-TV, 3201 S. 26th St., Philadelphia, Pa. 19145. An equal opportunity employer.

Promotion manager, program operations manager. These two openings are available now with WKBS-TV, Philadelphia. Continuing growth creates these positions. Send resume to Personnel Manager WKBS-TV, 3201 S. 26th St., Philadelphia, Pa. 19145. An equal opportunity employer.

Art Director. Develop and equip an art department in a new college. Ability to develop graphics and scenic design for TV. Dark room experience preferred. Degree and 3 years experience or equivalent required. Salary \$7,500 to \$9,000. Send resume and work samples to Personnel Office, Grand Valley State College, Allendale, Michigan.

TELEVISION

Situations Wanted

Management

General-sales manager. Successful management and sales management top 50 markets. Proven performance. National regional, local sales. Complete experience and background. Top references. Box D-213, BROADCASTING.

Experienced general manager for radio, TV, CATV or combination. Full range working experience in management, sales, programming, accounting, engineering, CATV. College graduate. Family man and community leader. Well-liked, confident, mature, healthy. Early forties, over 20 years in broadcast profession. Top references, small or large markets. Box D-225, BROADCASTING.

Announcers

Kentucky-Ohio . . . 12 years programing, sales, management, first phone, 32, married, vet. Interviews! Drew, 904-229-3511. Available now!

Technical

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box D-112, BROADCASTING.

Engineer 14 years experience, studio, xmtr., maintenance, construction plus microwave. Looking for a chief or assistants job. Northern states only. Dependable: Presently employed. Box D-250, BROADCASTING.

Univ. instructor . . . chief engineer, BSEE, now teaching, constructing, licensing, maintaining FM high-power VHF-TV, plus closed circuit ETV facility. Want starting system, U. S. or abroad. Box D-266, BROADCASTING.

News

Newsman—likes to dig, write and deliver. Being released from service in June. Bachelor's degree and three years radio-television experience. Married, hard working, ambitious, excellent references. Box D-106, BROADCASTING.

News director. Articulate, mature delivery coupled with imaginative writing and production knowhow produce top ratings. Extensive major market administrative experience, knowledgeable approach to community relations and public affairs, award winning photography background. Interested managers in medium and large markets contact Box D-238, BROADCASTING.

News director. Mature professional administrator. Every facet major market, network broadcast journalism. Available July. Box D-261, BROADCASTING.

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: One RCA TM-35, Calibration monitor. Reply: Hawaii ETV Network, University of Hawaii, 1776 University Avenue, Honolulu, Hawaii, 96822, Attention: Hank Cronin.

Wanted used 1½ inch 50 ohm copper co-ax, also FM recvr. to drive freq. & mod. monitor. KWNT Radio, Davenport, Iowa.

UHF 10-12 kw transmitter, microwaves, cameras, etc. All info immediately. 212-EN-2-5680 or Box D-196, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliex, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

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.

For Sale—Gates level devil, model M-5546-A. Excellent condition. Cost \$425 when new. Will sell for \$250.00. WOKJ Jackson, Mississippi.

UHF Transmitter, GE 12 kw with remote controls, good condition. Complete less klystrons \$40,000.00. Contact Len Eden, WTVS, 9345 Lawton Ave., Detroit, Mich. 313-896-6075.

Whatever your equipment needs . . . check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

FOR SALE—Equipment

continued

Complete Westinghouse 10 kw transmitter \$3,500.00. Available immediately—excellent shape. Box D-153, BROADCASTING.

A remote trailer equipped with two turntables, remote console, public address system. Turntable chair and sofa. Single axle, like new tires. Price \$1000. Also available a 62 Ford Econoline Panel truck used to pull trailer. Call 301-228-4800.

Self-supporting 220' tower free. Former WPFM-FM tower on state land, must be moved. Jack Morse, Director Radio-TV, Brown University, Providence, R. I., 401-863-2476.

Standard 5 kw FM stereo, 4 years old, on air. Want to increase power. Make offer. D-226, BROADCASTING.

Heliac Coaxial cable HJ5-50 type, new 59c ft. FOB, E.E.E.E., P.D. Box 2025, La Mesa, California.

Ampex 300 studio console cabinet with stereo possibilities. Perfect condition, up to factory specs. Box D-260, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring dee-jay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Professional announcers and advertising agency copy writers will write and produce your spots and other station material, promos and intros. Inexpensive sample tape available. Box D-124, BROADCASTING.

Now syndicating radio Tom Anderson's "STRAIGHT TALK!" Jonathon Kirby Enterprises, Box 14, Anaheim, Calif. 92805.

Sid Robbins, formerly of Patchogue, Long Island, please call M. Matthews, AC 516-AX 1-1180, or anyone knowing his whereabouts please call the above number.

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, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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 classes starting June 15, August 17, October 19. 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 May 23—June 27—Aug. 1—Sept. 5. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

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 even so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

First Class License. Ten week course. 350 hours theory, lab and practical training. \$395. Atlanta School of Broadcasting, 52 11th Street, N.E., Atlanta, Georgia.

RADIO

Help Wanted

Management

Radio Group Gen'l Manager

to take full day-to-day responsibility for multi-station medium market chain with sizeable gross and net. Intimate knowledge of retail sales and actual strong management experience particularly in creating substantial profits essential. Age to 40. N.Y.C. Headquarters. Salary to \$25,000, profit sharing and stock interest possible when ability demonstrated. Complete detailed resume, photo to:

Box D-190, Broadcasting.

RADIO

Help Wanted—Sales

Audio Sales Specialist

Custom audio equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to:

Box D-182, Broadcasting.

Radio Account Executive

#1 station in medium New England market has an interesting opening with growth potential for creative sales person. Liberal salary and incentive plan. Send complete resume for early interview. Our staff knows of this advertisement.

Box D-227, Broadcasting.

Local Sales Manager

Northeast 5 KW Network Station needs experienced local salesman with imagination and ambition. Excellent salary plus incentive.

Box D-187, Broadcasting.

TELEVISION—Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera 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, N. J. 08101.

An Equal Opportunity Employer MGF

RADIO CORPORATION OF AMERICA

WANTED:

Experienced Chief Engineer for top 10 market. Responsibility includes AM-FM and VHF-TV. Must have Electrical Engineering degree, first phone license, and demonstrable record in plant installation, maintenance, administration and labor relations. Send detailed resume to:

Box D-89, Broadcasting.

TELEVISION

Situations Wanted

Announcers

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(Continued from page 74)

Action April 5.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Marbro Broadcasting Co. and Supat Broadcasting Corp. for new TV to operate on channel 58 in San Bernardino, Calif., granted petition by Marbro for leave to amend its application to specify channel 18 in lieu of channel 58. By separate action, granted petition by Supat for leave to amend its application to specify channel 18 in lieu of channel 58. Action April 7.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Marbro Broadcasting Co. and Supat Broadcasting Corp. for new TVs to operate on channel 58 in San Bernardino, Calif., granted petition by Supat for leave to amend its application to reflect change in its stock ownership. Action April 6.

By Hearing Examiner Jay A. Kyle

■ Granted request by WOL Inc. to continue prehearing conference from April 11 to April 29, and rescheduled hearing from May 2 to May 16 in proceeding on application of Washington Broadcasting Co. for assignment of license of WOL-AM-FM Washington to WOL Inc. Action April 7.

■ In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, and transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co., received in evidence applicants' exhibits nos. 21, 22, and 23, and closed record. Action April 7.

■ Granted petition by The Chronicle Publishing Co., San Francisco, for leave to amend its application to reflect actual present ownership structure and Chronicle Broadcasting Co. as applicant in proceeding on KRON-TV's application. By commission action of Feb. 28 licensee of station KRON-TV was assigned by The Chronicle Publishing Co. to Chronicle Broadcasting Co., a wholly owned subsidiary. Action April 7.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TVs to operate on channel 29 in Dallas, granted petition by Overmyer Communications for leave to amend its application to reflect replacement of Robert F. Adams by Robert L. Bryan as executive vice president.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Jupiter Associates Inc. Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AMs in Matawan, Somerville, and Elizabeth,

N. J., granted motion by Radio Elizabeth to reschedule certain procedural dates—April 15 in lieu of April 8 for exchange of exhibits, and April 22 in lieu of April 18 for notification of witnesses desired for cross-examination. Action April 7.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Seven League Productions Inc. for renewal of license of WIII and South Dade Broadcasting Co. Inc. and Redlands Broadcasting Co. Inc. for new stations in Homestead, Fla., in Docs. 16342-4, ordered that (1) hearing on issue added by review board April 5 shall commence May 4; (2) in event any portion of direct affirmative case of Seven League on added issue is in writing, copies shall be exchanged on or before April 28, and on or before that date, Seven League shall identify witnesses it proposes to produce for oral testimony; and (3) cancelled prehearing conference scheduled for April 15; matters which were to be discussed at that conference shall be considered at hearing scheduled for May 4. Action April 6.

By Hearing Examiners Elizabeth S. Smith, Thomas A. Donahue and Sol Schildhouse

■ In Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding, granted petition by Broadcast Bureau to further extend time to April 15 to file proposed findings and replies to May 6. Action April 8.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of K-SIX Television Inc. for CP with modification, for new TV to operate on channel 13, in Laredo, Tex., and Southwestern Operating Co. for renewal of license of station KGNS-TV, channel 8, Laredo, dismissed as moot request by Southwestern to continue hearing from April 5 to June 6; and further ordered that in event action of commission on pleadings now pending before it does not grant relief requested and render unnecessary an evidentiary hearing, another prehearing conference will be held on date to be fixed by further order. Action April 6.

BROADCAST ACTIONS by Broadcast Bureau

Action of April 13

KSJO-FM San Jose, Calif.—Granted license covering increase in ERP, installation of new trans. and ant., and specify type trans.

WVUE New Orleans—Granted application to reduce aur. ERP to 19.1 kw DA.

KVOR Colorado Springs, Colo.—Granted CP to install auxiliary trans. at main trans. location; remote control permitted.

WNXT-FM Portsmouth, Ohio—Granted mod. of CP to increase ERP to 900 w and decrease ant. height to 490 ft.

KSNM(FM) Santa Fe, N. Mex.—Granted request for subsidiary communications authorization on sub-carrier frequency of 67 kc.

KTMS-FM Santa Barbara, Calif.—Granted mod. of subsidiary communications authorization to add sub-carrier frequencies of 41 and 67 kc.

Granted licenses for the following FM stations: KMYO-FM Little Rock, Ark., and specify trans.; WSPB-FM Sarasota, Fla.; WAPL-FM Appleton, Wis., and specify type ant.; and WDLB-FM Marshfield, Wis.

Granted extension of completion date for the following stations: *WTSR(FM) Trenton, N. J., to June 1; KAVR-FM Apple Valley, Calif., to Oct. 18; KIMN-FM Denver, to Oct. 1; KQUE(FM) Houston, to Oct. 24; WDIF(FM) Buffalo, N. Y., to Sept. 30; KNUZ Houston, to Oct. 24; KEND Cheyenne, Wyo., to July 15; WFTN Franklin, N. H., to July 24; WSJT Chesapeake, Va., to Oct. 1; WATY North Atlanta, Ga., to Oct. 8.

J & B TV Improvement Co. Conover, Wis.—Granted CP's for two new VHF TV translator stations on channels 4 and 2 to serve Land O' Lakes. Phelps and Eagle River by rebroadcasting programs of Wausau stations WSAU-TV (channel 7) and WAOW-TV (channel 9), respectively; subject to outcome of proceedings in Doc 15971. Chairman Henry and Commissioner Cox concurred in grant but voted to add nonduplication condition looking toward implementation of the Rhineland construction permit.

WCEE-TV Freeport, Ill.—Granted waiver of sect. 73.652(a) of rules to permit identification as Freeport-Rockford station. Commissioner Bartley dissented because station will have no studio in Rockford.

City Index Corp. Jackson, Miss.—Designated for consolidated hearing applications for new UHF TV's to operate in channel 16; made Federal Aviation Agency party to the

proceeding with respect to Tele/Mac application.

Actions of April 11

WAPA San Juan, P. R.—Granted license covering use of old main trans. as alternate main trans. at main trans. location with remote control operation.

*WAMC(FM) Albany, N. Y.—Granted license covering installation of new trans. line.

KTHT Houston—Granted mod. of license to change name to Southern Broadcasting Co. tr/as Winston-Salem Broadcasting Co. Inc.

KQV Pittsburgh—Granted mod. of licenses to operate trans. by remote control, nighttime only; conditions.

WDEF-TV Chattanooga—Granted CP to reduce aur. ERP to 37.1 kw, install new ant. and change type ant.; ant. height 1,280 ft.

KSL-TV Salt Lake City—Granted CP to change ERP to vis. 33.9 kw, aur. to 6.78 kw, change type ant., increase ant. height to 3,730 ft., and make other equipment changes.

WQXR-FM New York—Granted request to cancel license and renewal of license covering operation of trans. as alternate main trans.

WWDC Washington—Granted request to cancel license covering operation of trans. as auxiliary trans.

WITA-FM San Juan, P. R.—Granted mod. of CP to change type trans. and type ant., increase ERP to 11 kw, ant. height 211 ft.

Granted licenses for following non-commercial educational FM stations: WGLT Normal, Ill.; WBDG Indianapolis; and WUSO Springfield, Ohio.

The following stations were granted extensions of completion dates as shown: *WJIA-TV Ashburn, Ga., to Dec. 11; WJMC-FM Rice Lake, Wis., to June 30; KRYT-FM Colorado Springs, Colo., to Sept. 14; KACE-FM Riverside, Calif., to June 29; KSTP-FM St. Paul to June 1; KOYL-FM Odessa, Tex., to May 15; WLDM(FM) Detroit, to Oct. 18; WCHO-FM Washington Court House, Ohio, to Sept. 22; WVQM(FM) Huntington, W. Va., to Sept. 17; WSAC-FM Fort Knox, Ky., to Sept. 24; condition: WLEO-FM Ponce, P. R., to May 15; KGBI-FM Omaha, Neb., to May 15; WQMS(FM) Hamilton, Ohio, to July 10; WSLI-FM Jackson, Miss., to Oct. 16; WEST-FM Easton, Pa., to Sept. 30.

Actions of April 8

WHOM-FM New York—Granted license covering change in ant.-trans. location, increase in ant. height, decrease in ERP, installation of new ant. and trans., and specify type trans.

KNOB(FM) Long Beach, Calif.—Waived sect. 73.210(a) (2) of rules and granted mod. of license to change studio location and remote control point to Anaheim, with Long Beach identification to be continued.

WTEN Vail Mills, N. Y.—Granted mod. of license to change main studio and station location to Albany, and reduce aur. ERP to 30 kw.

WOOD-TV Grand Rapids, Mich.—Granted CP to change type trans. and make other equipment changes.

KOLN-TV Lincoln, Neb.—Granted mod. of CP to change ant. location and coordinates.

KFAB Omaha—Granted mod. of licenses to operate trans. by remote control, while using non-dir. ant.

KSKI Hailey, Idaho—Granted license covering change in ant.-trans., studio and station location, hours of operation and change in ant. ground system; remote control deleted.

WDOC-FM Prestonburg, Kv.—Granted li. cense covering increase in ERP, decrease in ant. height, and installation of new trans. and ant.

WNOB(FM) Cleveland—Granted license covering change in type trans. and installation of new ant.

WFMX(FM) Statesville, N. C.—Granted li. cense covering increase in ERP, installation of new trans., and specify type trans.

Granted licenses for the following FM's: WXR-FM Guayama, P. R.; WJML Petoskey, Mich., and specify type trans. and type ant.; WRIP-FM Rossville, Ga. and specify type trans. and type ant.

Granted renewal of licenses for the following main stations and co-pending auxiliaries: KAPS Mount Vernon, Wash.; KSKI Sun Valley, Idaho; *WTBS(FM) Cambridge, Mass.; KGHO Hoquiam, Wash.; WHWB Rutland, Vt.

Action of April 1

Warranty TV St. Ignatius, Mont.—Granted CP for new VHF TV translator station on channel 11 to rebroadcast programs of KGVO-TV, channel 13, Missoula.

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Actions of April 7

KEZY Anaheim, Calif.—By order, granted increased daytime power from 1 kw to 5 kw and change from DA-1 to DA-N, continued operation on 1190 kc with 1 kw-N; conditions. Dismissed as moot opposing petition by KEX, Portland, Ore.

Century Broadcasting Co. and RKO General Inc. Memphis—Designated for consolidated hearing applications for new FM's to operate on channel 290 with ERP 100 kw; Century with ant. height of 316 ft. and RKO with 762 ft.

KIEV Glendale, Calif.—Granted application to extent of permitting increased power from 250 w to 500 w and change in ant. site, continued operation on 870 kc. D; conditions. Applicant's request for increased power to 5 kw could cause objectionable interference to XEMO in Mexico. Commissioner Bartley concurred in result; Commissioner Cox dissented and would have granted application for 5 kw.

WCBC Catonsville, Md.—Granted change in remote control authority.

Remote control permitted following stations: KORA-AM-FM Bryan, Tex.

Following stations were granted extensions of completion dates as shown: WPHD(FM) Norfolk, Va., to July 30, and WZBN Zion, Ill., to Oct. 1.

Actions of April 6

KXIX Victoria, Tex.—Granted extension of completion date to Oct. 6.

WKLC-FM St. Albans, W. Va.—Granted change in remote control authority.

Remote control permitted following stations: WPNF Brevard, N. C., and WKLC St. Albans, W. Va.

WMMW Meriden, Conn.—Granted license covering use of old main trans. (composite) as auxiliary trans. at main trans. location; remote control permitted.

WINY Putnam, Conn.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location; remote control permitted.

KVII-FM Amarillo, Tex.—Granted license covering change in ant.-trans. and studio locations. Installation of new ant., increase in ERP and ant. height, and change name from KCHO-FM.

KISW(FM) Seattle—Granted license covering installation of new ant., increase in ERP and decrease in ant. height.

WCOW-FM Sparta, Wis.—Granted CP to change type trans. and ERP to 47 kw(H) and 23 kw(V).

WDCX(FM) Buffalo, N. Y.—Granted CP to make changes in trans. equipment.

KERR(FM) Salinas, Calif.—Granted CP to replace expired permit for FM.

KLBS-FM Los Banos, Calif.—Granted mod. of CP to change type trans. and type ant.

KAVR-FM Apple Valley, Calif.—Granted mod. of CP to change type trans.; delete dual polarization; install new type ant.; and increase ant. height to 65 ft.

WHYN-FM Springfield, Mass.—Granted mod. of CP to change type trans.; type ant. and remote control point.

WCNH-FM Quincy, Fla.—Granted extension of completion date to Aug. 17.

Granted licenses for followign AM's: WMCS Machias, Me., and specify trans.:

condition; and WPNH Plymouth, N. H.

Granted licenses for following FM's: WLNH-FM Laconia, N. H. and specify type trans.; WDRN Norwalk, Conn. and specify type trans. and type ant.; WRLM Taunton, Mass.

CATV WAIVER REQUESTS

Cosmos Cablevision Corp., N. Augusta, S. C. requests waiver to carry WIS-TV, WNOK-TV, WOLO-TV, WRLK-TV, all Columbia, S. C.

Martin County Cable Co., Martin county and Stuart, Fla., request waiver to carry WTVJ(TV), WCKT(TV), WLBW-TV, WTHS-TV, WSEC-TV, all Miami.

Fines

■ By memorandum opinion and order, commission ordered Charles E. Kelly, licensee of KBMX Coalinga, Calif., to forfeit \$750 for violations of rules including overmodulation, operation by improperly licensed operators, and failure to have trans. equipment inspected once each day for five day week by first-class operator. This action was taken after consideration of licensee's response to Oct. 27, 1965 notice of apparent liability for \$1,000. Action April 13.

By memorandum opinion and order, commission ordered Centennial Radio Corp., licensee of KAPI, to forfeit \$500 for six violations of rules including sec. 73.93(c) for failure to employ full-time first-class operator or to contract for services of part-time full-class operator and sec. 1.611 for failure to file annual financial report on form 324 for 1963 and 1964. A July 21, 1965, notice stipulated apparent liability for \$750, but in view of licensee's poor financial condition, this amount was reduced by \$200. Action April 13.

■ Commission notified Radio Broadcasters Inc. that it has incurred apparent liability of \$500 for ten rules violations in operation of KFLY Corvallis, Ore. They included excessive power, inaccurate meter readings, operating with improperly operating remote control equipment, logging, station identification, etc. Licensee has 30 days to contest or pay forfeiture. Action April 13.

New call letters requested

WZZZ Boynton Beach, Fla.—Beattie-Levathes Enterprises requests WITT.

Hammond, Ind.—Aben E. Johnson Jr. requests WAXN.

Jacksonville, Ill.—Moyer TV Corp. requests WJJY-TV.

Brunswick, Md.—Elektra Broadcasting Corp. requests WTRI.

WDIF Buffalo, N. Y.—Niagara Frontier Broadcasting Corp. requests WBNY-FM.

Pensacola, Fla.—Santa Rosa Broadcasting Co. requests WYWY.

WUHF-TV Milwaukee—WKY Television System Inc. requests WTVT(TV).

WGRV-FM Greenville, Tenn.—Radio Greenville Inc. requests WOFM(FM).

WPRH Franklinton, La.—Parrish Broadcasting Co. requests WFCG.

ting a system in Ormond Beach, that state) have also applied for franchises.

Riviera Beach, Fla.—Burnup and Sims Inc. (J. H. Graham, executive vice president) has applied for a franchise. Proposed charges would be \$5 a month for service and \$20 for installation. The company presently has franchises in North Palm Beach and Lake Park, both Florida.

Nokomis, Ill.—Friendly Broadcasting Co., Charleston, Ind., has applied for a 20-year franchise. The city would receive 5% of gross revenue while subscribers would pay an installation fee of \$20 with a monthly service charge of \$5.

■ **Rock Falls, Ill.**—A franchise has been awarded to Rock River Cable-vision Inc. Subscription rate will be \$5 monthly. Installation will be free during the first year. The city will receive 3½% of gross revenue annually.

■ **Uxbridge, Mass.**—Ned Eisner, that city, has applied for a franchise. Mr. Eisner explained that installation charges would be nominal and monthly rates would be based on the national average.

■ **Saginaw, Mich.**—Booth American Co. Inc., Detroit (group CATV owner and radio operator) has been granted a franchise. A proviso stipulates that the franchise will not become effective until Booth American receives an FCC letter which states that no federal permit or license is required for the desired channels. Installation charges will be \$15 with a monthly service fee of \$4.90. Booth owns WSGW Saginaw.

■ **Mountain Grove, Mo.**—Tad Caudill has applied for a franchise. A previous application was submitted by Lane Davis of Houston and Russell Barber of Mountain Grove, both Missouri.

■ **Nebraska City, Nebr.**—TV Transmission Inc. (subsidiary of the Lincoln Telephone and Telegraph Co.) has been granted a franchise. Nebraska City Cable TV Inc. (subsidiary of the Telesis Corp., Chicago) has also applied. The newly issued franchise stipulates that work on the project must be started within a year.

■ **Las Vegas, Nev.**—Applications for franchises have been submitted to the city council by Donrey Media (Don Reynolds) and by Community Cable Television (Jack Kent Cooke and Hank Greenspun). Community Cable plans to provide five or six independent Los Angeles stations and three Las Vegas stations to subscribers in the Southern Nevada region. The San Francisco ETV station is also being considered. The monthly service charge would be \$5 a month with an installation fee of \$19.95.

■ **West Haverstraw, N. J.**—Haverstraw-Stony Point Cable Vision Co. and Good-Vue CATV Inc. have applied for franchises.

■ **Enid, Okla.**—Community Cables Inc. (subsidiary of the Reeves Broadcasting Corp., New York) opened its CATV facilities in Enid last Saturday (April 16). The system will offer nine TV channels from Tulsa, Oklahoma City, and Wichita, Kan., plus FM and a 24-hour weather service. The firm is charging \$4.95 a month for service and \$10 for installation. Company officers are: Frank Carter, president; Harlod Phillips, vice president; and Morris Schecter, secretary-treasurer.

■ **Cumru, Pa.**—Conestoga Television Cable Co., Birdsboro, Pa., has been granted a franchise.

■ **Mount Carmel, Pa.**—Kar-Mel CATV Inc. (Stephen Kent, president) has been granted a franchise for a 12-channel system. Jepko Community Antenna System currently holds a franchise.

■ **San Antonio, Tex.**—Eastern Cable Inc. of New Jersey has applied for a franchise.

■ **Yakima, Wash.**—Cable TV of Yakima Valley Inc. (Richard Evanson, representative) and Cableview of Selah (Samuel P. Boyd, Selah, that state) have been granted 15-year franchises. Last June an attempt to install Cable TV in Yakima was defeated at the polls. East Selah TV Cable Co. (Roland Leenhouts, spokesman) has also applied for a franchise.

■ **Hudson, Wis.**—Universal Cablevision Inc. (Gene Halker, president) has been given permission by the Hudson city council to start preliminary plans for a CATV system. The proposed system would provide 12 channels to subscribers for \$5 a month and an installation charge of \$25. The council assured Universal Cablevision that it would receive an exclusive franchise for the project.

■ **Two Rivers, Wis.**—Midland Community Antenna Systems Inc. of Milwaukee has applied for a franchise. Victor Lespinasse, engineer for Midland Community, said that his firm could expect to attract 2,000 subscribers and would expect to show a profit after about eight years of operation.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through April 13. 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.

Corte Madera, Calif.—The city council has rejected a bid by Robert D. Lewis of Cable Television of Marin to provide CATV service to Corte Madera. The councilmen felt that it is better to have just one CATV firm operating in town. Tele-Vue Systems of Marin presently has a franchise in Corte Madera.

■ **Fallbrook, Calif.**—Pala Mesa Cablevision Co. (Henry Winchel, Manager) has been granted a franchise. The system would pro-

vide nine TV channels and FM reception. The company is presently serving the Valley Oaks Trailer Ranch, the Pala Mesa Country Club and the Pala Mesa Village, all near Fallbrook.

■ **Grover City, Calif.**—Central California Communications Corp. (Art Hapgood, vice president) has applied for a franchise. The company already holds franchises in Arroyo Grande and Pismo Beach, California.

■ **Mill Valley, Calif.**—Tele-vue Systems of Marin, Clear View Cable Systems of Fairfax and Teletrain Inc. of Sausalito, all California, have applied for franchises. Tele-vue proposes a \$5 monthly service charge and a \$25 installation fee, Clear View \$15 for installation and \$5 for monthly service, and Teletrain \$5 for monthly service and \$35 for installation. All three companies have offered to pay 2% of their annual gross receipts to the city. A fourth bid submitted by Cable Television of Marin arrived past the deadline set by the city council and was refused consideration.

■ **Holly Hill, Fla.**—Teleprompter Inc., with the Daytona International Speedway Corp. as a partner, has applied for a franchise. Volusia County Cable TV Inc. (Philip Elliott) and Florida TV Cable (presently opera-

AL SIMON is a realist. As president of Filmways TV Productions, he heads a company of realists who have accounted for three long-running TV hits in a relatively brief span of program-making. Like anyone else in television, he wants to reach an audience for the advertiser but also strives to do shows that are in good taste, have quality and mean to be—if nothing else—pure entertainment. Never does Al Simon delude himself into believing that his productions are to be anything but fun.

He tries to think in terms of the viewer at all times. If a show's protagonist, for example, is an anti-hero, Al Simon won't bet that it will be a winner because he's convinced an audience only is entertained by people it likes. He's serving popularity and that, paradoxically, is not everybody's dish of tea—but approve or not—he puts out an honest, respectable product.

It Doesn't Just Happen ■ "I think pseudo-sophisticated critics who may rap our show fail to understand what we're trying to do, fail to realize the enormous talent that goes into them," Mr. Simon points out. The reference, specifically, is to Filmways TV's dynasty of cornpone Americana. *The Beverly Hillbillies*, *Petticoat Junction* and *Green Acres*.

In the last Nielsen reading all three were among the 15 most frequently watched TV shows in the country. Still, to many critics they are a plague on our national house, video Pied Pipers of the mindless.

But Mr. Simon cites *Hillbillies*, the root of this supposed evil, as proof that there's more to a popular show than meets a jaundiced eye.

"I think *The Beverly Hillbillies* is absolutely a great show and a brilliant comedy," he says. "Paul Henning, who created it, is a man who writes seven days a week, comes in at six in the morning and many times doesn't leave until nine at night. He's absolutely devoted to the show, has a brilliant understanding of comedy and enormous integrity."

"If you were to analyze the show," Mr. Simon continues, "you'd find that all the characters are true and that they always are good people. We never get away from the fact that the show is designed to be funny and entertaining. No one is attempting to make you believe it."

Three Ingredients ■ Al Simon, 20 years of TV-making behind him, feels that while sophistication comes to audiences gradually, emotional appeals are constant. He says there are three essentials to making a television show, the premise, the execution—which involves the writing ("and that's the chief ingredient")—and the cast. "With these elements," he adds, "you can overcome the time slot, competition and most

A lively and profitable art: corn

anything else."

This explains why Mr. Simon tries to enfold whatever top talent is available within the industry. He's very much people-oriented and strong on doing shows that are correct in every way as entertainment vehicles.

WEEK'S PROFILE



Al Simon—president, Filmways TV Productions, Hollywood, wholly owned subsidiary of Filmways Inc., b. New York City, Nov. 11, 1911; BS 1932 Columbia U., JD 1935 NYU School of Law; publicity director, WHN New York 1936-39; free lance articles writer for national magazines 1939-41; served in Industrial Services Section of U. S. Army where he worked on special projects for the undersecretary of war as a technical sergeant, 1942-45; wrote and produced 'It's a Living' series about people with unusual occupations, first for radio on Mutual Broadcasting System, and then for syndication in television, 1946-48; wrote the 'Truth or Consequences' program for both radio and TV, 1949-51; organized Desilu Productions and was associate producer of the 'I Love Lucy' series, 1951-52; founded Al Simon Productions to make commercials and produce the Joan Davis show, 1952-56; vice president in charge of production for the George Burns-owned company, McCadden Productions, where he was responsible for such shows as 'Life with Father,' 'That's My Boy,' 'The Bob Cummings Show,' 'The People's Choice' and 'Burns and Allen,' 1952-58, set up and became president of Filmways TV Productions, 1959; m. Judith Rutherford, Los Angeles, Feb. 20, 1942; children—David 16; hobbies—"long hours devoted to television."

"While ideas are important, an idea is meaningless unless we have the people to execute it," he maintains. "I think the most important thing is to get top people. I have a feeling with top talent you can develop a show that will succeed."

And succeed Filmways TV has. Its shows have had longevity and that's the difference between profit and loss in the program production business. When the curtain goes up on TV's 1966-67 season, *The Beverly Hillbillies* will be starting its fifth year, *Petticoat Junction* its fourth and *Green Acres* its second. Additionally, *Mr. Ed*, which bowed off the network this season, had a solid six year run.

The 1965-66 campaign was both Mr. Simon's most shining and trying hour. At the start of things, he was overseeing six network programs and that was the peak of Filmways television activity. But *Trials of O'Brien*—with excellent execution, beautiful cast but, perhaps, with faulty premise—trailed badly in the rating's race and *The Double Life of Henry Phye*, rushed in as a second-season replacement on ABC-TV, wasn't given enough time to jell. They were joined in television's legion of the discarded by *The Addams Family* and *Mr. Ed*.

Still a Front Runner ■ With four shows shot down, Filmways has added *The Pruitts of Southampton* to its three remaining series for the coming season. This still qualifies the company as one of the stronger independent producers, even for status among, what TV critics dearly love to dub, the Hollywood factories.

But if Filmways is a factory, it's some odd factory and Al Simon is an even more unlikely factory supervisor. Now in his mid-50's, he has some of the nervous mannerisms and much of the same quality of gentleness as does comedian Ed Wynn. He's a sincere, warm, concerned person.

The Filmways' shop at the General Services Studio, obviously run by people who care about people, is the most relaxed production center in Hollywood. As head of the operation, a wholly owned subsidiary of the corporate entity known as Filmways Inc., Al Simon gets involved in everything that may come up in the course of a program-making day, from script writing to dubbing.

He came to television in the very early days as a free lance magazine writer. He helped put Desilu and George Burns in the production business, pioneered the use of filming shows before live audiences using the three camera technique.

Al Simon devotes nearly all of his awake hours to television. He's a man who's not afraid to be corny and he'll say, with not-to-be-doubted sincerity, that he loves the television business.

EDITORIALS

As the President ponders

IT IS hazardous to speculate on appointments by President Johnson. He likes surprises. His record on selections, measured by any standard, is excellent.

He is squeamish about the FCC because of his family ownership of broadcast properties. He has two FCC posts to fill by June 30. One is the chairmanship to be vacated by E. William Henry on April 30. The term of Rosel H. Hyde, FCC dean with 20 years of continuous service, expires June 30. Mr. Hyde is not campaigning for, but will accept, reappointment.

The world is in the midst of a communications explosion. Satellite communications is a technological success. Last week Comsat confirmed feasibility of a \$100 million project that in three years would replace earth-bound relays in serving all radio and TV network needs now and in the future. Sensitive international negotiations are ahead on allocations and global ground rules.

Aside from the overheated CATV issue, there are other complex technical problems affecting spectrum and public policy. Pay TV, for example, already has the amber light from the FCC, and if it moves at all, ought to be part of the existing on-the-air structure.

The consensus is that Mr. Hyde will be reappointed. His record is optimum and his knowledge unsurpassed. A Republican, he also is esteemed by his Democratic colleagues.

The pressures are on appointment of Mr. Henry's successor. Every interested group, not excluding organized CATV, is importuning the administration.

Since the retirement of T. A. M. Craven three years ago the FCC has been without an engineering member. It has missed technical guidance at the top level.

Whether by promotion from within or by selection from without, we hope the President will select a qualified engineer.

No snap judgments

ONE of the hazards that any technical report must face is the reception that it may get. The danger is that it will either be written off as too complicated to understand or be given an easy interpretation that misses the point.

The All-Radio Methodology Study, it seems to us, is in danger on both counts. In the days since the preliminary report on radio audience measurement techniques was made public, it has been dismissed by some agency and station people as inconsequential and treated by others as if it anointed one rating service with instant divinity and dismissed all others.

Actually it is neither inconsequential nor definitive, so far as existing services go, and neither broadcasters nor advertisers are likely to benefit if these extreme attitudes prevail. It is hard to see, in fact, how any realistic attitude can be taken pending issuance of the final report, because that is where information on costs as well as additional technical detail will be provided.

For example: The preliminary report finds that two research techniques come closer than any others to the ARMS standards. But one of these two is not now in commercial use, and the other, if employed exactly as the ARMS researchers employed it, would in all likelihood—according to unbiased sources—cost substantially more than it does in its current commercial application.

This does not mean that some company won't adopt the technique that is not now in use, or that buyers of ratings won't pay higher prices. It simply means that there are important questions that cannot be answered yet.

Whatever changes finally evolve will probably be months

or years in the making and will undoubtedly be determined in the marketplace, according to how much accuracy and detail the users of radio ratings want, think they're getting and are willing to pay for. A realistic appraisal of the ultimate impact cannot be started, much less made, until the final report is available and given careful study.

It will be ready, according to the ARMS committee, in about six weeks or so. We are inclined to feel that there would have been less confusion and that all interests would have been better served if there had been no preliminary public report, only the final one. As it stands now, the important thing to remember is that the key word in the preliminary report is "preliminary."

Minding their manners

BBROADCASTERS are battling unnecessarily on more than one front in their campaign to achieve access to coverage of congressional proceedings and the courts. Good manners and good housekeeping seem to vie with the more basic consideration of whether witnesses get a fair hearing.

Recently Senator Vance Hartke (D-Ind.), as good a friend as broadcasters have ever had in the Senate, was forced to tell disputing network cameramen covering the Commerce Committee's auto safety inquiry, that congressional hearings are held, not for their convenience, but for that "of the committee, the witnesses and the public."

Senate committee attaches complain that technicians and cameramen seem to have a genius for pushing others around, antagonizing competing newsmen and inconveniencing committeemen and spectators. They say TV coverage, permitted at the discretion of chairmen in the Senate but still barred in the House, is far from unobtrusive. Such items as broken glass table tops and cigarette burns in furniture are cited.

This is unpardonable. Broadcasters have enough trouble trying to convince public officials that radio and television coverage is not distracting and does not disturb decorum.

Broadcasters seek the right to cover public proceedings at local, state and national levels on the basis of their journalistic judgment. If hearings or trials are public, broadcasters should have the right to cover them live, to tape them or to ignore them. Progress has been made, but full recognition is being impeded by untoward tactics of journeymen who should know or must be taught better.



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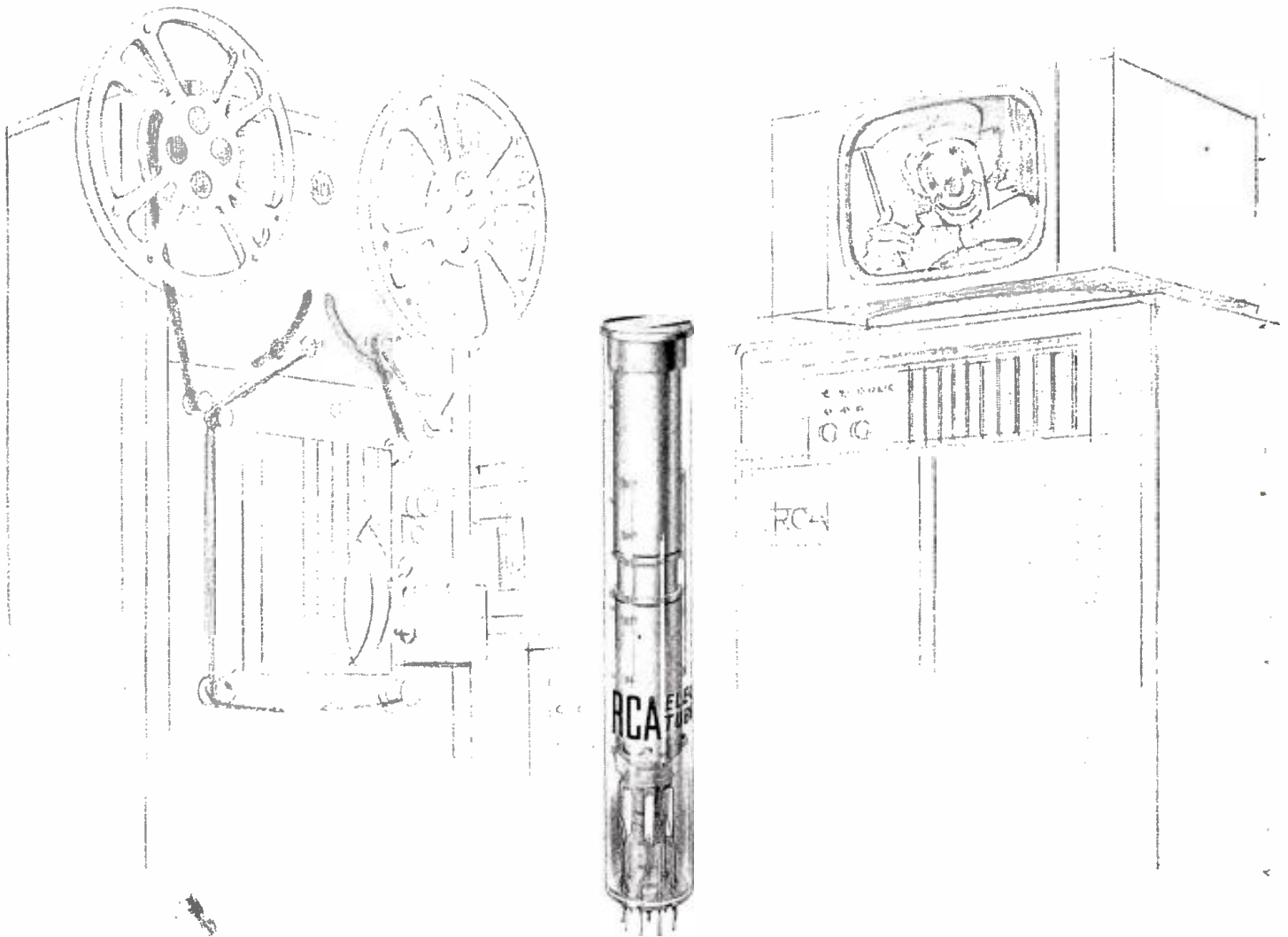
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