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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Another kick in the pants for CATV operators. p27
SPECIAL REPORT: Computers, are they a mixed blessing? p42
A philosophical difference develops into an NAB battle. p60
Automotive spot-TV buying, up 51%, sets record in 1st quarter. p32

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spot radio

sells for you round the clock



Spot Radio and young adults go together. With Spot Radio you can sell your product to the new "go" generation.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

Wine Institute



"...an influence on America as strong as Walt Whitman."

A kindergarten class was recently asked to give the title of our National Anthem. One little voice said solemnly, "This Land is Your Land." Woody Guthrie would like that. For the ballads of the nation's most influential folk writer reveal an emotional involvement with America that is pervasive, universal, timeless. Sometimes outraged, always optimistic, never despairing Woody's thousand songs tell a story of patriotism and fierce national pride. In his wanderings as a young man, he saw it all and sang it all—the crash, the Dust Bowl, droughts, the tragedies of migrant farmers. But always there was the thrust of possibility and hope and wit in his words. He has been called "a rusty voiced Homer" and "the best folk ballad composer whose identity has ever been known." To this passionate poet with dusty hair and low drawl, and to the many BMI-affiliated folk-music composers who cherish the influence of Woody Guthrie, BMI extends a deep and personal tribute.

Woody Guthrie's more than thousand songs and ballads include: *This Land is Your Land*, *Pastures of Plenty*, *So Long*, *It's Been Good to Know You*, *Roll On, Columbia*, *Going Down This Old Dusty Road*.
Forthcoming: *The Guthrie Papers*—a collection of Woody's stories, poems, letters and articles.

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

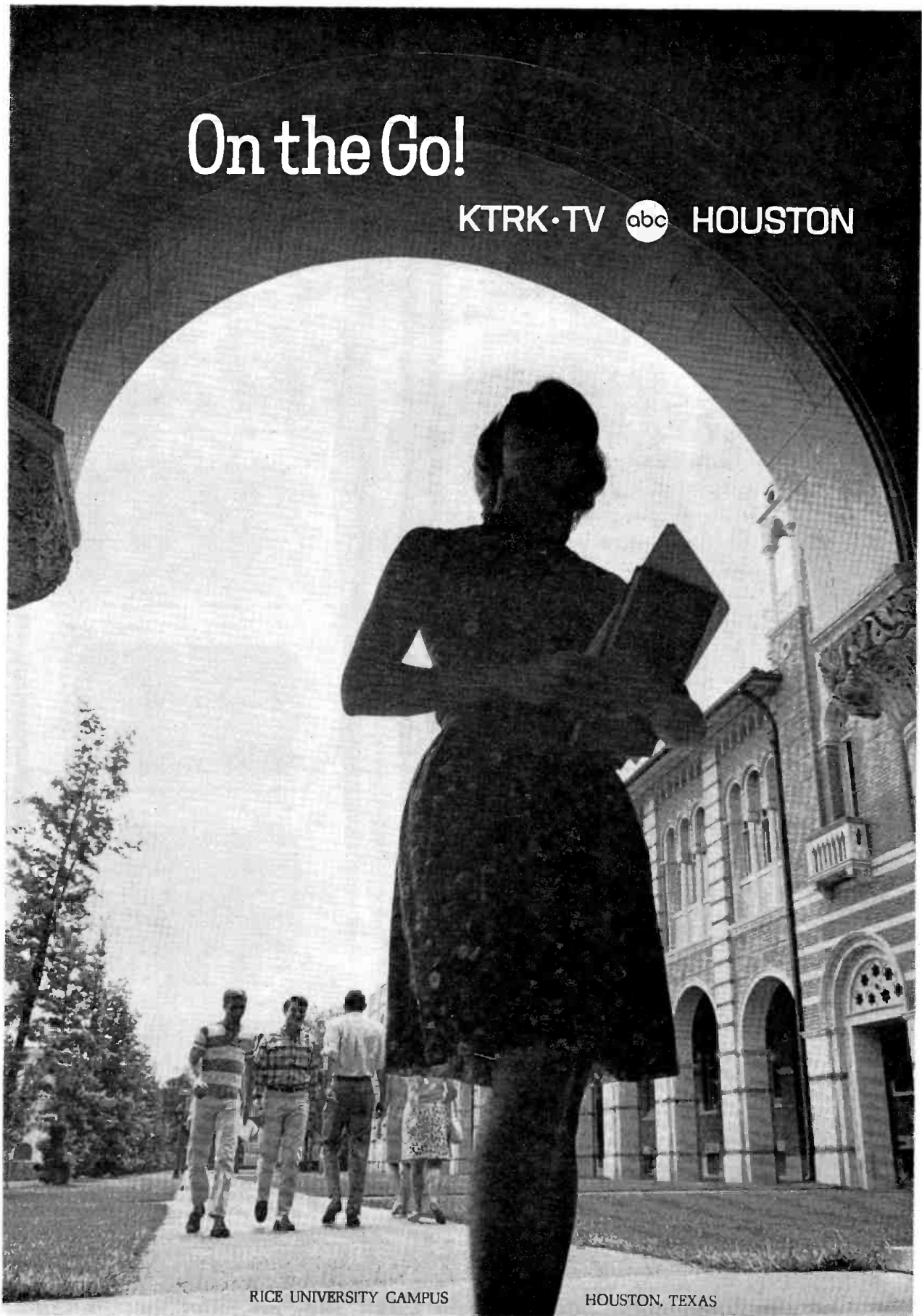
BMI

BROADCAST MUSIC, INC.



On the Go!

KTRK-TV  HOUSTON



RICE UNIVERSITY CAMPUS

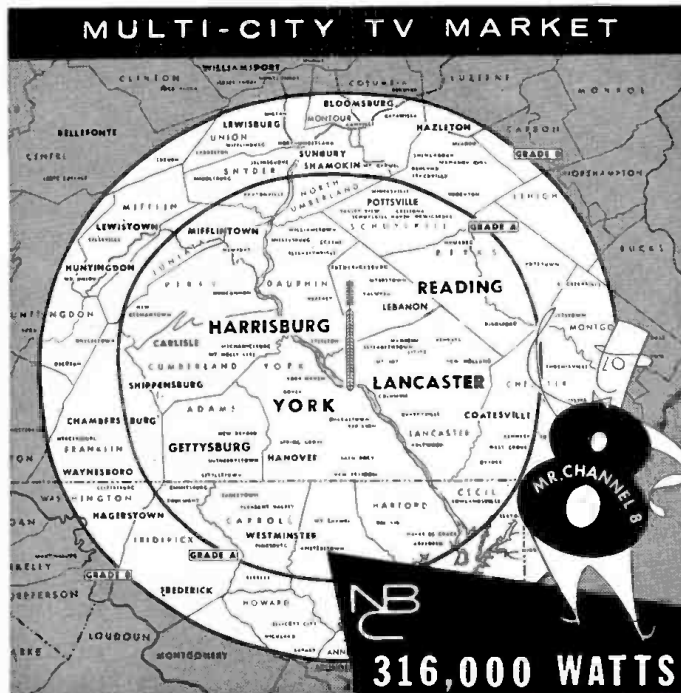
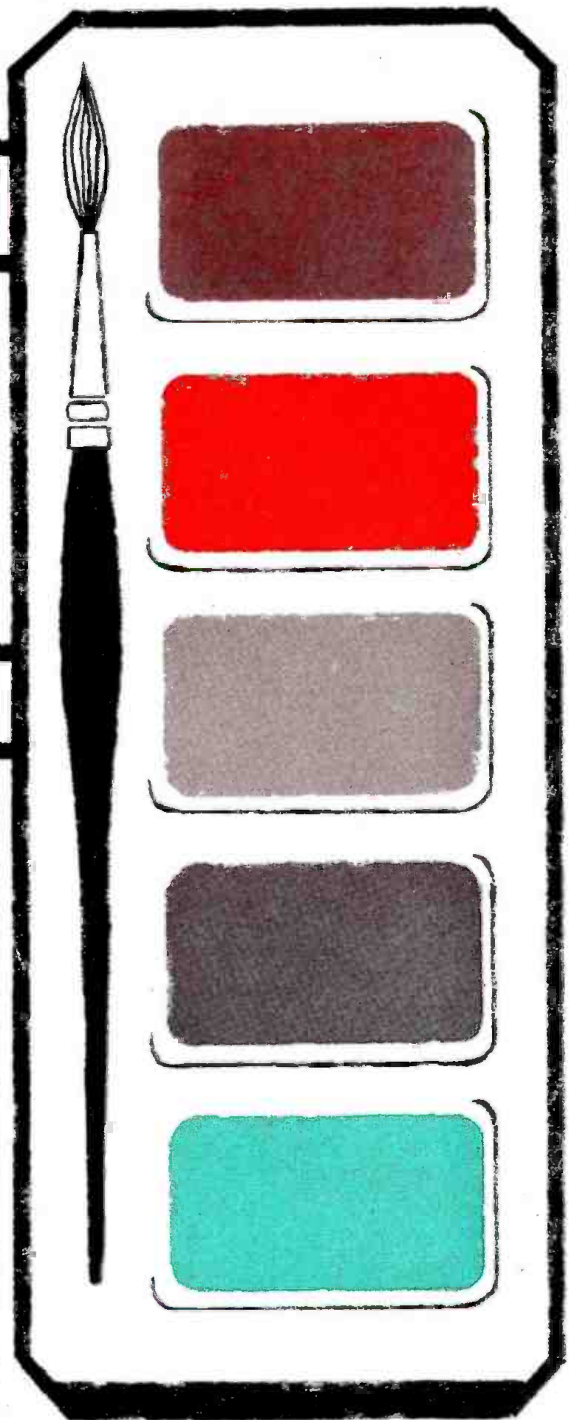
HOUSTON, TEXAS

color-full WGAL-TV

a vital medium
in a vital market

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 color-casts all local programs live, on film, tape, or via color tape recorders. With 18% 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.

Open shop

While there's been no announcement, FCC will do business as usual during August rather than recess until after Labor Day, as has been practice past few years. Overloaded and shorthanded, FCC will conduct its AT&T rate investigation without break, hopefully to expedite action, and run other processing lines on regular schedule.

This doesn't mean ban on August vacations for all hands. Where department heads feel they can spare people requesting leave to which they're entitled (30 days annual), time will be granted. Examiners likewise are expected to dispense with hearings. But FCC members and their staffs won't disperse to beaches or spas all at once, although commissioners do not have to account for their time.

Kaiser's bag

Expected to be signed this week is acquisition (subject to FCC approval) of ch. 56, WXHR-TV Cambridge (Boston), now dark, WXHR-FM Boston and WXHR-AM Cambridge, by Kaiser Broadcasting for between \$1.5 and \$2 million. Seller is Harvey Radio Laboratories Inc., of which Frank Lyman is 92% owner. Transaction would give Kaiser its fifth UHF, two of which, ch. 50 WKBD-TV Detroit, and ch. 48 WKBS-TV Philadelphia, (Burlington, N. J.) are on air, with third, ch. 52 KMTW-TV Corona (Los Angeles), scheduled to begin operation this Wednesday. Fifth outlet, ch. 44 KHJK-TV San Francisco, hasn't yet cleared tower. WXHR is on 740 kc, 250 w day; WXHR-FM is on 96.9 mc, with 50 kw, and WXHR-TV has authorization of 191 kw visual, 38 kw aural.

No deal

Is CBS talking merger with Eastman Kodak? That Wall Street-Madison Avenue report is talked down by 35th floor executives of CBS. Presumably, it's explained, it got started when it became known that companies are jointly involved in military development contract.

Pen pals

FCC members seem to be having second thoughts on proposal to query 27 AM and FM renewal applicants on programing matters (BROADCASTING, June 6). Some commissioners

say their acquiescence in instructions to staff to draft letters doesn't mean they are committed to a particular course; they want to see letters first, they say. Eight stations were to be asked how they determined programing needs; remainder were to be asked to explain how proposals to devote 5% or less of their time to public affairs and "other" (religious, agricultural and instructional) programing serves community needs.

Most if not all stations in first group will probably get letters. But one commissioner says "5 percenters" won't. Issue, however, is still fluid. There is talk of new formula being used to determine stations to be queried on program proposals, one that would include news along with public affairs and "other" programing.

Waiting game

No one talks above whisper these days about FCC vacancies, and there is no indication that new appointments by President Johnson are imminent, which is obviously way he likes it. FCC has been functioning as six-man agency since resignation May 1 of Chairman E. William Henry (and it has run smoothly). Term of Acting Chairman Rosel H. Hyde expires June 30, but under law he can continue serving until his successor is qualified, with successor almost certain to be Mr. Hyde.

Only conversation these days heard above deafening silence is that (1) Mr. Hyde will continue in chairmanship, either acting or by appointment, and (2) that new consideration is being given to woman, as yet unidentified, but one experienced in commercial broadcasting and also with good credentials in state Democratic organization. But desirability of having engineer on FCC hasn't been written off.

Two-way films

Although focus up until now has been on features made for TV, reverse trend of TV series made into features is assuming more importance. Question with new TV properties now is not only what their merchandising possibilities may be but also how they will stand up as movie in theaters. Trend, which started with animated series such as *Yogi Bear*, is now in high gear with *Man from*

U.N.C.L.E., already playing theaters, and *Batman* and *Get Smart!* just about ready to play movie circuit. Hollywood handicappers figure most promising movie possibility from new crop of TV shows is *Green Hornet*.

A little bit fair

FCC appears ready to dispose of sticky Richard Cotten case—which involves allegations of anti-semitism (BROADCASTING, May 2)—principally on basis of fairness doctrine. Commissioners are preparing letter to station involved, KTYM Inglewood, Calif., stating it failed in number of respects to abide by doctrine in connection with broadcasts by Mr. Cotten, who is heard on some 100 stations.

But letter to KTYM would also say that station met substance of its obligation by offering time for reply to Anti-Defamation League of B'Nai B'Rith, when that organization complained about "anti-semitic" character of several broadcasts. ADL declined offer, stating anti-semitism wasn't debatable and shouldn't be aired. (Mr. Cotten insists he's anti-Zionist, not anti-semitic). Lone dissenter from commission majority is expected to be Commissioner Cox, who feels commission should take tougher line.

Early reading

General Electric is surveying TV stations to find out whether there is market for its thermoplastic picture recording unit that prints picture on film electronically. Film can be edited in same manner as movie film. But anyone putting in order for TPR now will still have long wait. GE says even if big market is waiting for unit, it doesn't expect to get it out of lab until end of 1968.

Hockey wants in

Proposal for network TV contract covering Sunday (and possibly Saturday) hockey games in 1966-67 season is on agenda this week at National Hockey League governors meeting in Montreal, Canada. Best estimates put NHL demand at under \$2 million for weekly contests and Stanley Cup playoff games. NBC-TV, which paid estimated \$250,000 for 1966 playoffs (BROADCASTING, April 4), gets first crack at NHL contract before June 17, according to 1966 contract terms.

so you think you know kids?

Kids will watch anything on TV as long as it moves!

TRITE ☐ FALSE ☐

The reason most stations buy unlimited runs is that kids want to see the same programs over and over!

TRITE ☐ FALSE ☐

Where one station per market "controls" the kids, there's no need for new programs each season!

TRITE ☐ FALSE ☐

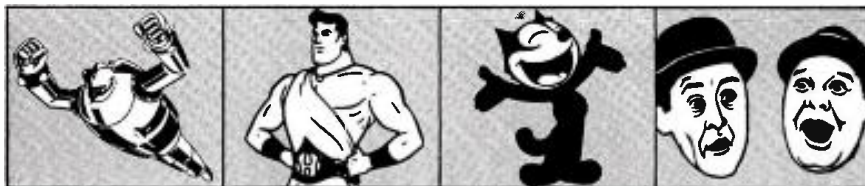
If you think we're kidding — this is a pretty expensive gag! The fact is you may be running a television station today that uses these three statements as "policy" — and, that is no joke!

Fifteen years ago there was something to be said for the station that bought on the strength of such bromides. Since no one really knew what to make of TV's kid audience, anyone could be an expert. Now, you don't have to look any further than your own kids — the neighbor's — the ones playing in the school yard — the Little Leaguers — the Saturday matinee movie gang — the new wave of public library aficionados. Today's KIDS are

selective, sophisticated, alert and aware of what the whole wide wonderful world of entertainment has to offer. In short, they're probably your choosiest audience.

Do you still think that KIDS don't count? Remember, those young marrieds you hope are viewing your channel today were your KID viewers only yesterday. If you expect to be around a few more years, you might find it a practical and expedient habit to develop early in the game — start the KIDS off right with exciting schedules — new programs two or three times a year — a full measure of SHOWMANSHIP. In other words, treat them as though they DO count — and they will!

*This message is sponsored by TRANS-LUX TELEVISION CORPORATION
on behalf of the producers of such excellent programs for children as:
GIGANTOR • THE MIGHTY HERCULES • FELIX THE CAT • MACK & MYER FOR HIRE*



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Trans-Lux Television International Corporation • Zurich, Switzerland

WEEK IN BRIEF

House Commerce Committee supports FCC and broadcasters; votes 20 to 11 to put tight rein on CATV. NCTA's Ford calls it 'end of American dream'. NAB's Wasilewski thinks bill is 'very reasonable'. See . . .

ANOTHER JOLT FOR CATV . . . 27

How far has computer come and where is it going in broadcasting? Use of computers on increase but they don't always produce successes. BROADCASTING special report takes look at computer era. See . . .

DATA PROCESSING . . . 42

AFL-NFL announce merger plans. NBC sees brighter days for its AFL games; CBS is glum about losing NFL exclusivity once interleague play starts. Also uncertain: Who gets world championship game and for how much? See . . .

MIXED FEELINGS . . . 70

Spot TV rose 2.7% in first quarter to hit \$290.2 million; P&G leading billing parade with \$5 million increase over '65 spending. Transportation, soft drinks, drug products show major increases. See . . .

P&G LEADS SPOT TV . . . 30

NAB radio program clinics come to smashing conclusion as they follow Hurricane Alma into Florida. Tarrytown session provides plenty of ideas that radio stations can turn into profits. See . . .

NOW HEAR THIS . . . 67

Chairmanship of NAB will be up for grabs next week and there are increasing indications that John Dille, present chairman, will face race from Jack Lee, chairman of radio board. See . . .

CHAIRMAN BATTLE . . . 60

Auto makers jump into spot television in first quarter with both feet. Ford's \$4.4 million outlay is 94% increase over 1965 spending. American Motors spends \$1.3 million, up 61% from last year. See . . .

AUTO SPOT TV JUMPS . . . 32

Syracuse Television charges executive committee operating interim channel 9 with misconduct. Says more than \$200,000 wasted as result of actions. Claims other applicants condoned actions. See . . .

DIVORCE IN SYRACUSE . . . 66

Realignment at CBS creates two major divisions: CBS/Columbia and CBS/Broadcast. Latter encompasses CBS-TV, CBS Radio, CBS News and CBS TV stations with Schneider remaining as boss. See . . .

CBS REVAMPS STRUCTURE . . . 65

Radio, its blessings and faults; are looked at by advertisers and agency personnel at Chicago meetings. Burnett's Hovel indicates his agency may be putting more billings into aural medium. See . . .

SELLING SOUND OF RADIO . . . 32

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.



What is an influencible?

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

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STORZ

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

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Senators warn of ban on liquor ads on air

Branding broadcasting of liquor advertising indication of broadcaster's lack of public responsibility, two influential senators said Friday (June 10) they were prepared to reintroduce legislation to prohibit practice if industry could not restrain it.

In letter to Vincent T. Wasilewski, president of National Association of Broadcasters, Senators Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, and John O. Pastore (D-R. I.), chairman of Communications Subcommittee, said they also propose to ask FCC to take into consideration type and kind of advertising broadcast by licensee when it considers license renewal.

Congressional missive was in response to announcement by WNJU-TV Newark-Linden, N. J., that it would begin carrying rum commercials (BROADCASTING, May 30). Since then another station has said it would carry liquor ads (see page 40).

Senators said action raises question that has been aired before "Is the industry code adequate to cope with this problem? Is legislation the only answer?" Similar situation arose in 1964 and Senator Pastore proposed bill to prohibit it. During hearings NAB contended regulation by industry was more desirable. Senators said they agreed with view; added "once again the season for testing the strength of the voluntary ban on advertising of hard liquor over radio and television is upon us."

Test of multiplexing on TV asked for N.Y.

FCC has been asked to authorize test of system designed to permit broadcast of subsidiary communications service on television channels.

Backers of system, called DuoVision, say it would afford educational television and UHF stations opportunity to develop additional revenue.

TV sets cannot receive information on auxiliary channel unless equipped with DuoVision adapter. Backers liken system to FM multiplex, which permits broadcaster to offer supplementary service on auxiliary channel.

Request for test was made by WNDT (TV) New York noncommercial station at urging of New York Institute of Technology, which built equipment.

DuoVision company is headed by Ira Kamen, consulting engineer. John R. Poppele, former vice president of WOR-AM-FM-TV New York, and currently president of TeleMeasurements Inc. and Atom Broadcasting, is director.

WNDT said Friday (June 10) it would use system as teaching aid in support of educational television broadcasts.

Hyphenates meeting called

Beleaguered Writers Guild of America West has called meeting for afternoon of June 15 to explain to its hyphenate members (writer-producers, writer-directors, writer-story editors, writer-actors) what their legal, moral and strategic status and responsibilities are in case of strike against producers and networks, it was announced Friday (June 10). Meeting date is deadline for WGAW reaching agreement with management on new bargaining contract (see page 70).

Jimmie Rodgers sues MM

Metromedia Inc., producer David Wolper, Wolper Productions and Wolper TV Sales, among others, have been served with \$9,680,000 damage suit by singer Jimmie Rodgers and his Honeycomb Productions Inc., it was revealed Friday (June 10).

Suit, filed in Los Angeles Superior Court, charges breach of contract and fraud in connection with syndicated *Jimmie Rodgers Show*. Defendants, it's charged, agreed to represent show but later breached alleged agreement.

Renews CBS Radio news

Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald, both Detroit, has renewed sponsorship of CBS Radio weekend newscasts. Longest continuous advertiser on single CBS Radio program, Chevrolet first sponsored on-hour newscasts July 3, 1954.

Drama specials on CBS-TV

Network plans to increase their emphasis on drama next season underlined by CBS-TV announcement Friday (June 10) of two additional specials: two-hour adaptations in color of Arthur Miller's "The Crucible" and Tennessee Williams' "The Glass Menagerie."

Both dramas will be produced by David Susskind and Daniel Melnick, producers of CBS's "Death of a Salesman" adaptation sponsored by Xerox Corp., negotiating to sponsor shows.

TV code board okays naming names in ads

Revised stand on derogatory advertising was adopted Friday (June 10) by National Association of Broadcasters television code board. At special meeting in Washington, called because code staff felt earlier language was too "restrictive," board came up with amendment more in line with one adopted last month by radio code board (CLOSED CIRCUIT, June 6).

Board also had harsh words for TV stations accepting liquor advertising, calling code's prohibition on such ads as "sound policy for all broadcasters, whether or not they subscribe to the code or are members of NAB."

Reference was to WNJU-TV Linden-Newark, N. J., which two weeks ago announced it was accepting spots for Rum Superior of Puerto Rico (BROADCASTING, May 30). At time of statement Friday, board did not mention WCIV-TV Chicago, which last week said it would also accept rum spots (see page 40). Neither are code members.

New language on derogation, to be offered to NAB TV board on June 23, says: "Advertising should offer a product or service on its positive merits and refrain by identification or other means from discrediting, disparaging or unfairly attacking competitors, competing products, other industries, professions or institutions."

Section replaces troublesome amend-

'Hoppy' to ride again

New generation of youngsters who have grown up since early 1950's will have opportunity to view *Hopalong Cassidy*, one-hour western series that was rage of TV 15 years ago.

Program went into virtual eclipse by 1953 but in recent weeks, NBC Films reported, interest in "Hoppy" has been reignited. Series has been sold to stations in Steubenville, Ohio; St. Petersburg, Fla.; Decatur, Ill.; Harrisburg, Ill. and Honolulu.

On Friday (June 10) it was announced that WPIX(TV) New York has bought "Hoppy" for scheduling each week in 12:30-1:30 p.m. period, starting Saturday (June 18).

WEEK'S HEADLINERS



Mr. Vitt

Sam B. Vitt, executive director, media and programming department at Ted Bates & Co., New York, elected senior VP. He had joined agency as VP in 1964 from Doherty, Clifford, Steers & Shenfield, New

York, where he was VP in charge of media and programing. He had held top posts in media at DCSS since 1956 and before that had been with The Biow Co. and Benton & Bowles.

John A. Schneider named president of new CBS/Broadcast Group and **Godard Lieberman** president of new CBS/Columbia Group in reorganization of CBS's key operating divisions into two units. Presidents of news, radio and TV divisions report to Mr. Schneider as they have since February in his role of CBS group VP-broadcasting. Mr. Lieberman, who has been president of Columbia Records, heads wholly new group of five divisions under VP's-general managers as follows: **Norman Adler**, CBS Educational Services; **Clive Davis**, CBS Records; **Harvey Schein**, CBS International; **Cornelius Keating**, CBS Direct

Marketing Services, and **Donald Randall**, CBS Musical Instruments (story page 65).

Gerald E. Rowe and **John Scuoppo** appointed division VP's at NBC. Mr. Rowe, who joined NBC in 1960, became director, audience advertising and promotion until April 1964 when he was named director, advertising. Mr. Scuoppo, who joined NBC in promotion in 1955, was made manager in 1957 and director in 1963.



Mr. Botway

Clifford A. Botway joins Jack Tinker & Partners, New York, as associate partner and director of media and broadcast. Mr. Botway comes from Ogilvy & Mather, New York, where he was VP and associate media

director.

Steve Shannon named VP-general manager of Meredith-Avco Inc., Cincinnati, succeeding **John H. Carter**, who resigned. Mr. Shannon has been with Meredith-Avco since 1965, serving most recently as director of market development. In 1954 he became a direc-

tor of promotion and public relations and assistant to executive VP of Meredith Broadcasting. Following members of board of directors were elected officers of Meredith-Avco: **John T. Murphy**, president of Avco Broadcasting Corp., VP; **Gordon M. Tuttle**, secretary of Avco Corp., New York, secretary; **H. Y. Engeldinger**, treasurer of Meredith Publishing Co., treasurer. **Arthur E. Rasmussen**, VP of Avco Corp., and **General Thornton**, general counsel of Meredith Publishing Co., were renamed to board of directors.

Edward J. Broman, VP for sales, Radio New York Worldwide since 1965, named director, executive VP and general manager of company which operates WNYW New York, commercial international short-wave station, and WRFM(FM) New York. He replaces **Ralf Brent** who resigned several months ago to become broadcast consultant.



Mr. Broman

Earlier Mr. Broman had been VP-sales in charge of central division of United Artists Television.

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

ment approved by TV board in January and subsequent clarification. Restrictive area, as construed by code staff, was based on interpretation that original amendment would not allow factual comparisons by name.

Although staff felt this was unneeded hardship on advertisers and agencies, subject lay quietly until radio code board took its stand on derogation, allowing factual comparisons by brand name and gave code staff two sets of rules on same subject. Both new standards become effective Sept. 1.

Howard Bell, code authority director, gave board report on study of cigarette advertising looking towards possible announcement of code guidelines, and said he had written Paul Rand Dixon, chairman of Federal Trade Commission, for clarification of FTC position on tar and nicotine ads.

Mr. Bell said when FTC overturned long standing policy in March by allowing such advertising, it included ban on "collateral representations." Code authority will not press for tar and nicotine ban, Mr. Bell said, but he wants to know what collateral representations means.

FM 'information center'

FM programing "information center" is being established in New York by National Association of FM Broadcasters as master programing file that will become available for use by stations, agencies and station representatives.

Some 600 stations already have reported to NAFMB and additional responses to questionnaire are being received daily.

Formation of center was announced Friday (June 10) by **Abe J. Voron**, WQAL(FM) Philadelphia, NAFMB president.

Network tells commission reasons for axing shows

Decline in ratings, "spotty" station clearances and "unsatisfactory" advertiser acceptance spelled doom for four series CBS dropped in 1965-66 season. Problems of "quality" also contributed to their demise.

CBS filed this information with FCC last week in response to commission's

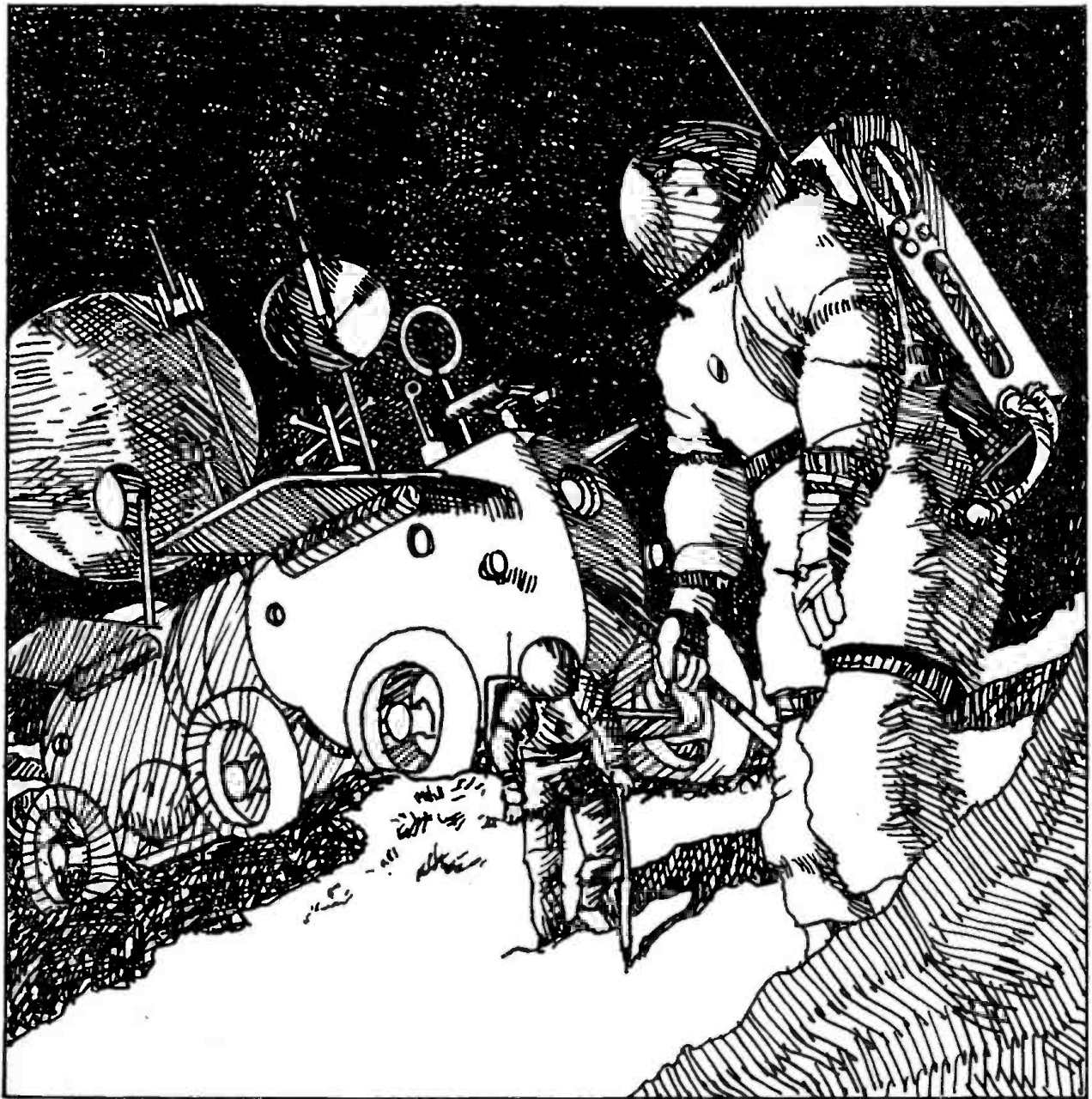
request of all three networks for information on decisions to drop programs. ABC and NBC submitted their answers earlier (BROADCASTING, April 25, 18; March 14).

Four programs dropped by CBS were *Rawhide*, on network since 1958; *Slattery's People*, in second season when cancelled; *Steve Lawrence Show* and *The Loner*, both of which had been new last year.

Network said no generalization could be drawn from decisions leading to those cancellations. Each case was decided on basis of all facts available, CBS said.

Brighter than bright

Sylvania Electric Products Inc., which introduced 40% brighter "rare earth" phosphor color TV picture tubes in 1964, Friday (June 10) disclosed to dealers at Chicago meeting that new 1967 set line will feature TV color tubes having even "rarer" phosphors and making pictures another "9 to 16%" more bright. New feature is called "Color Lock."



Tomorrow's problem?

It may be many years before we establish a permanent base on the moon. And even longer before we have moonmobiles that can explore remote areas of the lunar surface. But it's not too soon to start solving the problems they will encounter. □ We know that temperatures can swing from 250°F above to 250°F below zero when a moonmobile moves from sunlight into shadow. And that no existing oil could

keep it running under such extremes. But Humble research has already developed wide-range oils that meet our needs on earth—and our present needs in space—so now we're working on one for the moon. □ It's our job to help America get where she wants to go. And if we can help her get there a little easier or a little sooner, it's a job that can't wait for tomorrow.

HUMBLE

OIL & REFINING COMPANY... THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"

is adventure travel programming in your plans this fall?



Whether your answer is yes or no you should talk to us. Why? Well, to make any programming decision you should have all the facts. And that's what we're prepared to give you—all the facts—both pro and con regarding the Adventure-Travel concept for your station. Olas Corporation produces television's leading color-taped Adventure-Travel series—OF LANDS AND SEAS. We are specialists in this field. All we ask is the opportunity to share our experiences with you—who knows, you may agree with us that OF LANDS AND SEAS is the answer. The following stations did!

LOS ANGELES	KHJ-TV
CINCINNATI	WLW-TV
INDIANAPOLIS	WLW-TV
DALLAS	WFAA-TV
LANSING	WJIM-TV
SEATTLE	KIRO-TV
ST. LOUIS	KPLR-TV
MINNEAPOLIS	KSTP-TV
SPOKANE	KHQ-TV
BUFFALO	WGR-TV
FORT WAYNE	WPTA-TV
TOLEDO	WDHO-TV

OF LANDS AND SEAS

OLAS CORPORATION

2800 Euclid Ave., Cleveland, Ohio 44115, Phone: 216/241-6660

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 11-15—62d annual convention of the Advertising Federation of America. Speakers include Leonard Marks, director of the United States Information Agency. Americana hotel, Bal Harbour, Fla.

■June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Vincent Wasilewski, president of National Association of Broadcasters; William Carlisle, NAB vice president for station services. Jack Tar hotel, Durham.

June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

June 12-16—Sales promotion seminar sponsored by Association of National Advertisers. Arden House, Harriman, N. Y.

June 12-18—13th International Advertising Film Festival. Palazzo Del Cinema, Venice, Italy.

June 13-15—49th national conference of the American Marketing Association. Palmer House, Chicago.

June 13-24—TV Drama Workshop sponsored by the religious broadcasts department of CBS, WISH-TV, WFBM-TV, WLVI(TV), all Indianapolis; WTTV(TV) Bloomington-Indianapolis, Ind.; and the broadcasting and film commission of the National Council of Churches, Christian Theological Seminary, Indianapolis. For information write Dr. A. R. Eadyvean, P.O. Box 88267, Indianapolis 46208.

June 14—Annual meeting of stockholders of United Artists Corp. to elect 10 directors, to act upon a proposal to increase the authorized number of common shares, and to transact other business. Astor Theater, New York.

June 14—Dinner and presentation of "distinguished service award" to Arthur Godfrey, CBS radio personality, to be held by New York chapter of the Broadcast Pioneers. Americana hotel, New York.

June 14—Annual meeting of stockholders of Rust Craft Greeting Cards Inc. to elect directors and to transact other business. Rust Craft Park, Dedham, Mass.

June 14-24—Educational television production workshop sponsored by the University of Utah. University of Utah, Salt Lake City. For information write KUED(TV), University of Utah, Salt Lake City, or call (801) 322-6336.

June 15-17—1966 International Communications Conference of the Institute of Electrical and Electronics Engineers. Sheraton hotel, Philadelphia.

June 15-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code, and Mills E. Godwin Jr., governor of Virginia. Hotel Roanoke, Roanoke.

■June 16-17—Tenth annual public conference of the Patent, Trademark, and Copyright Research Institute of The George Washington University. Reception and dinner will honor David Sarnoff, RCA board chairman, and recipient for 1965 of "The Charles F. Kettering Award for Meritorious Work in Patent, Trademark, and Copyright Research Education." Shoreham hotel, Washington.

June 16-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include FCC Commis-

sioner Kenneth Cox; Alvin M. King, National Association of Broadcasters director of state association liaison. Stanley hotel, Estes Park.

June 17-18—Summer meeting of the Oklahoma Broadcasters Association. Arrowhead Lodge, Lake Eufaula, Canadian.

June 17-19—Annual summer meeting of Wisconsin Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters and Hope Martinez, BBDO. Island View Resort, Brown's Lake, Burlington.

June 19-21—Annual summer meeting and election of officers of Florida Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code; FCC Commissioner Robert E. Lee. Robert Meyer hotel, Jacksonville.

June 20—International Day at Hollywood Advertising Club. Special guests include TV executives from Japan, Korea, Australia, England, France, Italy, Germany, Lebanon, Nigeria, Canada, Switzerland, South America and the United States. Continental hotel, Hollywood.

June 20—New deadline for comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates. Former deadline was May 16.

June 22—Deadline for submission by pay TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.

■June 22-23—Meeting of the board of trustees of the Educational Foundation of the American Women in Radio and Television. Statler-Hilton hotel, Boston.

June 23-26—Annual summer meeting and election of officers of Maryland-D. C.-Delaware Association of Broadcasters. Speakers include William Ray, Robert Rawson and Curtis B. Plummer, all of FCC; FCC Commissioner Robert E. Lee; Howard Bell of National Association of Broadcasters; and Theodore F. Koop, vice president of CBS Inc. Henlopen hotel, Rehoboth Beach, Del.

■June 23-26—Meeting of the board of directors of the American Women in Radio and Television. Statler-Hilton hotel, Boston.

June 24—Annual meeting of shareholders of General Instrument Corp. Robert Treat hotel, Newark, N.J.

June 24-26—Meeting of the United Press International Broadcasters of Wisconsin. Baraboo, Wis. For information write Ray Doherty, 918 North 4th Street, Room 214, Milwaukee 53203.

June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

■June 25-28—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; FCC Commissioner James Wadsworth; Miles David, president, Radio Advertising Bureau, Jack W. Lee, WSAZ Huntington, W. Va.; William Ray, chief, FCC Complaints and Compliance Division; Representative James A. Mackay (D.-Ga.); John H. Battison, consulting engineer. Carriage Inn, Jerkyll Island.

June 26-30—Annual convention, National Community Television Association. Americana hotel, Miami Beach (see story this issue).

June 27-28—Annual summer meeting of

BROADCASTING, June 13, 1966

OF AWARDS

In recent weeks, CBS Owned television stations have received impressive — indeed, *unprecedented* — testimony to the scope and quality of their locally-produced public affairs programming. Four out of six *Ohio State University* television awards bestowed this year went to CBS Owned stations — three to WCBS-TV, one to WCAU-TV. A highly-prized *Alfred I. duPont Foundation* award went to WBBM-TV. So did this year's only national *Emmy* station award. And the list goes on. In fact, since the beginning of this year, *more than 65 awards and citations* — from prominent national and community sources alike — have gone to the five CBS Owned television stations.

Such overwhelming official recognition is gratifying, of course. But the greatest satisfaction continues to come from the vast local audiences for whom our programs are created. It is *their* recognition which is the truest measure of the value of what we do. And it is their unfailing response which remains one of our greatest pleasures...

AND REWARDS!

© CBS TELEVISION STATIONS

CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES, WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA AND KMOX-TV ST. LOUIS

Award-winning WFTV SERVES the market it SELLS



*SPACEPORT U.S.A.

Florida's THIRD-ranking television market includes the aerospace industries associated with the Cape Kennedy exploration facility and the giant Martin Company missile building industry in Orlando. Thousands of space workers and their families rely on ABC programming and news-in-depth, as well as local news from area special correspondents, through WFTV's powerful Channel 9 in Orlando.



WFTV's news director, Ray Buester, leads live ABC coverage from the home of Astronaut John Young's parents in Orlando.



WFTV remote units in service for national television coverage from Cape Kennedy.

Joseph L. Brechner, president
Mid-Florida Television Corp.



BUY DOMINANCE — BUY COVERAGE

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CHANNEL 9 ORLANDO, FLORIDA

The CATV Broker with the reputation of

**BUYER-SELLER
SATISFACTION
and FAST ACTION**

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New York State Broadcasters Association.
Otesaga hotel, Cooperstown.

JULY

July 5—New deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates.

July 8—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology. M.I.T., Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 50 Memorial Drive, Cambridge.

July 12—Annual meeting of stockholders of Taft Broadcasting Co., Cincinnati.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 17-19—Annual summer convention of Idaho State Broadcasters Association. Lewis-Clark hotel, Lewiston.

July 17-19—Annual summer convention of South Carolina Broadcasters Association. Speakers include Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, FCC Complaints and Compliance Division; Charles Stone, manager, National Association of Broadcasters radio code. Ocean Forest hotel, Myrtle Beach.

July 20-24—National convention of the American Federation of Television and Radio Artists. Chicago.

July 22—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

July 28-30—Fourth annual National Broadcast Editorial Conference sponsored by the Radio and Television News Directors' Association and the Columbia University graduate school of journalism. Speakers include Robert Price, New York deputy mayor; Dr. Herta Herzog of Jack Tinker and Partners; Clark B. George, WCBM-TV New York; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; A. Louis Read, WDSU-TV New Orleans; Howard Mandel, VP for research, National Association of Broadcasters; Reuven Frank, NBC News; Fred W. Friendly, journalism professor at Columbia University; FCC Commissioner Kenneth A. Cox, and Theodore Pierson, broadcast attorney. Hilton hotel, New York.

July 29-30—Annual meeting of the Florida AP Broadcasters. Monson Motor Lodge, St. Augustine.

AUGUST

Aug. 1—Deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as a re-

■Indicates first or revised listing.

$$8.3\% = 28\%$$

This is a true equation.

It also is a revenue expander.

How come? Apples and oranges? Legerdemain?

Not at all. Here's why:

By the clock, five minutes equals 8.3% of one hour. By your rate card, it's a different proposition. We checked SRDS (5/15-6/15) and found that in 90 stations in the top 25 markets the average five-minute segment lists for 28% of the base class C hour rate.

So, if you sell a five-minute program within or at the end of an hour or half-hour segment you are substantially expanding your revenue potential.

How do you sell a five-minute segment? With a high-appeal, high-level series like DOCTOR'S HOUSE CALL. Forty-five stations have already done this. They have sold drug chains, banks, health insurance groups, savings and loan associations, public utilities and the like.

They have scheduled DOCTOR'S HOUSE CALL across the board in some of their best daytime segments . . . following their afternoon movie or their mid-day news . . . in place of one of their five-minute network news strips . . . within a locally-produced service show.

Why not let us help you expand your revenue potential?

520 episodes, all endorsed by the American Medical Association, are available on VTR or SOF from

BROADCAST SALES INCORPORATED

2 West 46th Street

New York, N. Y. 10036

CURRENT DOCTOR'S HOUSE CALL STATIONS

WAKR-TV Akron, WMAR-TV Baltimore, WBTV Charlotte, WBNS-TV Columbus, WFAA-TV Dallas, KLZ-TV Denver, WWJ-TV Detroit, KRNT-TV Des Moines, WTVW Evansville, WBTV Florence, S. C., WSVA-TV Harrisonburg, KHOU-TV Houston, WFBM-TV Indianapolis, WJTV Jackson, WJXT Jacksonville, KCMO-TV Kansas City, KATC Lafayette, WIMA-TV Lima, WHAS-TV Louisville, WMTV Madison, WTAF-TV Marion, KSTP-TV Minneapolis, WALA-TV Mobile, WDSU-TV New Orleans, WTAR-TV Norfolk, KOSA-TV Odessa, WOW-TV Omaha, KPHO-TV Phoenix, KPTV Portland, Oregon, WRVA-TV Richmond, WDBJ-TV Roanoke, KUTV Salt Lake City, KIRO-TV Seattle, KTIV-TV Sioux City, WSBT-TV South Bend, WHEN-TV Syracuse, WTHI-TV Terre Haute, KOTV Tulsa, WTOP-TV Washington, WHIZ-TV Zanesville



You Can Tell A Network By Its Coverage

The National Broadcasting Company's color coverage of the Gemini 9 mission—from the June 1 target launching through the June 6 splashdown—was more extensive and more comprehensive than that of any other television network.

This should have come as no surprise to viewers familiar with NBC News' policy: when the nature of events dictates continuing coverage, that is what NBC provides. We do not decide in advance that "excerpt" coverage is sufficient.

Apparently, this policy continues to be respected by the viewing audience. As on past occasions, NBC attracted more viewers than the other two networks combined, during the periods when all three were covering Gemini 9.*

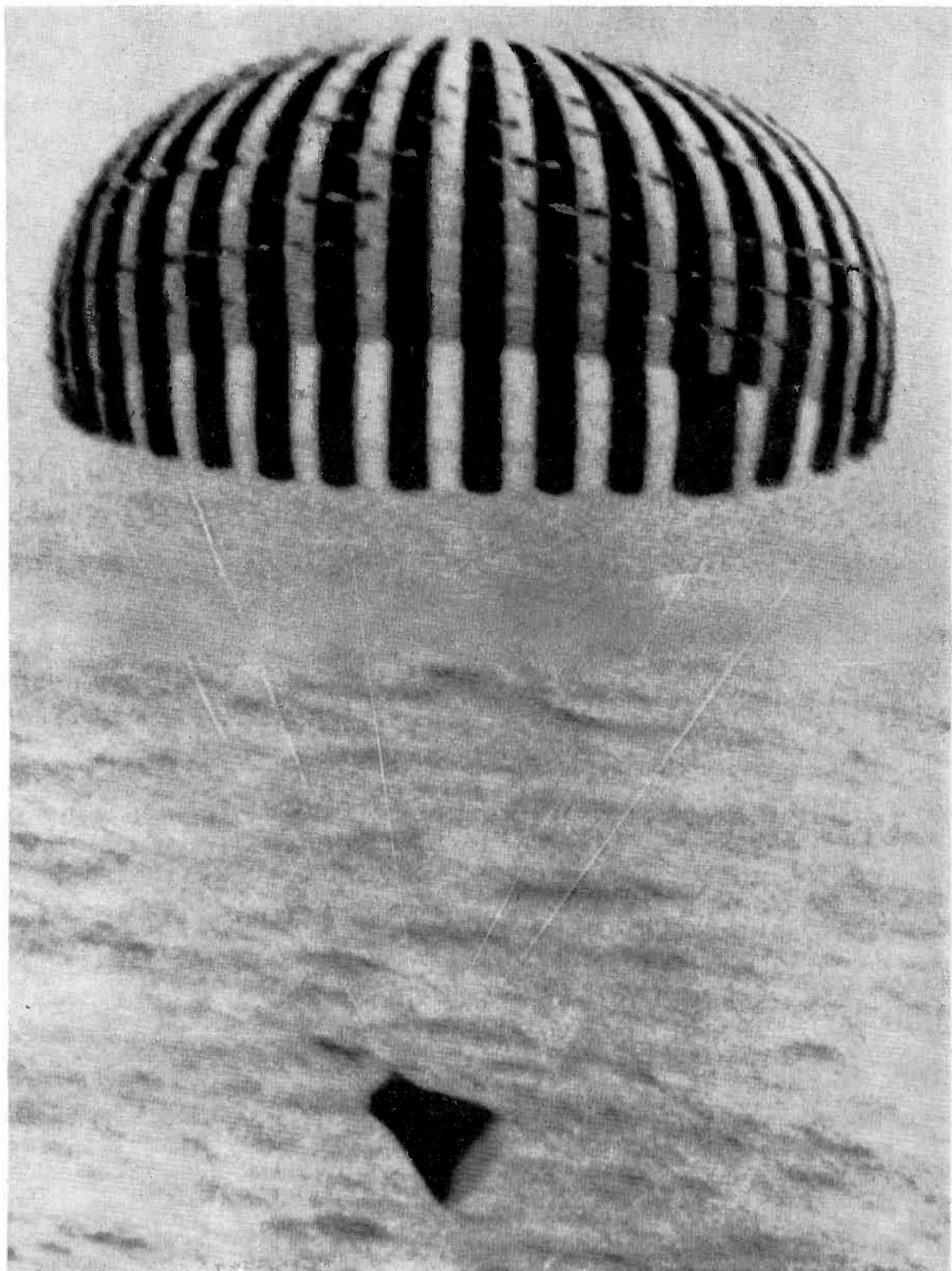
More significantly, NBC News' extended coverage of the Gemini 9 mission drew more viewers than the combination of entertainment and news offered by both of the other networks in following their policy of excerpt coverage.**

This continuing response to NBC News' coverage-in-full policy is most gratifying. It demonstrates the American public's increasing insistence on seeing and hearing, from start-to-finish, the important news events of our time.

NBC NEWS

*Source: National Arbitron. All time periods with common 3-network coverage, June 1 through June 6.

**Source: National Arbitron. Total Gemini coverage, June 1 through June 6. All estimates subject to qualifications available on request.



COBO HALL, DETROIT

JUNE 18-25, 1966

50th World Conference

Seventh-day Adventist Church

Quadrennial Session

The quadrennial business meeting of the Seventh-day Adventist Church brings together people from 189 countries. Attendance swells to 20,000 on week ends. Interspersing business sessions are colorful, dramatic moments:

- Giant Missions Pageant, hundreds from foreign lands participating—June 18.
- Choir from Japan—June 23 and 24.
- Forty exhibits on church action.
- Premier exhibition of original paintings on life of Christ by contemporary American artists.
- Special personalities: New Guinea mission pilot; son of Peruvian witch doctor; the famous China doctor, and others.

Interviews and high lights will be taped for broadcast. Stations may contact Adventist Radio-TV in Cobo Hall (until June 25) to request tapes or film clips. After June 26 contact:

Radio-TV, Seventh-day Adventist World Headquarters
6840 Eastern Avenue, Washington, D.C. 20012. Phone: 202-723-0800



Featured on—

Mutual's "Neighbor to the World,"

June 18, 11:35-12:00 n.

CKLW-TV—Detroit,

June 19, 9:10 a.m.

**"WE DON'T MIND PAYING
A LITTLE LESS"**



If you don't mind paying a little less next time you rent a car then call AIRWAYS—one of the nation's leading rent-a-car systems. With AIRWAYS you save money because you're not paying for high overhead airport facilities. There's really no convenience in having a counter at the airport because you're not saving time, so why pay for it?—Especially when one phone call will get you a brand new 1966 Chevrolet Impala or other fine cars. And AIRWAYS' lower rates always include gas, oil and insurance. So, if you don't mind paying a little less, call AIRWAYS. We'll probably arrive before your luggage.

WRITE FOR FREE INTERNATIONAL DIRECTORY
AIRWAYS RENT-A-CAR SYSTEM, 5410 W. Imperial Highway,
Los Angeles, California 90045.
FRANCHISES AVAILABLE

Cut out this advertisement—
it is worth 25 free miles next
time you rent from Airways
Dept. 6-4r
ALL MAJOR CREDIT
CARDS ACCEPTED.
OFF AIRPORT AND DOWNTOWN
LOCATIONS IN OVER 165 CITIES.

**AIRWAYS
RENT-A-CAR**



NAB FALL REGIONAL CONFERENCES

- Oct. 13-14—Statler-Hilton hotel, Dallas
- Oct. 17-18—Mark Hopkins hotel, San Francisco.
- Oct. 20-21—Hilton hotel, Denver.
- Oct. 24-25—Radisson hotel, Minneapolis.
- Nov. 10-11—Chase-Park Plaza hotel, St. Louis.
- Nov. 14-15 — Waldorf-Astoria hotel, New York.
- Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.
- Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

sult of ABC's request for permission to put its own satellite in sky.

Aug. 11-14—11th annual convention of the National Association of Radio Announcers. Theme of the convention is: "The New Image Means Preparedness." Waldorf-Astoria hotel, New York.

■Aug. 12—Fifth annual Georgia Association of Broadcasters TV Day. Marriott hotel, Atlanta.

Aug. 15—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

■Aug. 16—Annual shareholders meeting of Desilu Production Inc.

Aug. 23-26—Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park. Biltmore hotel, Los Angeles.

■Aug. 26-27—Annual fall meeting of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

SEPTEMBER

■Sept. 1—New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

■Sept. 1—Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

■Sept. 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

■Sept. 16-18—Southwestern area conference of the American Women in Radio and Television. Skirvin hotel, Oklahoma City.

■Sept. 19-21—General membership conference for 1966 of Institute of Broadcasting Financial Management. Brown Palace hotel, Denver.

■Sept. 23-25—Southern area conference of the American Women in Radio and Television. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 28-Oct. 1—1966 international conference of the Radio Television News Directors Association. LaSalle hotel, Chicago.

■Sept. 30-Oct. 2—Northeastern area conference of the American Women in Radio

■Indicates first or revised listing.

Lowell Thomas is in a new
movie that's quite revealing.
It can only be shown to
select groups of people.
Like to know what's in it?



The facts, man. The facts.

It's called "One of a Kind."

And it's all about one-of-a-kind WJR.

We asked Lowell Thomas to introduce our 22-minute movie because he knows a thing or two about what it takes to be unique. (How many Lawrences of Arabia do you know?)

Our programming is known around Detroit as "something for everyone." We have DJ shows and news and sports. Of course. But we also have fine music, talk shows, farm programs, live studio music shows (yes, we have our own studio orchestra), business news, interviews, as well as CBS programming. If you can't find something to like on WJR—you're just not trying.

The market? Boomsville. Detroit has 15% more disposable income than the national average. It's the 5th richest retail market. And with total programming, we cover it like a champion at a teen-age dance. All in all, we cover 112 counties in four states plus southwestern Ontario (where 25% of all Canadians live).

But why not see "One of a Kind" yourself? Call your Henry I. Christal Co. rep. He'll even buy the popcorn.



DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION



and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

■Oct. 1—Deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for reply comments on FCC notice of inquiry into the possibility of pay TV by wire.

Oct. 3—Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

■Oct. 7-9—East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

■Oct. 14-16—Midwestern area conference of the American Women in Radio and Television. Pocono Manor Inn, Pocono Manor, Pa.

■Oct. 15-16—Western area conference of the American Women in Radio and Television. Seattle.

■Oct. 16-18—Annual meeting of the North Dakota Broadcasters Association. Town House, Fargo.

■Oct. 17-20—Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

■Oct. 21-23—West central area conference

of the American Women in Radio and Television. North Star Inn, Minneapolis.

■Oct. 23-26—Annual convention of Association of National Advertisers. Broadmoor hotel, Colorado Springs.

■Oct. 25-Nov. 2—Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

NOVEMBER

■Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society. Pittsburgh.

■Nov. 11—Fall convention of Oregon Association of Broadcasters and the Washington State Association of Broadcasters. Portland, Ore.

■Nov. 13-16—Annual convention of the Broadcasters' Promotion Association. Chase Park Plaza hotel, St. Louis.

■Nov. 15-17—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

DECEMBER

■Dec. 1—New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets. Former deadline was May 2

■Indicates first or revised listing.

OPEN MIKE®

Disagrees on 'Facts of Life'

EDITOR: With reference to your May 16 editorial, "Facts of Life," concerning the recent lack of audience appreciation for the CBS-TV presentation of *Death of a Salesman*, I would like to agree with the Arbitron report. With full knowledge of the recognition given the play in the past and the admirable acting of the CBS participants, three couples in our home (we were not surveyed) found the presentation a bit heavy and, after a short while, devoted our attention to lighter fare. It might be added that the audience consisted of no one with less than a BA degree, two with MA degrees, and one with a PhD. —Geo. W. Smith, Jr., P. O. Box 127, Pottsville, Tex.

Agrees on 'Penalty'

EDITOR: I think your June 6 editorial, "Penalty of Success" is simply great. It's about time someone put down these facts for all to see. I'm sure that the heart of every man who is a professional broadcaster and a professional American businessman is with you all the way. Keep up the good work! —Arlow D. Bice Jr., president-general manager, WCWC-AM-FM Ripon, Wis.

(The editorial cited by Mr. Bice pointed out how broadcasting's success had made it the target of critics, reformers and rivals.)

20, not 3

EDITOR: I was certainly very interested in your May 30 article regarding CATV in Springfield, Ill., especially as it pertained to television station signal strength within the metro area.

The Adam Young-represented station, WICS-TV (ch. 20), has for some time maintained that there is only one grade A signal in Springfield and that is WICS. It is indeed unfortunate that the article stated . . . the call letters right, but the channel [listed as channel 3] incorrectly . . . —Roger H. Sheldon, director of sales development, Adam Young Inc., New York.

Rated excellent

EDITOR: The BROADCASTING May 30 story on the third annual program conference of the National Association of Television Program Executives was excellent. Thanks.—Roy A. Smith, WLAC-TV Nashville, past president of NATPE.

Not so new

EDITOR: I have read with interest the letter from Henry Kronstadt in Bangkok (BROADCASTING, May 30).

It was interesting reading except for

the statement: "Television, still being relatively new here, is very popular" . . .

TV in Bangkok dates back to 1957, fully nine years ago when both Thai-TV and the Army TV went into operation, making TV in Thailand one of the earlier overseas areas for the medium!

We should know this because as U. S. program purchasing representatives for both stations in Bangkok, we have bought for them more U. S. TV programs each ensuing year.—*Charles Michelson, Charles Michelson Inc., 45 West 45th St., New York City.*

The AIR approach

EDITOR: Our congratulations go to CBS for their good judgment as reported in your May 9 issue. We have been wondering for a year and a half why no one else in the industry has thought of using the word "AIR" in their promotion.—*R. H. Palmquist, America's Inspiradio (AIR) Network, 1616 Victory Boulevard, Glendale, Calif.*

(Story concerned the title for CBS-owned radio station's all-talk formats, "Audience Involvement Radio" [AIR])

'Imagination unbeatable'

EDITOR: Congratulations to Richard J. Mercer. His May 23 "Monday Memo" successfully delineates the tremendous advantage radio has over television. Imagination is unbeatable and, except for a few isolated instances, television doesn't have it.—*Ron Aaron, press assistant to Robert Taft Jr., Taft for Congress Committee, 723 Dixie Terminal Bldg., Cincinnati.*

Venet's bobble

EDITOR: We are very sorry that [in our announcement] the Napoleon 10-second color commercial for N. Dorman & Co.'s Bonbel cheese was credited to the wrong TV commercial production firm.

The fine work was done by Savage-Friedman Inc. and our apologies to them for our oversight.—*Skip Ackerman, account executive, Venet Advertising Agency, New York.*

Digit fidgets

EDITOR: All-digit dialing is one thing, but 755-0610 [BROADCASTING's New York number] is ridiculous. It was always my impression that the phone company gave round numbers to its business customers; 755-0610 is not a

BROADCASTING, June 13, 1966

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Tele-
phone: 202 Metropolitan 8-1022.

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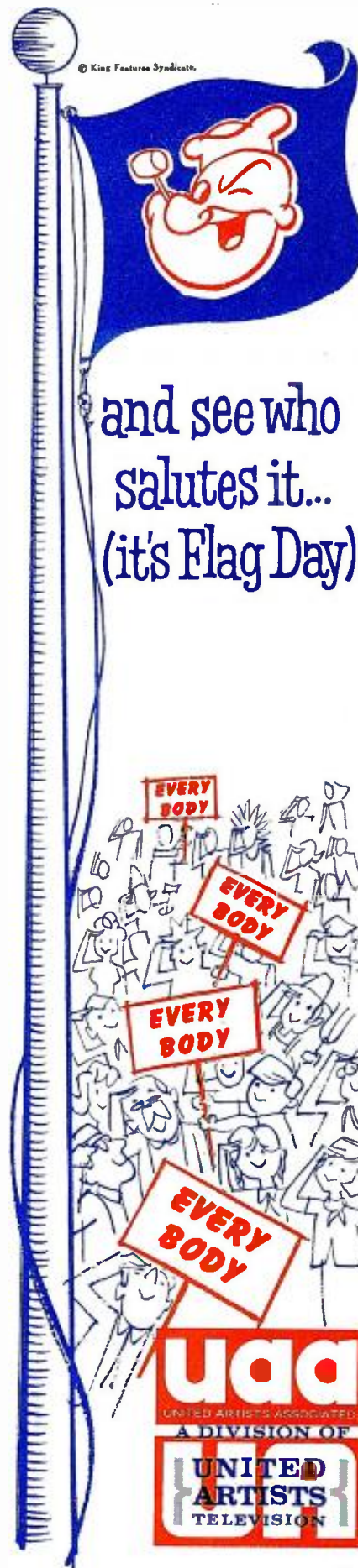
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ASSISTANT PUBLISHER
Lawrence B. Taishoff

BROADCASTING* Magazine was founded in 1931
by Broadcasting Publications Inc., using the
title, BROADCASTING*—The News Magazine of
the Fifth Estate. Broadcast Advertising*
was acquired in 1932, Broadcast Reporter in
1933 and Telecast* in 1953. BROADCASTING-
TELECASTING* was introduced in 1946.

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and see who
salutes it...
(it's Flag Day)

EVERY
BODY

EVERY
BODY

EVERY
BODY

EVERY
BODY

uad
UNITED ARTISTS ASSOCIATED
A DIVISION OF
UNITED
ARTISTS
TELEVISION

WJAC RADIO DELIVERS MORE COVERAGE BETWEEN PITTSBURGH & HARRISBURG

the one station that covers
Cambria, Somerset plus
parts of Westmoreland,
Indiana, Bedford and
Clearfield Counties...
potential of nearly a
half-million people.

See your Meeker Man
for MORE facts!

WJAC 10,000
Watts
850 KC
Johnstown, Pa.
Since 1925

SPOTMASTER



PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

round number.

Even when 755 was plain old PL 5, it would have been hard to remember BROADCASTING's phone number. With seven digits it's impossible. The only way to beat the system is to remember the name of the man who invented all-digit dialing, a Sicilian named Gino Sklomio. By dialing his last name (using zeroes for o's and number 1 for the i) you can reach BROADCASTING in New York.—*M. S. (Bud) Rukeyser, Jr., vice president, pres and publicity, NBC New York.*

(Mr. Rukeyser's research evidently was motivated by letters in this column describing how phone numbers are utilized for promotional means or for easy association with firms (BROADCASTING, April 11, et seq.)

BOOK NOTES

"On Knowing the Consumer," edited by Joseph W. Newman. John Wiley & Sons, New York. 247 pp. \$6.95.

This book, based on a 1964 consumer behavior symposium at Stanford University Graduate School of Business conducted under a financial grant from Metromedia Inc., attempts to answer three questions: (1) What actually is known about the behavior of people as buyers and users of goods and services? (2) What promising new research approaches are being undertaken? (3) How can significant advances in understanding be achieved in the future?

Mr. Newman has compiled 22 symposium presentations by leading researchers and scholars, and integrated some chapters with discussion of a topic offered by symposium participants.

He closes the book with a potpourri of symposium excerpts. Topic areas include buying decisions; consumer-product relationships, market segmentation, and influences on the consumer choice.

"Special Effects in Motion Pictures," by Frank P. Clark. Society of Motion Picture and Television Engineers, New York. 238 pp., \$7.50.

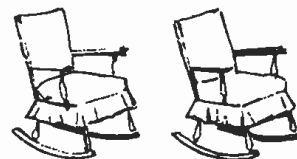
Methods for creative sound effects are explained by Frank P. Clark, professional Hollywood effects man, who also outlines the history of special effects from silent film days up to wide-screen techniques now employed. His book with over 100 illustrations is organized into topics on the development; application; prop; optical, sound, atmospheric and miscellaneous effects; shooting and pyrotechnics.

Mr. Clark has cooperated with a SMPTE advisory committee on special effects in motion pictures and with editorial vice president Herbert E. Farmer in writing this book.

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Radio was created for creative people. And today, it is the last great talent shelter still unfouled by the research experts and the blank-eyed head shakers. You can be good in radio and nobody will call you a weirdo.

Radio is often assigned the job of reflecting the TV campaign because TV is the big-ticket item and other media has to play a supporting role. I don't think it's healthy for any medium to designate itself a reminder or supporting medium. Everybody knows that radio is able to plant in the mind not just the sounds, but the scenes of TV. It does it all the time. You watch a commercial a few times, then one day when you're driving along in your car something happens on radio that turns on a mental playback of that TV spot.

You see the faces, the setting and the product. And you hear the music, voices and effects. That's imagery transfer—a remarkable little phenomenon that can save your client millions in TV time, residual payments, etc., because you put the picture in the mind—he doesn't.

It's Been Done ■ This is not complicated or new. Rheingold has done it with what seems to me a very close to a direct lift of the TV track. Pepsi-Cola uses imagery transfer to re-create the look and spirit of the Pepsi generation. By coupling actuality sounds with the voice of the regular TV announcer and the "Come Alive" song, they put a mental TV spot on radio. The listener supplies the cast, sets, filming and cutting. All for free.

Bayer aspirin has a beautiful radio spot that instantly turns on its TV commercial in my mind—the one in which a kind of floral design builds itself on the screen. But a slight problem: If you haven't seen the TV, you can't get the video in that radio.

So what do you suggest? That the client pours more money into TV so that 'imagery transfer' has a chance? Are you crazy? Radio cannot always re-create opticals, titles, animation effects and the like. But it can create a scene, a setting and a mood that reminds us of the broad TV effects.

No Limits ■ In fact, radio can be

so vivid that you can seem to have a lot more TV commercials than you have. The Tiparillo gal, for example. American Airlines makes a few brilliant TV spots about Los Angeles and San Francisco seem like twice as many just by adding radio. Brilliant, picture and mood radio that your ears record and your mind films.

The secret of Doyle Dane Bernbach is the agony and effort to write the words, to get the sounds and music that are perfect.

But there are variations, too.

Radio can bolster a campaign visually by turning on something other than the memory of your TV spot. It can stimulate the memory of an experience, a place, an emotion or, if you will, of somebody else's TV spot.

Remember soap operas? Radio didn't need pictures to build characters, change settings. Listeners saw all those neurotic people, those strife-torn homes, those hospital rooms in ghastly living color. Campbell soup took a crack at the same effect in something called "soup operas." Imagery transfer from radio to radio. If you never heard them, that's because they never ran.

Radio can show you sharp, staggering powerful pictures from a motion picture you haven't seen, but ought to. Take the spots for "Harper" as an example. You visualize the action. And you've got to go.

Radio can transfer similarly from print. Remember the old 98-pound weakling ad? In a Thom McAn commercial it comes alive again, only very modern. Radio makes the scene because it makes a scene. Nutty wonderful scenes that sit in your imagination waiting to be punched up.

Quantas by radio takes you to lands you've never seen. Still other great

radio videos are the Pan American Rome commercial and the radio ads for Broxodent and New England Telephone.

There is the power and the appeal of this medium: your imagination touching the imaginations of millions. Pictures you create out of sound coming through with no horizontal hold, no fuzz or flopover, or focus to fix, or snow, or distortion, or limitation in color, depth or size. It's irresistible.

The Wrong Criterion ■ All of which brings a few other observations to bear. I am fed up with the great names of advertising—hailed into halls of fame—who stand before the writing fraternity and sneer at beauty and taste and style, emotion and warmth. Who demand that we play the sales record and not our song. Who would give awards to carload shipments instead of to imagination and execution. (Remember, the sales success of a product depends on so many variations in the marketing strategy: pricing, packaging, distribution, dollar investment and the product itself. Creative should be judged as creative.)

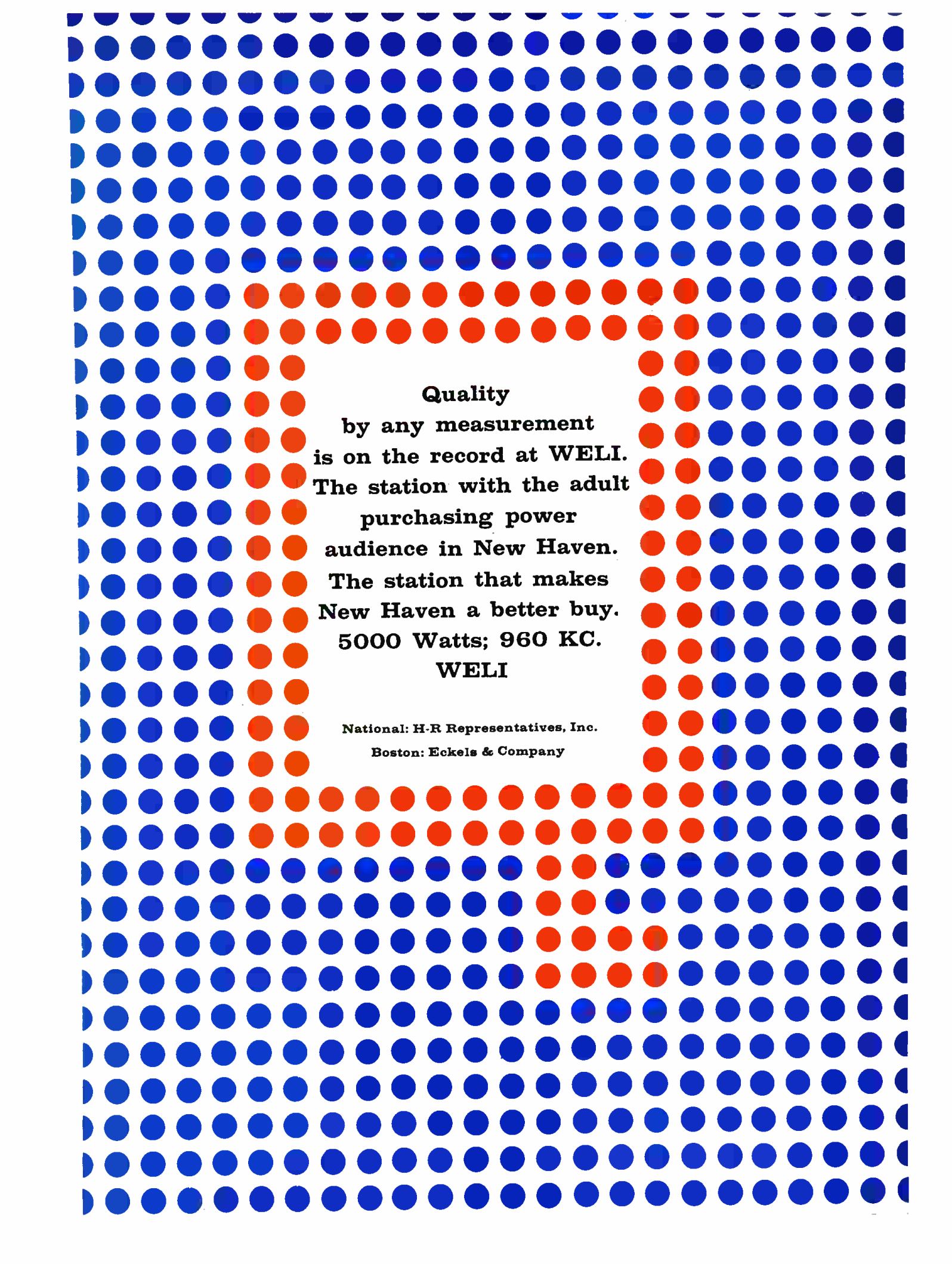
I'm fed up with them and their fellow yahoos because they are killing taste and they're killing writing and public acceptance and they're killing the fun of advertising.

What we have in this tough and agonizing business is the joy of creating something fresh and beautiful—and ours. I believe that what you do in this medium can be a gift to the public as well as a profit to the client.

Don't be conned into turning off the talents. Turn them on. Be critical and tough and unhappy about what you write and how it's produced. Ask yourself "does it sing?" before you ask yourself "does it sell?" If it sings, it sells.



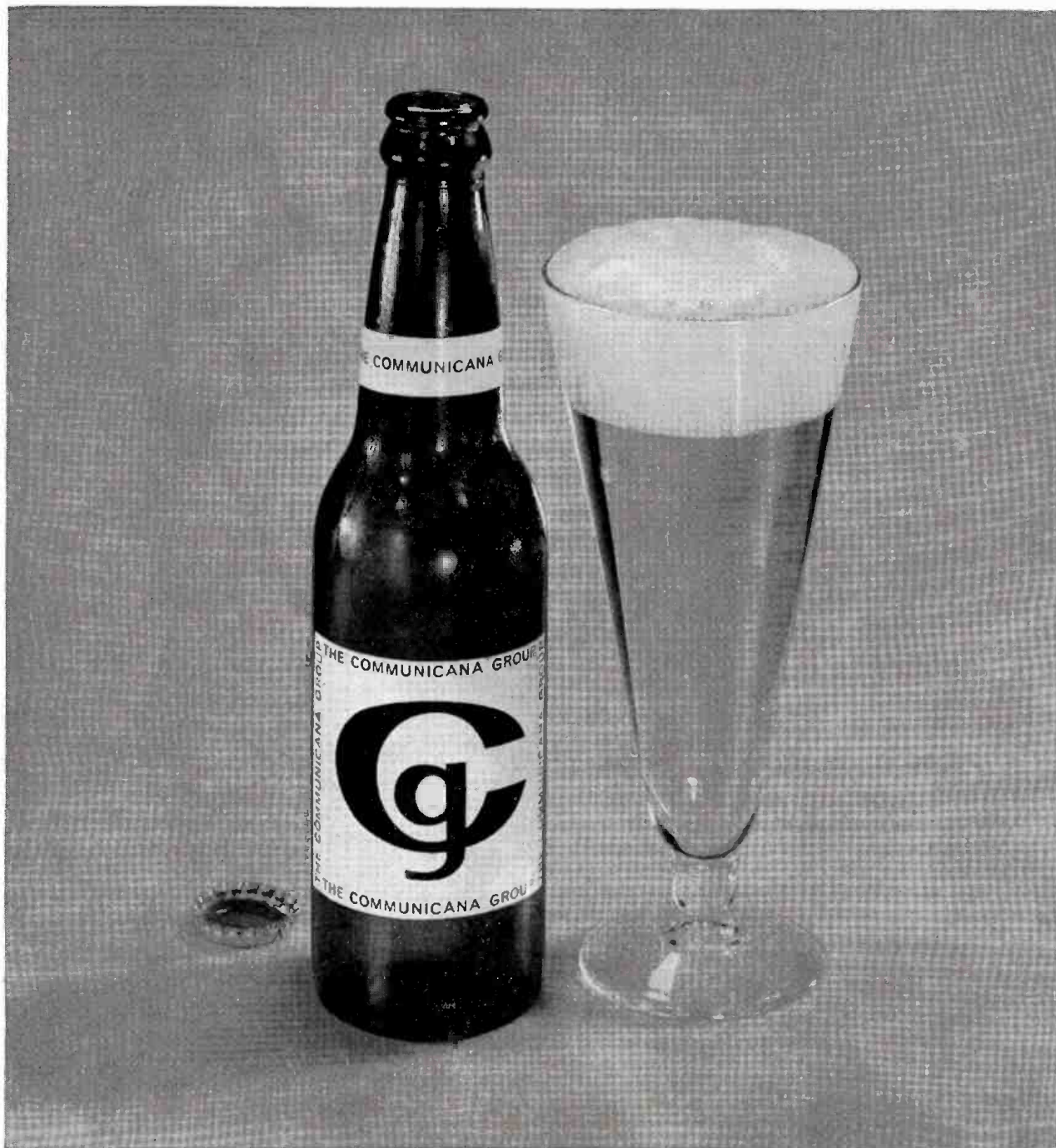
BBDO's John F. Bergin is a vice president, member of the board of directors and chairman of the agency's creative plans board in New York. Previously he was an associate creative director, a post that followed several in the copy and creative departments. He joined the agency in 1950. This article, with some revision by Mr. Bergin, is a condensation of his talk before the annual radio commercials workshop in New York by the International Radio and Television Society.



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



Another jolt for CATV operators

Committee approval of Staggers bill, virtually as proposed by the FCC, compounds worries over commission jurisdiction and court copyright ruling

The CATV industry, which boomed from a mom-and-pop business 15-odd years ago to become a feared competitor to the billion-dollar broadcasting industry received another body blow last week. It was the third such blow this year—and the second within a month.

- In March, the FCC announced it was assuming jurisdiction over all CATV, both microwave-fed and non-relay cable systems.

- In May, a federal judge in New York ruled that CATV's were liable for copyright infringement.

- And last week the House Commerce Committee reported out a bill that would confirm the FCC's authority to impose the regulations it has already imposed—and then some. It contained only one ameliorating feature sought by CATV adherents—one establishing that CATV is not a common-carrier service.

The bill (HR-13286) is predominantly the one sponsored by the FCC and it came on a 20-to-11 vote of the House committee which has wrestled with it for over a month in nine full, sometimes bitter, closed-door sessions.

CATV sources expressed the greatest dismay at this latest development. Some expressed the belief that the bill, if enacted, combined with the copyright decision, spells the doom of CATV as it is now. At the least, they said, it brakes the industry's powerful growth surge, especially in the larger cities.

"We're in dire straits," one CATV operator said.

"This is the darkest hour," another commented.

Other CATV spokesmen, although admitting their disappointment, belligerently vowed a fight on the floor of the House either to kill the Commerce Committee's bill, or to load it with amendments to protect what they consider their rights.

But beyond all the talk and promises about fighting the House legislation,

most CATV sources acknowledged that their major problem is copyright.

If the decision by U. S. District Judge William Herlands (BROADCASTING, May 30) is finally upheld—and every indication is that it will be appealed up to the U. S. Supreme Court—then CATV as it is today is finished. This is the sentiment of both CATV and broadcast observers in Washington and elsewhere.

CATV will truly then become, one cable system official said, what the National Association of Broadcasters and the Association of Maximum Service Telecasters want it to be: a small, supplementary TV service under the dominance of the television stations in their communities.

Appeal Pending ▪ But this spirit, resulting probably as much from the triple hammer blows of the last six months as from plain fatigue, is uttered only within the confines of community antenna circles. Publicly CATV spokesmen echo John Paul Jones: "We have not yet begun to fight."

The attack is being pushed on sev-

eral fronts.

- A petition for permission to appeal Judge Herlands's decision is pending action in the Second Circuit Court of Appeals in New York (BROADCASTING, June 6). Because Judge Herlands's ruling is only on one aspect of the suit for copyright infringement, brought by United Artists against the Fortnightly Corp., the appeals court must agree to hear the case. As of last Thursday, the appeals court had not yet acted, although Judge Herlands had given his permission for the petition to be filed.

- NCTA officials have informed Representative Robert W. Kastenmeier (D-Wis.), chairman of the copyright subcommittee of the House Judiciary Committee, that there is an "urgent" need for Congress to pass a new copyright law, particularly new sections dealing with CATV.

Representative Kastenmeier's group has proposed to include in the new copyright law a provision that would, in essence, relieve CATV's of copyright liability if they picked up and relayed TV signals of stations putting



Chairman Harley O. Staggers (D-W. Va.) explains the final CATV bill that the House Commerce Committee reported out last week for action by the House.

ANOTHER JOLT FOR CATV OPERATORS continued

grade B signals over their areas where the stations already had paid the copyright royalties, but which would impose copyright liability where CATV's bring signals into an area where no stations have signed license agreements. The Kastenmeier proposals also would require negotiations between CATV's and copyright holders where the CATV was bringing in TV signals beyond the geographical limits called for in the copyright clearances.

Although CATV sources expressed gratitude at the fact that the copyright subcommittee is considering "recognizing CATV's problems," they have expressed dismay at the committee's use of FCC contours for the so-called "white," "black" and "gray" areas for copyright purposes. CATV's would prefer to see, they have indicated, a wider geographical area under the "white" or no-copyright-payment-required section.

Floor Fight? ■ If the CATV industry can stop congressional legislation on the floor of the House—and if it fails, there is always the Senate—it will be free, it is pointed out, to challenge the FCC's jurisdiction in court. CATV spokesmen feel that this can be successfully done.

However, a second approach is to load the committee-endorsed bill with amendments, resulting in a much limited authority over CATV for the FCC.

Although there were few congressmen who last week said they were prepared to fight the bill when it reaches the House floor several were outspoken in their opposition to it.

Representative Walter D. Rogers (D-Tex.), who led the battle against adoption of the FCC bill in the committee, declared that he considered the bill "unconstitutional."

The Texas congressman, who is chairman of the Commerce Committee's Subcommittee on Communications, stated that "the bill reeks of constitutional and legal questions." He seemed particularly incensed at the move that condones regulation of what he calls "reception."

Mr. Rogers is the author of his own bill (HR-12914) that would have prohibited the FCC from asserting any authority over CATV.

He also considers the committee bill as a "backdoor" attempt by the FCC to enter into the until now forbidden realm of economic regulation of broadcasting. "Mark my words," he said, "the next step by the FCC, if this bill goes through, is regulation of the economics of stations."

Although he said that he undoubtedly would speak his mind on the floor of

the House in opposition to the FCC bill, he declined at this time to say whether or not he would lead a floor fight against it.

Mackay Position ■ Others of his colleagues also vowed their opposition. Representative James A. Mackay (D-Ga.), a member of the Commerce Committee who is the author of what is considered the NCTA-sponsored bill (HR-14201), which would have given the FCC authority over CATV, but only in a limited fashion, said he opposed the administration bill in committee and will vote against it on the floor.

Congressman Mackay said he would have preferred to await a final court decision on the copyright issue before legislating. He said he supported a resolution to table the bill pending such a decision.

One of his objections, he said, in addition to what he called the "blank check" grant of powers to the FCC, was the process by which the commission assumed this power and then asked Congress to ratify it. This is, he declared, the reverse of what the normal process should be.

Although Mr. Mackay stated that he could not support the bill on the floor,

he dodged questions about whether he would aggressively fight it. He did say, however, that he does not believe the bill will pass.

Other members of the committee who were in opposition to the reported bill were not as combative. There were some feelings expressed by several congressmen, who asked to remain unidentified, that there would be not much of a floor fight. One reason for this, it was explained, is that after a committee reports out a bill, there is a general tendency on the part of committee members to support their committee's recommendations, even though they opposed them within the committee. There was also a veiled hint that many members of the House, including those who participated in the Commerce Committee's deliberations, might like to duck being identified with either side of the controversy—broadcasting vs. CATV.

Ford Promises Fight ■ The harshest words about the bill, however, came from the official spokesman for the CATV industry—Frederick W. Ford, the president of NCTA. Mr. Ford late Thursday said the industry would continue to fight against the bill on the floor of the House.

He said that the bill gives the FCC the power "to control the free speech of CATV operators," and to prevent the public from receiving any TV programs "except as they are fed to them by broadcasters." This is "complete restraint on free speech," he said, and "an unconstitutional invasion of the rights of the public to see and hear an electronic voice, other than that of the broadcasters."

Mr. Ford noted especially that the bill gives the FCC the power "to override state laws and to protect broadcast stations from having to compete with each other. . . ."

In effect, he added, the bill would freeze the growth of CATV.

"This legislation," he concluded in a formal statement, "would mean that the American dream is over and that only the vested broadcast interests are to be permitted access to the public's television sets. We will fight this attempt to limit the freedom of the American people and the right of CATV operators to serve the public by every means at our command."

Some Like It ■ Not all the comments on the Commerce Committee's action were negative. Vincent T. Wasilewski, president of the NAB, said it looked "overall" like a pretty good proposal, "very reasonable legislation." He added he had not had a chance to analyze it and he was speaking from first impression.

There was, as might be expected, considerable rejoicing at the FCC. Acting Chairman Rosel H. Hyde said com-

What CATV bill means

The House Commerce Committee's bill giving authority to the FCC to regulate CATV would give congressional sanction to actions already taken by that agency.

It confirms the FCC's regulations, issued last March, that require CATV systems to (1) carry the programs of local TV stations, (2) give 24-hour nonduplication protection to local TV stations, (3) limit the importation of distant signals into the top 100 markets, (4) file information on ownership and operations.

In addition it empowers the commission to impose an outright ban on program origination by CATV systems, except for limited programs which FCC sources have said might include time, weather or news.

The commission asked for this prohibition, but has not yet put it into effect, awaiting congressional action.

The bill also requires CATV to follow blackout provisions in professional sports.

The Staggers bill as submitted to the House

Here's the CATV bill that the House Commerce Committee approved last week for submission to the full House. Basically it is the FCC-sponsored Staggers bill (HR-13286) with three amendments:

(1) That CATV is not a common carrier service, (2) that CATV systems must obey the "blackout" provisions arranged between professional football teams and broadcasters, and (3) that the FCC should take into consideration, when ordering CATV systems to carry local TV station, the services carried by CATV systems with limited capacities.

Text of the bill follows:

"A bill to amend the Communications Act of 1934 to authorize the Federal Communications Commission to issue rules and regulations with respect to community antenna systems, and for other purposes.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

"That (a) section 3 of the Communications Act of 1934 (47 U. S. C. 153) is amended by adding at the end thereof the following new subsection:

"(gg) 'Community antenna systems' means any facility which, in whole or in part, receives directly or indirectly over the air and amplifies or otherwise modifies the signals transmitting programs broadcast by one or more broadcast stations and distributes such signals by wire or cable to subscribing members of the public who pay for such service."

(b) Subsection (h) of such section 3 is amended to read as follows:

"(h) 'Common carrier' or 'carrier' means any person engaged as a common carrier for hire, in interstate or foreign communications by wire or radio or in interstate or foreign transmission of energy, except where reference is made to common carriers not subject to this Act; *but a person engaged in radio broadcasting or in operating a community antenna system shall not, insofar as the person is so engaged, be deemed a common carrier.*"

Sec. 2. Part I of title III of the Communications Act of 1934 is amended by adding at the end thereof the following new section:

"Community Antenna Systems"

"Sec. 331. (a) The commission shall, as the public interest, convenience, or necessity requires, have authority—

"(1) to issue orders, make rules and regulations, and prescribe such conditions or restrictions with respect to the construction, technical characteristics, and operation of community antenna systems, to the extent necessary to carry out the purposes of this Act, with due regard to both the establishment and maintenance of broadcast services and the provision of multiple reception services; and

"(2) to make general rules exempting from regulation, in whole or in part, community antenna systems where it is determined that such regulation is unnecessary because of the size or nature of the systems so exempted.

"The commission shall, in determining the application of any rule or regulation concerning the carriage of local broadcast stations by

community antenna systems, give due regard to the avoidance of substantial disruption of the services to subscribers of community antenna systems which were in operation on March 1, 1966, resulting from the limited capacity of any such system.

"(b) No community antenna system shall transmit over its system any program or other material other than that which it has received directly or indirectly over the air from a broadcast station, except that the commission may, upon an express finding that it would serve the public interest, authorize by general rule limited exceptions to permit such transmissions without any additional charge to subscribers.

"(c) The commission shall prescribe such rules and regulations and issue such orders as may be necessary to require the deletion by community antenna systems of signals carrying any professional football, baseball, basketball, or hockey contest if, after application by the appropriate league, the commission finds that the failure to delete such signals would be contrary to the purposes for which the antitrust laws are made inapplicable to certain agreements under PL 87-331.

"(d) Nothing in this act or any regulation promulgated under it shall preclude or supersede legislation relating to, or regulation of, community antenna systems by or under the authority of any state, the District of Columbia, the Commonwealth of Puerto Rico, or any possession of the United States except to the extent of direct conflict with the provisions of this act or regulations promulgated under it."

mission lawyers had told him that "it is very good indeed." Commissioner Kenneth A. Cox, who has been outspoken in his attitude that CATV must be regulated and maintained as a supplement to regular broadcasting, said that the bill is a good one, "about what we wanted." He said that the bill would strengthen the commission's hand in regulation, insofar as commission authority to regulate CATV is concerned.

One Hill observer termed the bill "a clean bill." By this, he said he meant that the committee had decided that the FCC should have regulatory powers over CATV, and that is all it had given to the commission which is considered

the expert agency to handle the details. "There is no funny business in the bill," he observed.

Even Representative Harley O. Staggers (D-W. Va.), chairman of the committee who sponsored the bill for the FCC and who steadfastly pushed for its adoption without limiting amendments, acknowledged, however, that he didn't think that the bill had settled "any controversy."

Mr. Staggers expressed gratitude that "all the bitterness" had been kept out of the bill. "This is a good example," he said, "of Congress handling a controversial legislation without vindictiveness."

That the deliberations on the bill were long, laborious and bristly was common knowledge during the past month. More than a score of amendments to the FCC bill were proposed and beaten down, after wrangling on the part of the committee members. Two members of the 33-man Commerce Committee were absent at the final vote; Representatives John Bell Williams (D-Miss.), and John E. Moss (D-Calif.).

The bill adopted by the Commerce Committee was submitted by Representative Paul Rogers (D-Fla.). The "grandfather" amendment was presented by Representative John D. Dingell (D-

Mich.) to replace one by Representative J. Arthur Younger (R-Calif.) that would have made it mandatory for the FCC to permit CATV systems existing as of March 1 to continue to serve new and old customers with the same signals they were handling before the FCC regulations went into effect.

Among the proposals rejected:

- A change of the definition of a "local TV station" from the FCC's term as one putting a grade B signal or better over a community in which a CATV system is operating to one that is within a 35-mile radius of the CATV community.

- Simultaneous duplication protection to TV stations by CATV systems, instead of the 24-hour protection established by the FCC.

- Deletion of the ban on origination.

- Relieving from the FCC prohibition on the carrying of outside, distant signals those existing CATV's that extend their systems to new subscribers.

- Forbidding the FCC to differentiate between major markets and others in the enforcement of regulations.

- Requiring CATV systems to secure permission from TV stations to receive and relay to subscribers programs picked up from the air.

- Pre-emption of all CATV regulation by the federal government, thus barring any controls by states or municipalities.

- Affirmative declaration that states shall have the right to regulate CATV rates and service standards as a public utility.

The committee report on the bill is

due out this week. The bill and the report then goes to the Rules Committee of the House for scheduling for full House consideration.

If the bill is passed by the House, it will then go over to the Senate for its journey through the upper house by way of the Subcommittee on Communications of the Senate Commerce Committee, the parent committee and the Senate itself.

Senator John A. Pastore (D-R.I.), chairman of the communications subcommittee has said that he won't begin consideration of CATV legislation until the House passes a bill.

This will be the second time a CATV bill has been before the Senate; in 1959 by one vote the Senate refused to pass a bill giving the FCC limited jurisdiction over CATV.

BROADCAST ADVERTISING

P&G spot TV up \$5 million

TVB first-quarter report shows 2.7% gain in billings; Bristol-Myers is second

First-quarter spot TV investments were up 2.7% this year, according to the Television Bureau of Advertising. A report released today (June 13) said the spot total—representing reports from 406 TV stations—came to \$290.2 million.

The percentage gain was based on the same 363 stations reporting their national and regional spot activity in the first quarter of 1966 and 1965.

Of interest, particularly with current attention on auto output, is that automotive advertisers (including auto accessories) in spot TV were up 47% in the first-quarter comparison, spending \$12.8 million in the 1966 quarter. Other advertiser categories showing increases included confections and soft drinks, drug products, gasoline and lubricants, household laundry products and transportation-travel. Procter & Gamble put nearly \$5 million more into spot, according to the first-quarter comparisons, and retained the number-one position, while Bristol-Myers took second, followed by General Foods, Lever Bros. and Coca-Cola.

The one-minute commercial length and the night period continued to be the most popular for the advertiser, obtaining the greatest share of dollars: (see box).

The top 100 spot TV advertisers in the first quarter:

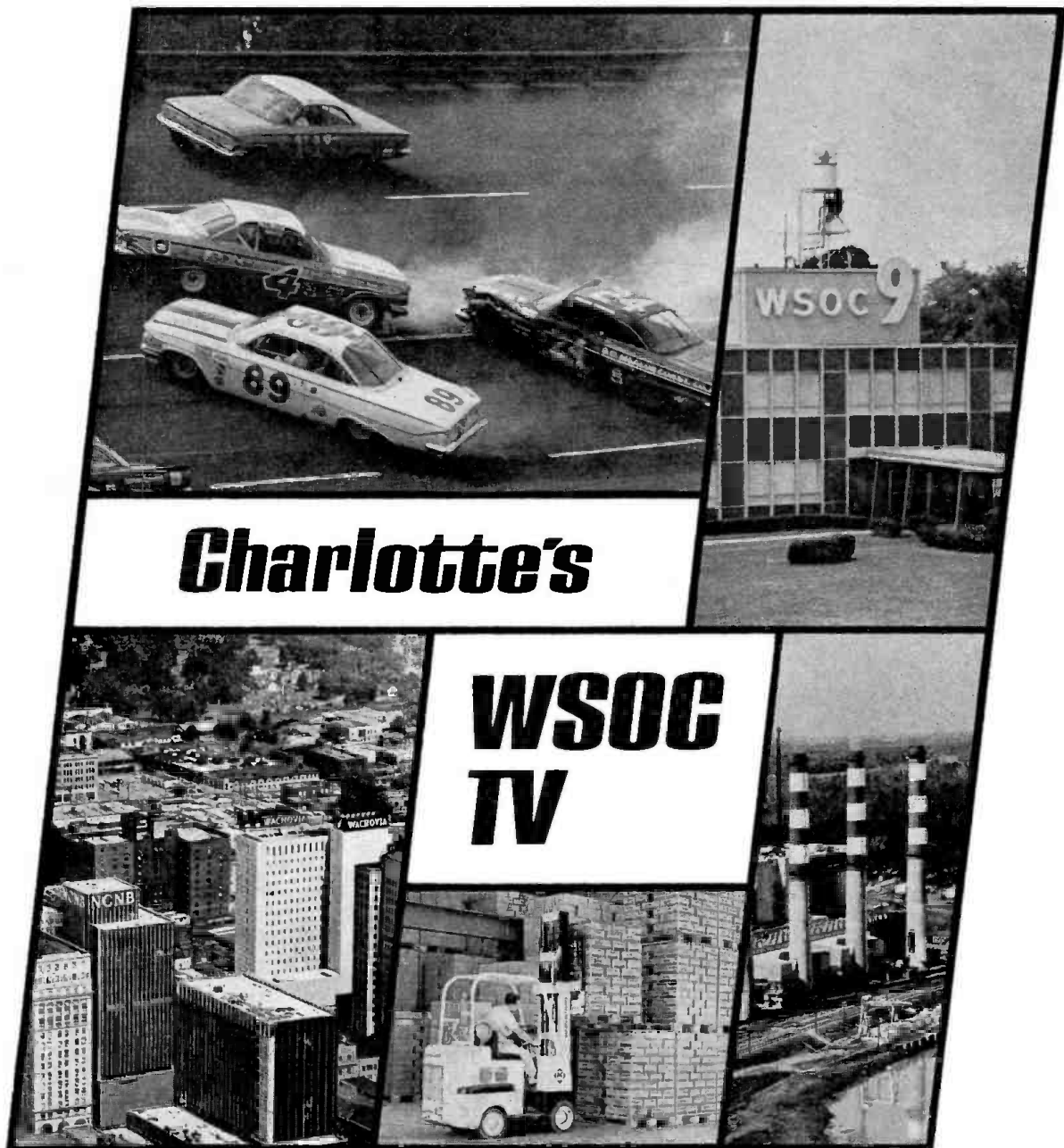
1. Procter & Gamble	\$20,479,900
2. Bristol-Myers	8,188,400
3. General Foods	8,009,600
4. Lever Bros.	7,230,700
5. Coca-Cola Co./bottlers	6,838,700
6. Colgate-Palmolive	6,085,200
7. William Wrigley Jr., Co.	5,597,200
8. Miles Laboratories	5,547,600
9. Warner-Lambert Pharma.	5,136,300
10. Continental Baking Co.	4,633,700
11. Kellogg Co.	4,472,900
12. General Mills	4,448,200
13. R. J. Reynolds Tobacco	3,497,700
14. Ford Motor Co., dealers	3,287,700
15. American Home Products	3,249,300
16. Campbell Soup Co.	3,061,500
17. Pepsi-Cola Co./bottlers	2,895,200
18. Liggett & Myers Tobacco	2,694,000
19. General Motors Corp., dealers	2,445,600
20. Chrysler Corp., dealers	2,441,100
21. Quaker Oats	2,390,100
22. Mars, Inc.	2,347,200
23. Standard Brands	2,251,500
24. American Can Co.	2,163,600
25. Ralston Purina	2,155,500
26. Philip Morris	2,099,800
27. Corn Products Co.	2,099,600
28. Sterling Drug	1,986,100
29. Avon Products	1,865,500

How and when . . .

(add 000)		
By length of commercial:		
60's (40 sec or more)	\$199,681	68.8%
20's (20-30 sec)	55,441	19.1
10's (8 to 10 sec)	15,243	5.3
Programs	19,856	6.8
	\$290,221	100.0
By time of day:		
Day	\$ 72,580	25.0%
Early evening	70,744	24.4
Night	95,352	32.8
Late night	51,545	17.8
Total	\$290,221	100.0

30. Brown & Williamson Tobacco	\$1,837,500
31. Richardson-Merrell	1,762,900
32. P. Lorillard	1,754,700
33. National Biscuit	1,661,400
34. Shell Oil	1,650,900
35. Swift & Co.	1,623,900
36. Borden Co.	1,603,800
37. Mead Johnson & Co.	1,585,100
38. Jos. Schlitz Brewing	1,573,000
39. Chesebrough-Pond's	1,522,300
40. Hills Bros. Coffee	1,506,700
41. Royal Crown Cola Co./bottlers	1,503,300
42. Pet Milk	1,487,900
43. Gillette Co.	1,456,000
44. Menley & James Labs	1,438,100
45. Carling Brewing Co.	1,423,300
46. Seven-Up Co./bottlers	1,395,900
47. Noxzema Chemical	1,359,400
48. American Tobacco	1,354,500
49. H. J. Heinz Co.	1,294,300
50. Peter Paul	1,291,100
51. Scott Paper Co.	1,274,300
52. Anheuser-Busch	1,266,900
53. E. & J. Gallo Winery	1,265,700
54. Heublein	1,224,000
55. United Air Lines	1,141,000
56. Ford Motor Co.	1,109,100
57. Johnson & Johnson	1,093,300
58. Pabst Brewing	1,068,900
59. Hunt Foods & Industries	1,067,800
60. Purex Corporation	1,066,300
61. American Airlines	1,050,300
62. Gulf Oil	1,046,300
63. Charles Pfizer & Co.	1,030,300
64. American Oil	948,100
65. Golden Grain Macaroni	879,000
66. Libby, McNeill & Libby	868,700
67. Eversharp	861,600
68. Andrew Jergens Co.	847,400
69. Mrs. Paul's Kitchens	815,500
70. Alberto-Culver	813,300
71. Armstrong Cork Co.	813,100
72. The R. T. French Co.	807,000
73. American Motors Corp., dealers	799,000
74. National Dairy Products	798,900
75. World Coffee Promotion Com.	780,800
76. National Airlines	777,700
77. Welch Grape Juice Co.	762,500
78. Sun Oil	760,500
79. Hazel Bishop	741,100
80. Carnation	707,600
81. Green Giant Co.	693,000
82. Northeast Airlines	681,900
83. Chrysler Corp.	681,400
84. Associated Products	665,000
85. Olympia Brewing	659,900
86. Chock Full O'Nuts Corp.	659,000

The action station in the action city!



Charlotte's

**WSOC
TV**

HAVE YOU LOOKED AT CHARLOTTE LATELY? Now hub of 7th largest trading area in U.S. according to Rand McNally Commercial Directory. In just a decade population increased 44%, retail sales 83%, wholesale sales 110%. Let Charlotte's WSOC-TV help you boost your sales in this booming market. Your schedule will be backed by the Carolinas' strongest local and regional programming. You'll get a brand of staff support that will add muscle to your own effort here. Ask us or H-R to give you a proposal. See how this great area station can give you more action for your dollar in the Carolinas...Charlotte's WSOC-TV.

NBC/ABC—Represented by H-R



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

87. United States Borax & Chemical	657,100
88. Beatrice Foods Co.	648,800
89. Phillips Petroleum	642,400
90. Maybelline Co.	641,600
91. Beech-Nut Life Savers	627,400
92. Aluminum Co. of America	627,100
93. Avis, Inc.	621,600
94. A. E. Staley Mfg. Co.	619,800
95. Standard Oil Co. of Ohio	617,100
96. Anderson-Clayton & Co.	608,200
97. General Motors	604,100
98. The Mentholatum Co.	592,300
99. Arnold Bakers	584,000
100. Trans-World Airlines	581,400

Auto spot TV jumps 51%

Record 1st quarter
paced by Ford's
increase of 94%

Automotive activity in spot TV hit a \$12.2-million record level in the first quarter of this year, according to the Television Bureau of Advertising. The gain is 51% over the same period of 1965.

In releasing a listing of 1965 network and spot-TV investments today (June 13) for auto manufacturers and dealer associations, TVB took special note of the spark in spot TV in the January-March period this year.

The spot-TV quarterly figures cited include both company and dealers. On that basis it shows all of the majors riding high: Ford (company-dealer) spent a near \$4.4 million (up 94% over the first quarter of 1965), Chrysler \$3

million (a 38% increase), General Motors \$2.8 million (a 19% gain). American Motors moved up its spot TV spending 61%, investing \$1.3 million, and Volkswagen, Volvo and still other car makes were up substantially, according to TVB.

In its report of last year's total national-regional TV advertising in automobiles, TVB noted that spot-and-network showed an increase of only 0.2% and that dealers' spot-TV investments in 1965 went down 6.6%. Hence, TVB put special emphasis on the glowing first-quarter spot report for automobiles.

	Passenger Cars Only Dealers Only		
	Spot TV Investments over \$20,000*	'65/'64	
	1965	1964	% Change
American Dealers	\$ 2,328,700	\$ 3,148,700	- 26.0
Chrysler Dealers	6,652,890	6,515,920	+ 2.1
Ford Dealers	8,208,090	9,385,220	- 12.5
General Motors Dealers	7,635,240	7,087,720	+ 7.7
BMC/Hambro Dealers	51,200	83,700	- 38.8
Fiat Dealers	40,200	23,100	+ 74.0
Nissan Dealers	52,300	49,600	+ 5.4
Renault Distributors	186,400	821,400	- 77.3
Studebaker Dealers	33,600	107,500	- 68.7
Toyota Dealers	74,300	2,200	+3277.3
Volkswagen Dealers	1,386,100	1,261,700	+ 9.9
Volvo Dealers	162,300	207,100	- 21.6
Totals:	\$26,811,320	\$28,693,860	- 6.6
Source TVB/N. C. Rorabaugh Co.			
1965 Total (Company & Dealers): \$100,398,660			
1964 Total (Company & Dealers): \$102,108,760			
Total '65/'64 Change: -1.7			

1965
Passenger Cars Only (By Company)
Measured Media Investments
(000)

Company	Total TV	Mag.	Nsp.	Radio	Media Total	% TV
American Motors	5,450.2	3,659.1	5,904.6	3,098.0	18,111.9	30.1
Chrysler Corp.	22,446.5	9,309.1	16,992.7	14,307.0	63,055.3	35.6
Ford Motor Co.	18,583.1	17,608.1	22,306.2	11,086.0	69,583.4	26.7
General Motors Corp.	23,959.5	30,733.7	38,343.4	13,259.0	106,295.6	22.5
Kaiser Industries	1,298.4	2,101.4	442.1	105.0	3,946.9	32.9
Volkswagenwerk A. G.	1,849.6	5,058.3	2,999.8	—	9,907.7	18.7
Totals	73,587.3	68,469.7	86,988.8	41,855.0	270,900.8	27.2

Sources: Spot TV (TVB/Rorabaugh)
Network TV (TVB/LNA-BAR)
Magazines—P.I.B.

Newspapers—Bureau of Adv.
Radio—Radio Advertising Bureau

Passenger Cars Only (By Company)
Network and Spot TV Investments*

Company	1965		1964		65/64 % Chg.
	Network	Spot	Total TV	Total TV	
American Motors	\$ 4,687,900	\$ 762,300	\$ 5,450,200	\$ 3,930,600	+38.7
Chrysler Corp.	20,785,400	1,661,120	22,446,520	21,840,000	+ 2.8
Ford Motor Co.	16,782,900	1,800,190	18,583,090	17,832,800	+ 4.2
General Motors Corp.	22,871,100	1,088,430	23,959,530	26,333,700	- 9.0
Kaiser Industries	1,295,700	2,700	1,298,400	2,347,600	-44.7
Volkswagenwerk A. G.	1,849,600	—	1,849,600	1,130,200	+63.7
Totals:	\$68,272,600	\$5,314,740	\$73,587,340	\$73,414,900	+ 0.2

Sources: Network TV (TVB/LNA-BAR)
Spot TV (TVB/Rorabaugh)

The selling sound of radio

Medium's horizons unlimited,
say Chicago speakers who
also cite some faults

All day in Chicago last Wednesday advertiser and agency spokesmen rained blessings on radio during a seminar of the American College of Radio, Arts, Crafts and Sciences. They tossed a few rocks too.

The media men who were there are now watching to see if any new bright little radio dollars spring up.

One possibly rich garden, for instance, is the Leo Burnett Co. Burnett this year is spending almost three-quarters of its \$20 million billing in television. Radio is getting only about \$5 million. But the green might be about to grow brighter if what one Burnett official and a client of the agency told the seminar are indications of real intentions.

Cleo Hovel, vice president and executive creative director of Burnett, asked: Wouldn't advertisers and agencies be looking at radio a bit differently today if radio had been discovered after television instead of before it? Taking a second look at radio, he said, "you see excitement, challenge and a limitless horizon."

As Mr. Hovel noted of radio: "No pictures? What a blessing. Give us a single sound and we will build a whole universe of sensation out of it. And what's more, we'll believe in that universe as real and true, more real in a way than the world we truly know."

The success of a greatly expanded use of radio just this year was related in glowing detail by Burnett client, Earl C. Albright of the Jos. Schlitz Brewing Co., who cited the attention and impact gained for Schlitz beer and its new theme of "When you're out of Schlitz, you're out of beer." He said radio has proven especially potent through its ability to make most effective use of music and story-telling, demonstrating commercials in each category.

White Hats Sell — Joe Kronovich, account executive at BBDO, Chicago, told how radio's flexibility, reach and audience selectivity have helped the Chicago Dodge Dealers Association build its market and increase prospect leads. He reviewed the successful "Dodge Boys" campaign of the past several years, citing particularly the impact of the humorous "White Hat" references.

Humor is second only to music in



Over 600,000 boats will hit New York's
waters this year...and they'll listen to
THIS ONE

wabc RADIO 77

AN ABC OWNED RADIO STATION

One more EXTRA SERVICE from WABC

BLAIR GROUP PLAN MEMBER

its ability to sell on radio, according to Robert Bassindale, vice president and associate creative director of Tatham-Laird & Kudner, Chicago. He felt many agencies shy away from humor simply because they don't know how to use it properly.

At the seminar luncheon, Mel Blanc, president of Hollywood's Mel Blanc Associates, provided his usual laughter-stimulating satire, but interjected such serious tidbits as: "The advertiser who is not in radio is the advertiser whose agency cannot put him in radio in an exciting way."

Current examples of recent radio creativity also were demonstrated by Alan Barzman, partner of Klein & Barzman, and Hugh Heller, president of Heller-Ferguson, both Los Angeles, and Bill Walker, president of Advertiser's Music Inc., Chicago.

Ira Herbert, vice president-brand manager, Coca-Cola Co., New York, told how local radio enables his firm to target and reach the mass teen-age market for about \$3 per thousand, a feat he said television couldn't do at 10 times that figure. Similarly, daytime radio can target the housewife, he noted. His biggest problems: inadequate local radio audience data and a too common practice of "you-guess-it" rates.

The inadequacy of radio research was hit strongly by two other speakers as well, Bill Oberholtzer, manager of media planning at Burnett, and Richard Pickett, vice president and media director of Post-Keyes-Gardner, Chicago. Both cited the paucity of radio data compared to the abundance of research for other media. They saw some hope, however, in progress such as the current All-Radio Methodology Study.

Francine Goldfine, broadcast manager at Arthur Meyerhoff Associates, Chicago, felt too many radio station presentations to timebuyers are missing their marks because they have nothing to say or pitch the wrong message to the wrong agency audience. She said timebuyers are interested chiefly in interstation competitive data since market selection comes at higher levels of media planning and account handling.

Truth-in-packaging bill clears Senate

After five years of languishing in committee limbo, the truth-in-packaging bill, designed to eliminate unfair or deceptive practices in packaging and labeling, was passed in the Senate last week after backers defeated a series of amendments aimed at the backbone of the measure.

The bill, originally introduced by Senator Philip A. Hart (D-Mich.) in 1961, received an overwhelming 72 to 9 backing in the Senate and was immediately hailed by President Johnson as "one of the most important" bills before Congress this year. He called for swift House approval and said it would benefit every housewife and consumer in the nation.

One backer said the bill could save the American public an estimated \$4.5 billion a year by eliminating wrong decisions based on obscure or awkward packaging or labeling. Opponents fought it to the last minute, saying it would give the government excessive and arbitrary power and add burdensome costs

on manufacturers and labeling it a form of censorship over packaging and advertising.

Besides surviving several amendments presented by opponents, the measure also had to stave off a delaying tactic by Minority Leader Everett M. Dirksen (R-Ill.), who sought to send the bill to the Judiciary Committee for further examination. "If ever a bill was mislabeled, it is this misnomer," Senator Dirksen commented after the defeat.

The bill gives the Department of Health, Education and Welfare and the Federal Trade Commission the authority to determine when weights may impair consumer comparison. Producers then may ask the Secretary of Commerce to aid in preparing remedial procedures. If a voluntary program is not developed or is not complied with, a mandatory standard will be established by the agencies.

Cash views trend of advertisers entering TV

Leading magazine advertisers are rapidly turning from the printed page to the TV screen, Norman Cash, president of the Television Bureau of Advertising, reported last week.

Mr. Cash noted that the top 100 advertisers in general and farm magazines last year spent \$530.4 million in magazines, as against their TV investment of \$1.3 billion. The TV increase of \$111.4 million over 1964 was at a rate more than twice the comparable increase for magazines.

Addressing himself to the prospective advertiser, Mr. Cash said: "It seems to me I would investigate the medium to which they [top magazine advertisers] were going rather than consider the medium from which they have come."



At the Chicago seminar (l to r): Richard Pickett and Christopher Cross, both of Post-Keyes-Gardner; Francine Goldfine, Arthur Meyerhoff Associates; Mel Blanc, Mel Blanc

Associates; Ed. Wallis, WIND Chicago, president of the American College of Radio Arts, Crafts and Sciences; Earl Albright, Jos. Schlitz Brewing Co., and Bill Oberholtzer, Leo Burnett Co.

Business briefly . . .

NBC-TV reports the following buys: **General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, for alternate weeks during 1966-67 on *Daniel Boone* (7:30-8:30 p.m. EDT); and **Standard Brands**, through Ted Bates & Co., both New York, for *Scherer-MacNeil Report* (Saturdays, 6:30-7 p.m. EDT), and for 1966-67 series *Run for Your Life* (Monday, 10-11 p.m. EDT); *The Girl from U.N.C.L.E.* (Tuesday, 7:30-8:30 p.m. EDT) and *Tuesday Night at the Movies* (9-11 p.m. EDT); *The Virginian* (Wednesday, 7:30-9 p.m. EDT) and *I Spy* (Wednesday, 10-11 p.m. EDT); *Star Trek* (Thursday, 8:30-9:30 p.m. EDT); *Tarzan* (Friday, 7:30-8:30 p.m. EDT),



Over 1000 key broadcasters saw this show— in the finest live color in television today

It was the first time the new General Electric PE-250 live color camera was seen in action—at the 1966 NAB Convention.

Many key broadcasters saw the new camera more than once—in action, and stripped down in private demonstrations. They discussed it in their rooms and hospitality suites. Many of them even bought the new camera before

they left the exhibition in Chicago.

They learned that behind the new PE-250's amazing performance are 4 new plumbicons*, and G.E.'s leadership in 4 pickup tube color cameras—giving the new PE-250 its brilliant color, its mobility and lightweight (it weighs less than 150 lbs. fully equipped).

If you missed seeing the new PE-250 in action and would like to learn more

about how its live color can excite **your** audience as it excited over 1000 key broadcasters, just call your General Electric broadcasting representative. He's excited too.

General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, New York, 13201



GENERAL  **ELECTRIC**

We know six cities where TV will never be the same.

It will be better.

While you're still gasping at the cheekiness of this prediction, let us explain.

Overmyer plans to have six TV stations on the air by next year.

WDHO-TV has already opened in Toledo. Other stations will follow in Pittsburgh, Atlanta, San Francisco, and the Cincinnati and Houston areas.

So there'll be more television in these cities, more competition among stations. More incentive to improve programming.

Better programs. Some of them ours, we hope. Pardon us while we get to work.

Overmyer Communications Company, 201 East 42nd Street, New York, N.Y. Represented by National Television Sales, Inc. (212) TN 7-1440

The Overmyer Group

Clairol stresses economics of men coloring their hair

"Does he . . . or doesn't he? Only his barber knows for sure." This catch line for Clairol's new man's hair coloring product, *Great Day*, admittedly derives from the famous Miss Clairol hair coloring theme.

But Clairol Inc., New York, and its agency, Doyle Dane Bernbach, New York, have added a fresh touch to the gender change. Instead of a Miss Clairol focus on woman's vanity with cosmetics (comparing her tresses to her child's natural hair), *Great Day* turns to economics, suggesting that the average business man can look younger—10 years or more—and thus stay on the job. The Miss Clairol knowledgeable hairdresser becomes the *Great Day* barber who knows about secret gray hairs.

Clairol has prepared three one-minute TV commercials as part of its multimillion dollar campaign.

In New York last week, Clairol began one-minute spot TV buys. Beginning this week, spot buying is expected to spread to 15 major markets. Another phase starts June 19 with commercials on ABC-TV's *Sunday Night Movie*, *Avengers* and *Hollywood Palace*, and on NBC-TV's *Laredo*. A Clairol official estimates TV will represent 50% of the total budget.

The first TV commercial is an adaptation of Clairol's print ads, showing a vertical card that covers the dark side of a man's two-toned head. With the gray side exposed, he asks "do I look like an old man?" Then, as the card covers the gray hairs, he shows the difference. Finally, he turns in profile back to the gray side, saying, "take the advice of a wise old man." . . .

Age Cut ■ Another commercial concentrates on *Great Day*'s appli-

cation at a barbershop. As the barber places a cape around the customer, he begins by saying that the seated man is not there for a haircut, but for an "age cut." Shampooing, rinsing and combing out are demonstrated to prove how "years disappear," and that "only his barber knows."

The third commercial depicts a warehouseman's dialogue about his troubles on the job when he "caught some of the wise guys hefting more than their share of the weight." He explains that at 44 years, they call him grandpa. His wife convinces him to try *Great Day*, and "inside of two weeks, I'm 15 years younger." Carrying his own weight again, he reports that "nobody on the job said, 'hey, Angie dyed his hair.'"

Clairol plans to make more variety type commercials for its campaign.



Laredo (Friday, 10-11 p.m. EDT) and *The Man from U.N.C.L.E.* (Friday, 8:30-9:30 p.m. EDT); *Flipper* (Saturday, 7:30-8 p.m. EDT) and *Saturday Night at the Movies* (9-11 p.m.).

Chevrolet division, General Motors Corp., through Campbell-Ewald, both Detroit, on *Huntley-Brinkley Report*; **Polaroid Corp.**, Cambridge, Mass., through Doyle Dane Bernbach, New York, on *Tuesday Movies*, *Star Trek*, *The Virginian*, *I Spy*, *Flipper*, *Please Don't Eat the Daisies*, and *Saturday Movies*; **The Bulova Watch Co.**, through Young & Rubicam, both New York, on *The Girl from U.N.C.L.E.*, *Run For Your Life*, and Tuesday and Saturday movies.

Utah Travel Council, Salt Lake City, through Ross Journey & Associates, same city, is using four programs on the ABC Radio West network to carry its 1966 summer tourist and vacation schedule. Starting at different times

during a 13-week flight ending Sept. 9, the Utah Travel Council will sponsor Frank Hemingway and Don Allen, weekday morning news programs, Keith Jackson's *Sports West* weekday afternoons and *Weekend West* on Saturdays and Sundays. The schedule will be carried on 109 ABC Radio West stations throughout a 12 state area.

Upbeat report on commercial reaction

Television network commercials are seen much more and objected to far less than commonly believed, according to the findings of a new research study just published by the University of Chicago and conducted by the late Dr. Gary Steiner.

Clearly contradicting assumptions that commercials drive viewers to bathroom

or refrigerator, the study is based on personal observation of what people do during commercials as secretly recorded by college student "spy" members of their own family.

Thus their viewing behavior may not support expressed attitudes of commercial criticism more frequently noted, it is indicated. Behavior also appears to evidence less irritation over commercials than attitudes reported in Dr. Steiner's earlier major study, *The People Look at Television*, although this is tentative. The earlier study was devoted largely to programming and was published in 1963 as part of a research project underwritten by CBS (BROADCASTING, Feb. 18, 1963).

The new Steiner study is admittedly of limited scope but the biases in the sample, Dr. Steiner wrote, would have been expected to produce results much harsher upon commercials than a sample closer to the general public would produce. Dr. Steiner, who was professor of psychology at the university's grad-

uate school of business, died early this year. The study is contained in the spring (April) issue of the school's *Journal of Business*, just distributed.

The study on commercials involved 325 students from 18 colleges in the Chicago area who observed their family reactions to network commercials and other nonprogram clutter for nine days in May 1964. Of the 325 reports, only 183 survived reliability and quality checks.

Small Dropout ■ In general, Dr. Steiner found "only a very small share of the audience, about 10%, is entirely unexposed to the average network commercial." Even 10% may be too large, he noted, "since those who leave or return to the room during a commercial may catch part of it."

He felt this finding contradicts "the stereotype that a good share of the audience bolts from the set for a sandwich or beer whenever a commercial comes on."

In summary his study also found that when a network commercial begins, only one viewer out of a hundred "expresses 'strong annoyance.' Four percent show signs of mild annoyance and an additional 4% show pleasure or relief. The remaining 90% exhibit no overt reaction at all."

Dr. Steiner found this annoyance level "surprisingly low in view of the fact that 'annoying interruptions' is a major viewer criticism."

As for how people behave during a commercial in contrast to its outset, the study showed that "84% of the total audience (and 89% of those in the room at the outset) stay during the average network commercial—47% watching 'all or almost all'; the other 37% at partial attention that is, 'stays in chair but turns around, talks etc.' Five percent get out of the chair but stay in the room, exposed at least to the audio. Another 6% get up and leave the room while the remaining 5% are not in the room to begin with."

Comparing behavior during the commercial with behavior just before, Dr. Steiner noted that "full attention early declines from program to commercial, but almost all of the loss is to partial attention still in the chair—not to the refrigerator or bathroom."

No Comment ■ Concerning viewer comments on commercial content, Dr. Steiner said the overriding generalization is that "most of the time most of the people say nothing at all." Four of five are silent during the average spot, he said. Of those who do have something to say, he continued, "positive comments outnumber negative, although not by much."

That this positive balance is significant, however, he indicated, is the consideration of "what would be expected if commercials were predominantly an-

It hailed money

A hail storm Tuesday night (June 7) in Kansas produced a commercial harvest for KVGB Great Bend, Kan. The storm dumped three to four inches of hail and took its toll on the 150 new and 75 used cars on the lot of Moore and Morrow Chevrolet Inc.

The auto dealer had scheduled 20 spots on KVGB to promote its big sale of 1966 demonstrators and used cars. Then came the storm. The following morning it bought 120 30-second spots—50 each on Wednesday and Thursday, and 20 on Friday—to promote a clearance sale of hail-damaged cars.

noying."

Among other important findings of the new Steiner study:

■ Piggyback commercials do not lose attention or cause annoyance any more or less than regular commercials. It doesn't matter whether piggybacks are "integrated" or not.

■ Viewers generally pay somewhat less attention to and are even less annoyed at other nonprogram elements or clutter than commercials. Closing program credits fare poorest of all.

■ Exception: News bulletins drew "an extremely high rate of negative comments." But Dr. Steiner said he could not tell from the data whether this was due to the news content itself or to the factor of program interruption.

■ Three well-established TV symbols scored high in recognition tests: "The NBC peacock approaches 100%, the CBS eye and the NAB [code] seal score in the 80's."

On the whole, Dr. Steiner said, "the NAB seal seems to do an effective job of communicating its general meaning." He said 40% of all respondents feel the seal suggests high program quality while 13% cite a code or self-regulation, 9% observe it as a seal of good practice and 4% relate it to high quality products being advertised. Of the rest, 26% said they didn't know while 3% gave explicitly negative responses ("baloney") and 4% misidentified it completely.

Agency appointments . . .

■ Wander Co., Chicago, for its Ovaltine Food Products division which bills over \$1 million, names Earle Ludgin & Co. there, effective Sept. 1, moving from Foote, Cone & Belding.

■ 3M Co., St. Paul, has named Young

& Rubicam, New York, to handle advertising for its chemical division, effective Sept. 1. Account is now with MacManus, John & Adams, New York.

■ Vitabath Inc. (Division of D. Kaltman & Co.) New York, has appointed Kane, Light, Gladney Inc., that city, for national campaign this fall for its Gelee, after-bath lotions and powders. Advertising, estimated at cost of \$500,000, will include radio-TV. Vitabath was with Frank B. Sawdon Inc., New York.

■ Peter Hand Importers Inc., a division of the Peter Hand Brewery Co., Chicago, has named BBDO, Chicago, as its agency for Henninger Import beer.

■ Texas Pharmacal Co., San Antonio, Tex., affiliate of Warner-Chilcott Laboratories, has appointed Sudler & Hennessey Inc., New York, to handle advertising for its line of dermatological products. Plans include a radio-TV campaign. Former agency was Tracy-Locke Co., Dallas.

■ Watubo Industries, Chicago, water treatment equipment maker, names Shaffer, Rothenberg, Feldman & Martin there to handle its account. Broadcast media will be used.

Computers in industry part of AFA sessions

Officials of CBS, International Business Machines, Philip Morris and Young & Rubicam will demonstrate today (June 13) the substantial role computers play in their firms.

They will appear on a "computer in advertising and marketing" program highlighting the four-day annual convention of the Advertising Federation of America that opened June 11 in Bal Harbour, Fla.

James Johnson, industry marketing manager of IBM, will describe possibilities of computers in modern management. Donald V. West, assistant to the president of CBS Inc., and James A. Walsh, director of systems and procedures for CBS-TV, will illustrate the computerized operations at CBS ranging from forecasting election results to allocating sales orders among commercial availabilities.

The presentation of James Gilleran, assistant controller of Philip Morris, includes slides of his company's huge computer center in Richmond, Va.

Joseph St. Georges, vice president and director of Y&R's data systems department, will use a combination computer and teletype hook-up with the firm's New York headquarters.

The convention also has on its schedule other representatives of the aca-

wmca turns people on. Just ask Cadillac, Chanel and 94 other sponsors who advertise on the Barry Gray Show.

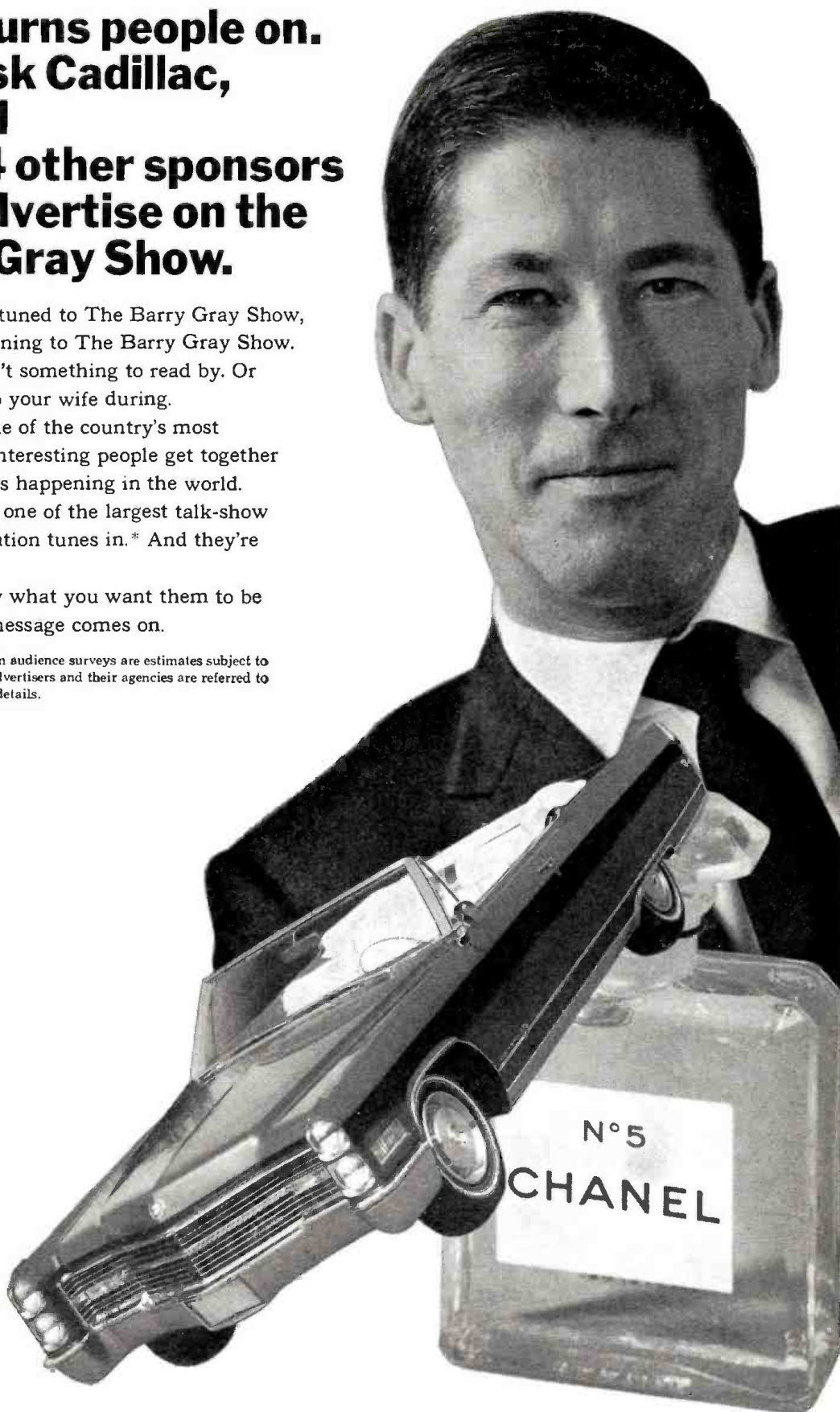
When somebody's tuned to The Barry Gray Show, you know he's listening to The Barry Gray Show. Gray's program isn't something to read by. Or dance to. Or talk to your wife during.

Every night some of the country's most controversial and interesting people get together to talk about what's happening in the world.

And every night one of the largest talk-show audiences in the nation tunes in.* And they're concentrating.

Which is exactly what you want them to be doing when your message comes on.

*Data quoted or derived from audience surveys are estimates subject to sampling and other error. Advertisers and their agencies are referred to complete survey reports for details.



THE STRAUS BROADCASTING GROUP, 415 MADISON AVENUE, NEW YORK, N.Y. 10017 (212) MU 8-5700. wmca—NEW YORK—570 KC. REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

BROADCASTING, June 13, 1966



demic, governmental and business fields. They include Executive Dean Joseph Taggart of the Schools of Business Administration at New York University; Leonard H. Marks, director of the U. S. Information Agency; Charles F. Adams, president of MacManus, John & Adams; Herbert M. Cleaves, senior vice president of General Foods, and Joseph M. Murtha, president of Sandgren & Murtha, industrial designers.

Margot Sherman, vice president of McCann-Erickson, was to speak yesterday (June 12) at the presentation of the AFA's Advertising Woman of the Year award to Jo Foxworth, vice president of Calkins & Holden, New York.

Highest quarter

Sales at the six ABC-owned radio stations during the second quarter of 1966 are higher than in any previous quarter in the history of the group, it was announced last week by Harold L. Neal Jr., president. He reported that sales for the first half of 1966 already have exceeded the group sales for 1965 and the second quarter will be 25% ahead of the 1965 quarter.

He said the return to radio by such advertisers as Procter & Gamble, Colgate-Palmolive and Lever Brothers and increased spending by Ford, Chrysler and General Motors contributed to the

record-breaking quarter. The ABC-owned radio stations are WABC New York, KQV Pittsburgh, WXYZ Detroit, WLS Chicago, KGO San Francisco and KABC Los Angeles.

Katz issues cost summary

The Katz Agency, New York station representation company, last week published the 39th edition of its spot television cost summary. Rates for 200 markets are listed in descending order according to market size with cumulative totals shown at 10-market intervals.

Estimates are shown for four day parts by 20-second, minute and half-hour sponsorships with formulas provided for calculating costs of other commercial length and frequency situations. The rates listed are those of the station with the highest rates in each time classification. Market rankings are shown according to TV home estimates of *Television* magazine.

Lewis & Gilman lands Domino

American Sugar Co., New York, has appointed Lewis & Gilman Inc., Philadelphia, to service its \$2 million Domino account. The account bills close to \$1.4 million in broadcasting. Ted Bates & Co., New York, and Amer-

ican Sugar broke off their 18-year relationship several weeks ago (BROADCASTING, May 23).

WCIU-TV will accept liquor advertising

A second major-market UHF station has announced it will take hard liquor advertising.

WCIU-TV Chicago's move comes on the heels of a decision by WNJU-TV Newark-Linden, N. J., to carry commercials for Rum Superior of Puerto Rico (BROADCASTING, May 30) and was made before knowledge of the first, WCIU-TV officials explained last week. WCIU-TV's national representative is Eastman TV Inc., New York.

The WCIU-TV statement said: "Advertising will be restricted to hours showing to primarily an adult audience and final copy approval will be retained by the station." Generally this means after 9 p.m., it was indicated.

J. W. O'Connor, WCIU-TV manager, said Thursday that he has received many phone calls from agencies and prospective clients favorable to the policy. No business yet has been signed. He explained that liquor commercials will be accepted on a case-by-case basis. No spot with any "direct selling device" is acceptable, he noted. The product, however, may be displayed in a favorable manner.

FINANCIAL REPORTS

Outlet wants to buy specialty store chain

The Outlet Co., Providence, R. I., has filed a registration statement with the Securities and Exchange Commission covering an offering of \$7.5 million of convertible subordinated debentures. Part of the proceeds will be used to buy Cherry & Webb Co., a women's and children's specialty store chain, for \$5,178,129. The remainder will be used to finance an expansion of Outlet's retail operations and the construction and purchase of additional broadcasting equipment.

Glore Forgan, Wm. R. Staats Inc., will head a group of underwriters.

In addition to indebtedness, the company has outstanding 1,032,713 common shares, of which the management owns 33.9% (including 30.3% owned by Joseph S. Sinclair, president).

The Outlet Co. owns WJAR-AM-TV Providence, WDBO-AM-FM-TV Orlando, Fla., 50% of Salt Lake City Broadcast-

ing Corp., one of eight owners of WNYS-TV Syracuse, N. Y. (an interim operation), plus department stores in the Providence area.

Grey expects higher earnings

Grey Advertising Inc. advised stockholders at its annual meeting in New York last week that 1966 earnings are expected to increase materially from last year's figure of \$1,667,567, or \$1.36 a share.

Arthur G. Fatt, board chairman, said that billing this year should rise to between \$140 million and \$145 million from \$119,436,234 last year. He noted that the agency this year had acquired accounts with annual billings of almost \$35 million, while losing billing of about \$3.5 million.

Radio and TV billing amounted to \$75,462,000, or 63.2%, of the \$119 million last year, up from over \$59 million in 1964. Television and radio billings amounted to only \$35,219,000 in 1961, have increased every year since.

Ampex Corp. sets record for year

Record earnings for the year ended April 30, up 11% from the net of fiscal 1965, were reported last week by Ampex Corp., Redwood City, Calif. Sales and operating revenues also were at a high for the current fiscal year, and also up 11% from the previous year. Backlog of orders as of April 30, exclusive of geophysical service contracts, totaled \$150.3 million, up 42% from \$106 million in fiscal '65.

William E. Roberts, president and chief executive officer, said these gains were achieved in spite of a reduction in earnings from the geophysical exploration operations of Madrel Industries, a subsidiary.

For the fiscal year ended April 30:

	1966	1965
Earnings per share	\$0.91	\$0.83
Sales and operating revenues	168,916,000	152,736,000
Net earnings	8,510,000	7,671,000

BROADCASTING, June 13, 1966



Explore the Memphis TV market and you stumble upon one exciting fact after another. Fact #1. The total Memphis TV market is three times bigger than the Memphis metro. Fact #2. Memphis TV delivers the metro PLUS a healthy hunk of Arkansas, all of West Tennessee, and the rich Mississippi Delta. (Add it all up and you have a population bigger than the whole

state of Colorado, including Denver.) Fact #3. The cost per thousand Memphis households is a low \$2.54†. Compare that with Denver's \$3.28†, or Albany's \$3.18†, or New Orleans' \$3.58†. Fact #4. Retail sales of the Memphis TV market total \$2,168,300,000. If you'd like to comb this market paradise with your own man Friday, just call in your Katz, RKO, or Blair representative.

SOURCES:
 *ARB, November, 1965, Television Audience Estimates
 **SRDS, January, 1965, Consumer Market Estimates
 †ARB Television Market Analysis, 1965

Buy the market, not just the metro
WREC-TV / WHBQ-TV / WMCT
 MEMPHIS TELEVISION

Computers in the paper jungle

Can automation organize the buying and selling of broadcast advertising? Nobody knows yet, but lots of people and hardware are at work on it

Electronic data processing, American industry's all powerful efficiency expert, has jumped into the broadcast advertising business at random and with mixed success.

The computer's usefulness in dealing with audience research, rearranging it in hundreds of ways in seconds to help sell a minute here or a program there, has become increasingly apparent.

The "machine's" use in the advertising agency for more productive chores, such as laying out media strategy for a campaign or judging the success of a future network television program is still open to doubt.

One assumption that might be drawn from these observations is that the industry's research, if accepted on its face, can be whipped around by the computer and the resulting correlations will still be acceptable on their face, but that research's inherent accuracy is doubtful if it cannot be trusted to predict the size and nature of a sponsor's audience. The assumption is

probably a gross oversimplification. To say the computer age has caught the broadcasting business with its research down begs a lot of other questions.

True Cliche ■ The phrase "garbage in, garbage out" as applied to computer input and output, however hackneyed, is not growing less true for being a cliché. But garbage in this case, may mean the way the machine has been taught to relate one piece of research information to another. The data may be individually accurate but make collective nonsense. For simplifying the problems of buying and selling spot television, the computer has arrived none too soon, probably too late, according to most industry observers.

The Television Bureau of Advertising, which estimates that more than 20 million commercial segments now constitute the spot television year, has shown alarm at the paperwork problems arising from the medium's flexibility. TVB plans to spend \$300,000 over the next five years in liaison work

among agencies, stations and station representatives, analyzing spot TV accounting and billing methods. Presumably the work will lead to standardization of media coding that will be required for industrywide integration of computerized buying and selling procedures.

Gigantic Task ■ Radio's treatment in an agency world that is moving more and more toward automated media planning seems unchanged to date but some see its lack of research as harmful in an age of electronically manufactured strategy. The monumental task of programming and reprogramming computers at station representation companies for inventory control, automatic presentation of available schedules and related selling functions has not as yet been solved on any broad scale but many are still grappling with the problem.

How far the computer has come in the broadcast advertising business and where it is going are examined in the following reports.

Are computers worth what they cost?

AGENCIES AREN'T SURE BUT MOST ADMIT THEY CAN'T DO WITHOUT THEM

"Advertising agency computers haven't even begun to pay for themselves," says a media vice president of an agency that has "the machine."

"There's hardly an agency billing more than \$20 million annually that doesn't have its own computer or use a computer service bureau," an IBM salesman reports.

"Agency computers were originally overpromoted as media decision-making tools, they got a black eye, and they still haven't recovered," says a station representative.

"Our use of the computer in media evaluation is probably the most advanced system in the agency field and of unquestioned value," according to a research vice president.

The chorus seems to sing in several keys at once; the result is a long way from harmony. Ever since BBDO came on the scene in 1962 with a linear pro-

gramming technique for advertising on sponsor media strategy, each medium has wondered if it would lose, gain or break even in a promised computer age.

Has the computer caused a reallocation of total advertising moneys among media? The overwhelming answer from agency media departments is a partially qualified "no." Those agencies that do get some media advice from machines generally agree that computers have not pulled dollars out of one medium and directed them toward another in a national context. Rather, it's believed, they have directed budgets within given marketing areas to a computed relation between the media habits of a market's population and that population's propensity to consume a given product. A medium losing on this basis in one market may be gaining elsewhere. However, automated media planning is still in its infancy and few

care to predict where it will eventually lead.

No computer model is presently capable of prescribing local television purchases, according to Dr. Seymour Banks, vice president for media and program analysis at Leo Burnett Co., Chicago. To build a basic media model, he explains, you need correlated media usage data for each individual in the sample, and spot TV data doesn't relate to your national sample.

Finds Market Potential ■ Burnett, currently equipped with an IBM 1460, has an IBM 360 on order. It uses the equipment to set up marketing targets on a geographic basis, describing a market's potential for a given product, then determines how a given national plan will deliver based on that marketing potential.

Will a medium lacking in research lose out to those able to feed computers

a wealth of demographic audience data? Probably not, according to most agencies questioned by BROADCASTING, although there was not unanimous agreement on this point.

Joseph St. Georges, vice president and director of the data and systems department at Young & Rubicam, where media planning is assisted by an automated "high-assay" method, says that where a medium, for example, radio, isn't supplying adequate information, the agency simply has to fill that gap by using its own judgment.

A media official at Ted Bates & Co. thinks otherwise. Radio is certainly less adaptable to computer methods, he says, and even though it may not be losing now, its disadvantage is going to become more pronounced as time goes on.

comes out looking pretty good."

Although several computer-adapted media-planning techniques are widely known—linear programming, simulation and Y&R's high-assay method—details of their operation at any given agency are considered secret information.

Brain-Washing ■ A reporter who recently happened on a brand-new McCann-Erickson extension office on West 54th Street in Manhattan was treated as though he had trespassed at the CIA and was immediately debriefed in the manager's office. He had stumbled on to M-E's MCIDAS (marketing communications investment decision analysis systems) right next door to the John Felix & Associates computer service bureau which facilities it uses.

One M-E man describes MCIDAS as

stood the technique being developed is one that combines simulation and linear programming methods, the goal being a mathematical media model against which test schedules could be run to determine their relative efficiencies.

COMPASS would only result in some common "software"—computer programs—for the involved parties; each agency would use its own computers and refine the programs for its own needs. The COMPASS program doesn't anticipate a system capable of selecting specific media such as a given television or radio station, but hopefully one that could assist in broad media planning.

Can't Stay Out ■ The president of a station representation company puts the agency computer situation this way:



Ed Papazian: It can be very important in teaching us about relative importance.



Dr. Seymour Banks: No computer is presently capable of prescribing TV purchases.



Paul Roth: Has developed a computer technique for predicting audience shares.



Joseph St. Georges: Where medium isn't supplying information, agency fills the gap.



Sam Vitt: Agency computers haven't begun to pay for themselves yet.

This Bates representative also thinks spot television stands to gain from mechanized selling and buying procedures. Spot TV may be more efficient in terms of cost-per-thousand but the problems in buying it give it a handicap, he says.

The same observation is reflected from the opposite side of the business. According to Edward Shurick, president of H-R Television, "anyone who says spot television isn't losing ground to network TV is talking through his hat, and the reason is that we've made ourselves more and more difficult to buy."

Edward Papazian, media vice president at BBDO, thinks computer-assisted media planning has tended to help the spot media, specifically spot television. With the emphasis on regional, seasonal, and demographic planning, the more flexible media are bound to gain on the less flexible, according to his view.

He doesn't think radio is suffering at the hands of the computer. "In our model," he says, "radio invariably

"a highly sophisticated and completely computerized system for comparative media analysis and allocation of advertising investment that other agencies will be copying."

But the flair for individual secrecy has now given way at 10 agencies to a collective secrecy. The high cost and awesome complexities of creating a useful media-planning model led seven agencies to undertake a joint attack on the problem known as "COMPASS" (for computer optimal media planning and selection system). They hired the Diebold Group, an outside computer application consultant, to have a go at it.

Since then three more agencies have joined the project, and the group now consists of Ted Bates, Leo Burnett, Compton, Cunningham & Walsh, D'Arcy; Doyle Dane Bernbach; Foote, Cone & Belding; Grey; Ogilvy & Mather and Tatham-Laird & Kudner.

These agencies are maintaining official silence on their progress but it's under-

"At this point they can't afford not to have them, they're important in attracting new business, but many agencies have expensive hardware that's being used for kindergarten purposes." By this he means billing and accounting functions rather than the more complicated task of media analysis.

At some agencies the machine has caused internal stress with media, research and accounting departments vying for control of computer time and applications, but this issue has largely shaken down.

At Young & Rubicam, now on its third computer—a Burroughs B-5500 that rents for \$28,000 a month—the equipment is handled by a data and systems division formed two years ago and placed under the direction of a media official, Joseph St. Georges.

Burnett's Dr. Banks points out that as media selection has become a more exacting science, agency media departments have evolved from simple buying agents to become responsible for overall

ARE COMPUTERS WORTH WHAT THEY COST? continued

media planning. This trend, he suggests, has been accentuated by computer applications in media.

The proliferation of computer installations at agencies, station representatives and at the offices of advertisers themselves raises the possibility that eventually the machines may be fighting with each other.

For example, General Foods has a computer complex in White Plains, N. Y., an IBM 360. Archa Knowlton, director of media services at GF, says the machine has been operational in both planning and evaluation of media schedules for three years.

The GF computer reportedly turns out suggested media vehicles market by market. Presumably this machine can be used to look over the shoulder of Y&R's equipment as it turns out a media plan for GF; and the Y&R computer, in turn, may be taking a peak at the cost-efficiency figures for a spot schedule presented by the hardware of a station representative such as H-R.

No Standards ■ Lack of standard computer coding among segments of the advertising industry—agency, media and reps—is already seen as a deterrent to eventual computer integration of the advertising process.

The six-year-old Advertising Data Processing Association is now working at standardization of media and product codes as well as setting common definitions for marketing areas by fixing them geographically as areas of "unique media influence."

ADPA now has about 150 members, 80% of them agency personnel, the rest station representatives and research services.

There are indications that all agencies aren't so concerned about the problem of standardizing codes. For example, the top data processing man at a major New York agency says coding standards might be good in some instances but not so desirable in others.

"What does it matter whether our coding matches that of our client," he asks, "when we can each make a simple translation of our terms?" The implication is that the agency may prefer to maintain its own system for competitive reasons.

There will be other competitive considerations standing in the way of agency-media cooperation in a computer age. For example, a Chicago agency has asked at least one network for direct wire access to its computer file that will keep track of the program clearance situation for all network affiliates. The network has indicated it won't grant this permission.

At agencies the machine is also influencing marketing decisions. One com-

puter-equipped media official says his equipment helped track the test-marketing success of a client's competitor and using that information, designed a marketing plan that beat the competition into national distribution with a similar product.

Audience Predictions ■ Paul Roth, vice president and media director at Kenyon & Eckhardt, has just revealed a computer technique for predicting audience shares for network programs in an unborn television season, and claims comparative success for the system.

The K&E process, called KEy-PACE involves feeding the computer the attitudinal research information of TV-Q and PI-Q along with latest Nielsen shares for returning shows adjusted for

NAB report will be early

National Association of Broadcasters has gone over to computers and as a result the annual financial surveys for radio and television will be in the members' hands a month earlier than in the past. NAB's broadcast management department estimates it has saved 800 man-hours by putting the figures through the computers. The surveys will be sent to NAB members in the June mailing instead of in the July package.

the known relative strengths of their new time periods.

The future importance of audience opinion research in automated prediction of program success seems assured. K&E's Roth says the combined attitude data provided by TV-Q and PI-Q is significantly more important than last year's Nielsen shares in the KEy-PACE projections.

Three Methods ■ The three basic methods developed to date for media selection assistance still leave the field an inexact science at best.

Linear programing, on the surface the least complicated of the three, treats vehicles and judgmental factors in an independent and additive way; that is, interactions of these variables are not considered. The result is the answer to a series of linear equations.

In simulation techniques, a model is built in which simulated individuals whose demographic characteristics and media habits are identified, are representative of a given market's population. The reach and frequency of a

media plan are estimated by simulating whether individuals in the model population are exposed to the media in question and expanding these results as proportionately related to the whole target population.

In simplified terms, the "high assay" method is an attempt to put together an optimum media plan starting with a given vehicle and adding others to it on the basis of their cost efficiency in meeting given advertising objectives.

In this system the result of using a given vehicle is assigned an assay value. The vehicle with the lowest cost-per-thousand value continues to be selected in this technique until it has been fully "mined" or until its interaction with other media under consideration make its exclusive use no longer the optimum plan.

Y&R's Mr. St. Georges says his agency's high-assay model goes as far as advising what markets to buy, what media to buy in them, how much of each to buy and when to buy. In the case of spot television the advice is broken down by day part and by commercial length but a given spot on a given station is never specifically prescribed by the machine.

Is a media plan as proposed by Y&R's Burroughs-processed high-assay method ever used intact? "It could be," says Joseph Ostrow, vice president in charge of media planning, "but it's not likely."

What jobs are agency computers being put to most profitably and which ones get most of their time?

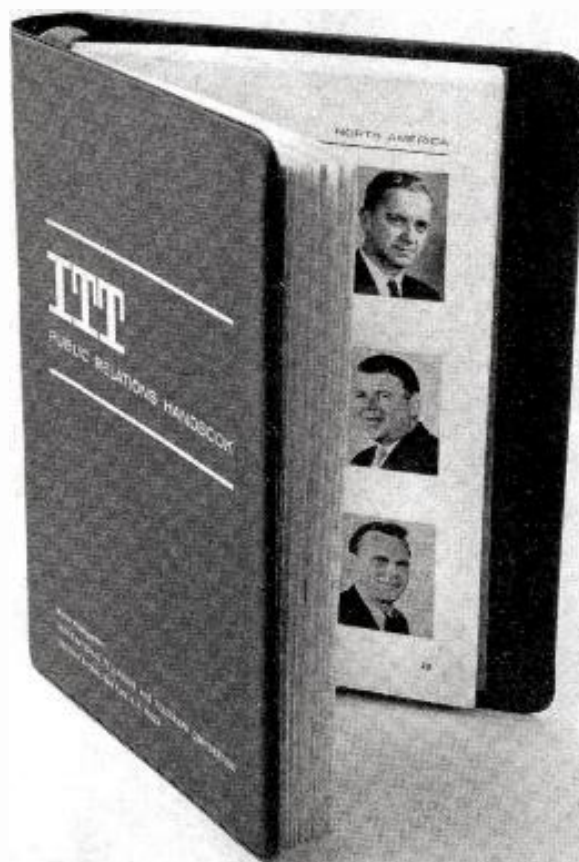
They're an Investment ■ Sam Vitt at Ted Bates says, "There's no question about it. Agency computers haven't begun to pay for themselves yet. They're still in the area of investment spending."

Their most reliable function, he feels, is still in billing and accounting chores. Bates has a 30-man data processing unit, and a Honeywell 200 on premises, has been working on a media selection system for five years, and according to one official there, has learned mainly that more and better media data are needed from the broadcasting industry.

These comments, from an agency reputed to have been developing one of the more sophisticated media selection models, are significant. This does not mean that computers have not already proven useful to agency media departments.

A recent one-day check of Y&R's computer log showed that about 85% of 300 problems run during the day were media-related, although these media tasks may not have accounted for anywhere near that percentage of the machine's working time.

The Y&R computer is directly linked to the agency's offices in San Francisco,



There's more than 1000 years of experience in our family album.

When ITT has news for you we want it to be accurate, well thought out, professionally prepared. Same thing for the answers when you ask us questions.

So our public relations newsrooms are staffed with seasoned professionals. Their experience in working on newspapers, magazines, broadcast networks and local stations totals 1000 years.

Our New York staff has twenty people, exclusive of clerical help, with combined media experience of 315 years. Our Washington and California staffs are equally as experienced.

Our American subsidiary companies and divisions have twenty-three public relations staffers with media experience of 235 years.

In Latin America, Europe, Asia and the Pacific we have

forty-five public relations people — with an average of more than ten years' experience in the media of their areas.

It all adds up to over 1000 years. Every one of these many years of experience is at your service. Try us.

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

ITT

Los Angeles, Chicago and Detroit, allowing them to query it from a teletype keyboard for whatever information has been committed to its memory.

The computer has spot television market data on file, permitting checks on the relative efficiencies of spot schedules by day-part and demographic breaks. According to a Burroughs official who has helped to install the Y&R system, "the hot button is spot TV."

Grey Advertising is another agency that sees a strong future for computers in assisting media buying, especially in spot television. Vice president and associate research director Russell Haley says Grey has constructed two "less sophisticated" media planning models using linear procedures, is now developing a more complicated system to aid media strategy.

But the agency considers the major media value of the computer to lie outside of media strategy and in determining the efficiency of a given schedule once it has been selected.

Educational ■ BBDO claims no wild success for its linear-programmed media planning technique, but says its development has been a highly educational experience for the agency. "It's no end-all in media planning," according to Vice President Ed Papazian, "but it's been very successful in teaching

us about the relative importance of factors to be considered in media decisions."

Mr. Papazian questions the usefulness of the computer in assisting spot television buying by comparing schedules within a market. You can feed the machine Nielsen and ARB audience data, he explains, but not a number of important variables that must be calculated subjectively such as accurate station-break rating analysis or the effects of triple-spotted commercials. "We're afraid of the computer as an aid in spot buying," says Mr. Papazian, "because there may be a tendency for the buyer to lean too heavily on it."

Like K&E, BBDO has a computerized technique for predicting the success of network television programs. The unpublicized BBDO system, according to Mr. Papazian, has proven 75% accurate in projecting shares for a new-season schedule within an error margin of three or four share points. Furthermore, the agency says it achieves equally accurate predictions for old and new programs.

For all its media applications the BBDO computer still finds its principal applications in agency bookkeeping and billing.

Programs Important ■ Most agency media people will tell you that the

type of computer hardware employed in their shops doesn't make much difference, that it's the software that counts, the computer programs.

In some cases it may be assumed that the type of equipment used is connected with an agency's client list. Thus BBDO, with Honeywell as a client, employs a Honeywell machine. J. Walter Thompson Co., with RCA as a client, has an RCA 301 in its New York office, an RCA Spectra 70/15 in Detroit and a Spectra 70/45 on order in New York for delivery early next year. Dr. Norman Sondak, a computer man who was formerly manager of application services at RCA, is now vice president in charge of data processing at JWT.

Grey Advertising, conducting feasibility studies for a future computer installation, is likely to deal with RCA for one of its Spectra 70 models. A Grey official, noting the agency handles RCA Victor Records and the RCA Victor Record Club, says the connection is clear enough.

Are computers going to cut back the length of agency payrolls? A resounding "no" from all quarters seems to be almost too loud a protest, but within media departments, at least, the negative response is probably justified.

According to one agency data systems

The game of switch-pitch can be won with the machine

Last January H-R Television submitted a proposed 49-week schedule to the Needham, Harper & Steers agency for a men's hair preparation on behalf of a client television station in a southern market. The budget was \$320 weekly and the goal was 30 to 50 rating points.

The station lost the order to its principal market competitor but a temporary reprieve was won with publication of a new rating report. The agency was ready to reconsider its purchase and a game as old as spot television was on. It's called "switch pitching" and it's won by proposing a schedule closer to the sponsor's objectives than the competition is able to do.

But in this case one side played with a computer, the other with pencils.

The computerless station won again in the second phase of competition, proposing one spot a week at \$350, rotating through weekdays in its evening news program, but the game had only started. In retaliation three switch pitches were presented involving four spots a week in movies, news and sports programming,

each of these plans outperforming the rotating news minute on a straight cost-per-thousand basis.

The agency, still inclined to stick to its initial plan, claimed greater reach for the news minute. Computer-backed H-R disagreed, saying the news minute represented "super duplication, super frequency and little or no audience turnover." And it then set out to prove its contention with the machine.

An IBM 1401 installation had previously digested demographic and cumulative audience information fed in from magnetic tapes supplied by the American Research Bureau. The rep was able to query the machine for immediate cumulative audience data covering the positions it was proposing and those presented by the competing station. To its surprise one of its three switch plans lost out to the opponent on this basis. It was withdrawn immediately.

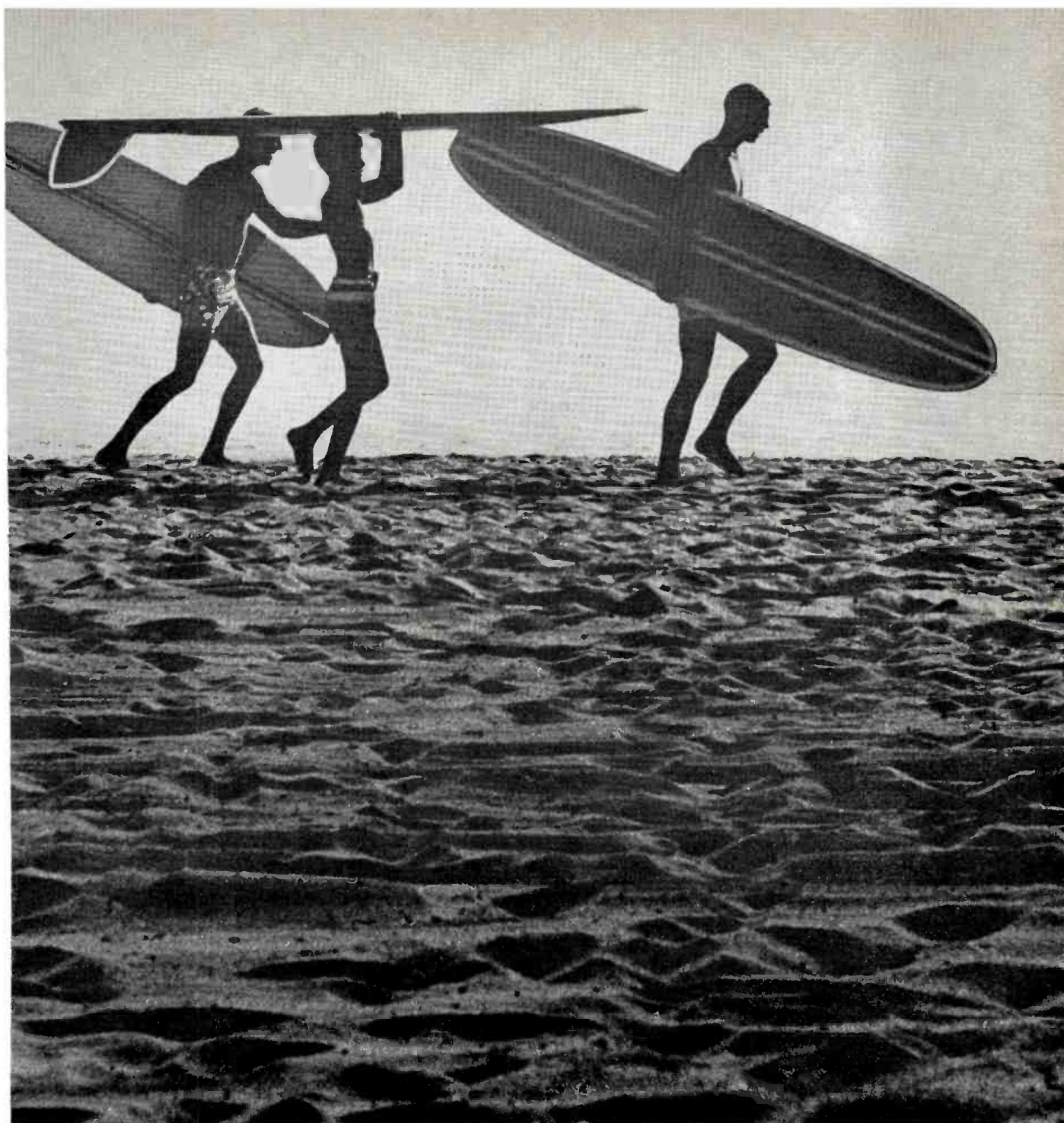
The remaining schedules were run through the computer for "instant cumes" covering two-, three-, and five-week periods. Their nonduplicated audience far outdistanced the news program which, over a five-week

stretch, was found to be reaching the same homes an average of 3.2 times with its single weekly minute.

To prove that this was excessively high duplication the rep used its computer to prepare cumulative audience reports on the leading evening news programs in four other markets, Houston, San Francisco, Fort Wayne and Sacramento. Each of these programs had better cumulative audience scores than the hapless news program under consideration.

With a slight revision in a final switch schedule and another cumulative audience run on the computer the advertiser was wooed away from the news program in favor of the multi-program buy. The machine had apparently won. Time between original switch proposition and consummation of the order was three weeks. A schedule that seemed on the surface to be a haphazard grouping of four spots had proven more attractive than a leading news program.

And the speed with which the computer could throw out new possibilities for instant counterattack on the competition's proposals appeared to be the decisive factor.



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

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

Here
The Surfers,
waiting for a good set, photographed
with their own sound of
"Surfs Up"
"Flags Down"
"Outside! Outside!"
"Here come some boomers!"

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

KRLA/Los Angeles' listened-to radio station.
Sold Nationally by H-R Representatives, Inc.

man, "the first thing the controller wants to know is if the machine is going to save us any salaries. The answer of course is no. It's not going to cut down the number of media buyers. It's simply going to make them much more efficient."

Frank Gromer, vice president and

director of marketing services at Foote, Cone & Belding, sees the computer opening up more and more areas of information for evaluation at the same time it is simplifying the buying process so that there's no saving in personnel.

The cost of leasing computers is considerable, though not prohibitive for

a good-sized agency that may be willing to carry the equipment at a loss. An RCA representative says it's difficult to lease a machine capable only of billing and paying operations for less than \$5,000 a month. For units capable of media planning operations the minimum price is closer to \$15,000.

How data processing fits into networking

An integrated system is well along at CBS, under development at NBC, planned at ABC

Robert Jamieson, CBS-TV director of station sales and clearances, is on the phone talking to the manager of an affiliated station. He wants immediate information on the clearance situation for a program in that manager's market.

With a free hand he punches out his coded question on a special keyboard. One floor below, a Univac 1050-III computer receives his question and squirts back the answer. It comes back as a line of print flashing across a small TV screen on his desk.

A plan for the future? No. It's already operational with the exception of the TV screen and that's expected to be installed this month.

At CBS, which has a lead on both ABC and NBC in automatic retrieval of network operations information, the computer system has been designed to "keep the whole corporate record, not just to serve the marketing people," according to network controller James Geer.

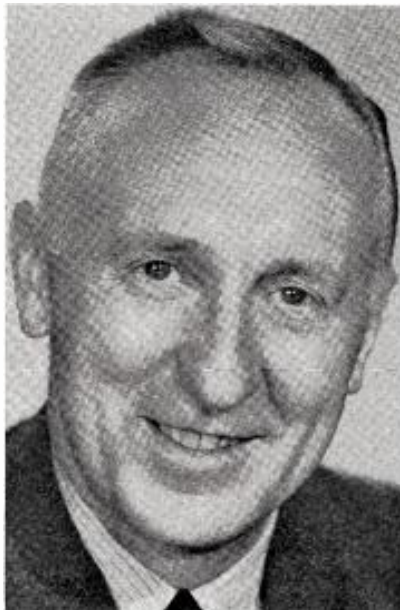
CBS says it didn't take the usual computer approach of setting up the machine for high-volume jobs such as billing and payroll processing. Rather, management was questioned on what information it needed quickly in day-to-day operations and in what form it should be presented.

Quick Help ■ It resulted in a system that already gives CBS-TV an instant check on its program clearance situation and related data as well as a sales inventory control system that is soon expected to encompass the whole network schedule. Advertiser billing and affiliate compensation reports became natural extensions of the program.

CBS has up-to-the-minute access to the availability situation in its weekday Morning Minute Plan, is now in the process of entering the new-season sales

situation in evening programs so that salesmen can pull out immediate availability information. For integration with billing operations, the computer will be taught to handle each of 10 different types of sponsorship from full program buys to single weekly minutes.

The CBS computer, called Freeda for free data access, can now take an order for a Morning Minute Plan sponsor and present a schedule that assures proper rotation and product protection and, on further command, remove the proposed spots from its availability file. CBS-TV's Broadcast Center on the West Side of Manhattan is connected to the computer for direct access to



Robert F. Jamieson, director of station sales and clearances, CBS-TV, can get TV availabilities with the punch of a button.

commercial placement information.

The machine prints out weekly reports of all participants in the morning plan for an upcoming four-week period and identifies participants by brand two weeks in advance of air dates. These reports go to all affiliates weekly.

But CBS-TV seems most pleased with the computer's application in affiliate relations. Management can query the machine for the net dollar value of a given program clearance situation. It can get a rundown on a single affiliate's status for the whole network schedule including delayed clearances with length of delay. It will deliver an immediate record of where a non-CBS program is being carried by CBS affiliates.

The same data is kept on computer file for the other two networks.

In addition, CBS-TV has access through the computer to all salesmen's performances and can ask the machine for a particular advertising agency's program and dollar commitment to the network.

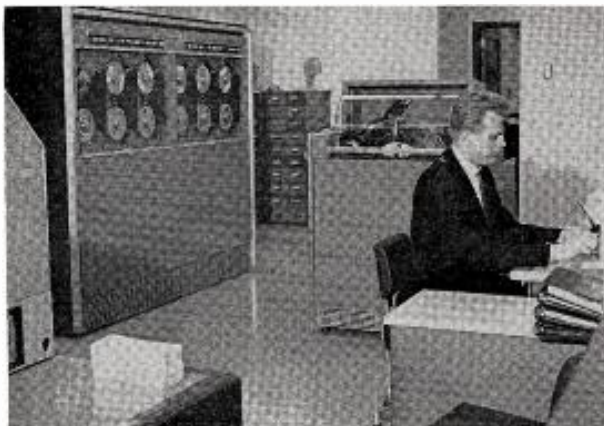
Once a week CBS "dumps the tank," spills all of the corporate record at that moment onto tab cards for back reference.

Save More Than Cost ■ CBS rents its Univac for \$12,000 a month, says the cost is more than defrayed in tangible clerical savings alone. The company estimates only one-third of its system's memory is now being used, but has a broad long-range plan for harnessing its full capacity, putting everything in the machine that bears directly on the discharge of CBS operations.

NBC-TV, admittedly behind CBS-TV in development of computer programs for inventory control and affiliate records, is nevertheless in hot pursuit. Now operating with an RCA 301, NBC expects to have third-generation equipment—an RCA Spectra 70 unit—installed within a year.

Steve Flynn, NBC-TV's director of sales services, notes the network's clearance situation is still kept by hand, a long tedious process.

The network started into electronic data processing 10 years ago with some early IBM equipment that was used in billing and compensation functions. A separate IBM card was kept for every program-sponsor-affiliate situation and these could be sorted on any one of



NBC's RCA 301 is located on the 15th floor of the RCA Bldg. Operator is David Mueller.



At CBS James A. Walsh, director systems and procedures shows their Univac 1050-III.

these tabs to provide billing and compensation records.

Sales services director Flynn says today's method is essentially the same except that instead of using cards the information is kept on tapes for input in the RCA 301. The yield is a print-out of invoices to advertisers and station compensation records for affiliates.

The network hopes to have a sales inventory control system programmed and operational by the end of next year.

Mr. Flynn suggests that the network TV business is running into heavy program pre-emption problems and that keeping track of affiliate defections is becoming increasingly important.

The NBC computer plan is developing along lines strikingly similar to those at CBS, and one NBC-TV official explains why it's not so surprising. "Their problems are the same as ours and besides in this business Macy's does talk to Gimbels. There's nothing wrong with exchange of noncompetitive information. It usually results in better service to network sponsors."

NBC will program its new machine for computation of a program's coverage factor, broken down by percentage of television homes covered and by costs per thousand in varied demographic categories.

Accounting, sales and station relations departments will have lines into the computer for retrieval of data. It's hoped the machine will be able to produce teletype tapes of sponsor orders, allowing automatic transmission of this information to affiliate stations.

As planned, the NBC Spectra 70 system could be presented with time, demographic and cost requirements of a prospective network sponsor, and would spit out an optimum available schedule.

Although NBC-TV's 1966-67 schedule will be slightly stronger on program sponsorships than this year's lineup, the general trend in the networking business has been away from program buying to participation purchases.

Larger quantities of inventory segments are making the machine virtually a must in network billing and compensation control. The computer's advantages as a sales tool to pick and choose between increasingly fragmented network inventories for optimal sponsor benefit are clear.

ABC-TV has no regular access to a computer, but uses punchcard equipment—three Univac 1004's, two in New York, one in Los Angeles—for advertiser billing and station compensation.

Joseph Fitzpatrick, ABC assistant treasurer and director of systems and procedures, indicates the company is very close to an agreement with General Electric for shared-time use of its New York service bureau equipment for ABC-TV research work. Cost would be \$350 a month for two hours of actual computer time and 25 hours of memory file access.

ABC hopes to have a system similar to those of CBS and NBC in operation by the 1967-68 television season.

This will probably mean an on-premises computer for ABC although the type has not been decided. Mr. Fitzpatrick doubts that ABC's impending merger with ITT might lead to use of a machine already owned by the new corporate parent. It's more likely, he says, that ABC will lease equipment of its own or continue to share time on service bureau units.

New kinds of data ready for machines

Prodding and sustaining a headlong rush into computer analysis of television's effectiveness in reaching target audiences have been A. C. Nielsen Co. and American Research Bureau audience reports supplied to subscribers on computer tapes.

Both Nielsen and ARB will process

audience data and rate information on their own computers for advertisers or stations but many prefer the flexibility of handling these jobs on their own machines.

A recent joint project of ARB and Broadcast Advertisers Reports is now giving sponsors a new kind of data.

By cross-breeding the spot activity monitoring reports of BAR with ARB audience demographics and rates, a computer is now hatching brand schedule audience data. This information lets a sponsor compare a brand's gross TV impressions—network and spot computed separately—and the costs per thousand it is achieving with the same information for a competing brand.

ARB and BAR charge 80 cents per spot for the analysis. Two unidentified advertisers are reportedly subscribing to the service.

Another joint ARB-BAR computer project will be aimed at station representatives. It will show how a brand split its budget among stations in a market and measure the effectiveness of the brand's campaign on each station by providing costs per thousand in various demographic categories.

In radio research Pulse Inc. turns out some 650 market reports a year on an IBM 1620 computer. Information from its local radio questionnaires is punched onto cards, then fed into the computer which automatically prepares multilith mats for reproducing Pulse rating books. Pulse is now supplying the same computer card decks to several group station operators for use in their own machines. The research company's series of local qualitative reports covering the top-50 markets includes demographic categories covering age, sex, occupation and several product consumption breaks.

C. E. Hooper Inc., has an IBM 1401 on premises, plans to replace it in the near future with an IBM 360. It uses the computer to process its local radio reports and market research projects.

For reps computers are the rainbow's end

SO FAR, THOUGH MANY ARE TRYING, NO ONE HAS FOUND THE POT OF GOLD

On line in real time. That's computer talk but it's spreading all over the media world. In the field of broadcast sales representation it stands for a place everybody would like to be and nobody is. It's the ultimate in computerized inventory control.

In an on-line representation system all sales offices and stations would be connected by wire to a central computer, feeding sales information as quickly as it becomes known. As soon as a sale was made it would be transmitted from a keyboard in the originating office, recorded in the computer's memory, and the sold position pulled from its availability bank.

No sooner would an advertiser qualify for a new discount rate than the computer would record the change. Injection of an agency order into the system for a spot flight of any length would result in immediate regurgitation of an available schedule meeting those demands.

It's a real-time system because it processes information immediately upon entry and allows immediate retrieval of all updated information necessary to carry on the sale of inventory from that point in time onward. And its success depends on speedy entry of all completed sales.

Some reps talk about development of such a system with the reverence due a millenium, but optimistically. Others scorn it as a practical impossibility. All would like to achieve it. No one has. The problems are immense.

Computer's Day ■ There's no question but that computers are coming on with a rush in the broadcast representation business, mainly in television, to a much lesser extent in radio.

It's also patently evident they arrived before their time in the area of inventory control and availability presentation although their usefulness as a sales tool in collating audience data and in billing and accounting functions has been universally recognized for some time.

To some, lusting after computers has represented the power of glamorous technological change to put a new face on the TV representation business before the devotees understood how to harness that technology for a truly profitable function.

The first major representation firm that sipped from the computer jug found it contained a bitter draught. Peters, Griffin, Woodward spent some \$500,000 attempting to tool up a Univac system for the task of availability reporting, found the system was too inflexible to accommodate the fluid nature of time selling, that programs had not been written for the broadcast sales business to prevent human error from misinforming the machine's brain and that more clerical help was needed to feed the computer than could do the job by hand.

The speed of technological advance has brought other problems. A third generation of computers, with micro-circuitry, has arrived before the TV representation industry has well learned how to handle the second generation (solid state). Thus H-R Representatives, a pioneer in computerizing the TV sales business and spending some \$300,000 yearly on hardware, personnel and programs, finds itself replacing its three-year-old IBM 1401 with an IBM 360. The newer machine is much faster and has four times the memory capacity of

the second-generation model.

H-R has apparently progressed farther than any other rep in mechanizing availability presentation, but only a small portion of its stations have begun to use the equipment successfully in this area and these are far from a real-time type of operation.

What Next ■ Will the computer substantially change the structure of the TV sales industry? Is the rep without his own computer going to lose his client station list to those with the machine? Are the high cost and eventual efficiency of mechanization going to result in centralization and integration of the whole spot television sales job? Will the point-of-purchase salesman ever be replaced?

These questions, which seem to apply to the distant future, are being asked today. Some computer men on the agency side of the business see faster change in progress than most reps do, even those reps who are charging ahead with their own computer plans. And it is from the advertiser side of the broadcasting business that change is often initiated or forced.

Dan O'Neill, president of the Advertising Data Processing Association and a McCann-Erickson research man, is one of a growing school of media men who are trying to turn mechanical media selection into a more reliable science. His reflections on the course of station representation suggest terrific change is under way. He sees a trend to fewer and larger rep houses in the future, all eventually working on an integrated real-time computerized system.

"In the next five years there'll be major breakthroughs in this direction,"



Eugene Katz: It's time broadcasters started selling their bricks by the carload.



Joseph Rose: An avail reporting system first, other functions will flow from it.



Lloyd Griffin: Stations aren't going to put themselves at the mercy of the machine.



Ed Shurick: You can't go faster than your stations are prepared to go.



Robert McGredy: I believe we can still do the availabilitys job better and faster by hand.



Len Auerbach: Endless headaches in our attempt to harness a computer to our needs.



Peter Storer: Storer Television Sales has been using computer services only on occasion.



Martin Nierman: Petry is exploring automatic traffic control systems for future consideration.

he says, "in the next 10 years it will be here." It will amount, he believes, to all stations relying on a single service agency to handle their entire accounting process.

Mr. O'Neill thinks eventually the television salesman will fit into only two categories; the simple drummer who knows nothing about computers and mumbles pleasantries to keep the buying agency happy, and the highly trained computer technician with 10 years' experience in the media field who runs the whole show. "There won't be any junior salesman training programs," he says, "there won't be any need for them." But he sees the possibility of a severe shortage of capable men to keep up with the mechanical revolution.

Difficult Assignment ■ Many of the factors attracting station reps to computerization are exactly those that make it such a hard thing to achieve. A large rep with 50 TV stations or so, each one with a complex rate card, has an awesome task in tracking every sponsor's current discount status, keeping accurate accounts of that status for billing purposes and, more important, knowing the most attractive spot package he can put together to win another order from the sponsor.

Some have compared the reps' problem to that of the airlines, for which complex inventory control systems have already been designed. The analogy is fine, says Eugene Katz, president of the Katz Agency, until you get on our plane. "We've got fewer passenger flights, but a much more complicated seating system."

For The Katz Agency, an on-premise IBM 360 is dictating a move to new Park Avenue headquarters, where it must wait for 40,000 square feet of space in a building that is still in first stages of construction.

The Katz Agency hopes to have its installation in place and operating within a year. Eugene Katz, who thinks

tradition has partially obscured good sense in the evolution of media selling habits, says "it's time broadcasters stopped selling their bricks separately and started delivering them by the carload." With Katz's computer facility, he says, agencies will present their reach and frequency requirements, and Katz stations will give proof-of-performance data for a whole flight of spots rather than accounting separately for each minute.

The Katz Agency is already spending \$100,000 a year on development of computer programs, estimates it will eventually lay out \$400,000 annually to maintain its computer and data-processing personnel. Katz says it has already added \$500,000 to expenses with additional sales staff in anticipation of computer operation.

Billing for Stations ■ First order of business on the Katz machine will be setting up a billing system for each of its client stations, and this is a function which makes competitive reps openly envious. Unlike other national sales houses, Katz already bills for its client stations and computerizing this area of its service will represent a large-scale clerical saving as well as serving to further "marry the station to the rep," in the words of a competing rep firm official. Monthly billing for each station will be done automatically from constantly updated contract information inside the system.

Availability presentation is envisioned as follows. The salesman will query the machine for a wide range of spots falling within requirements presented by the advertising agency, including rate and demographic data. A punch card will be turned out by the machine for each available minute falling within this prescription. From this batch of cards the salesman will select those best suited to sponsor needs and this edited batch will be run through the computer, resulting in a printout of selected times

with full demographic data for presentation to the agency.

A confirmed sale will be entered into the computer, automatically updating the availability record, printing a contract and updating the contract file.

To keep the computer files up to date, station and sales offices will send daily sales reports to the New York office and they'll be batch-fed to the machine once a day. Such a system is already in use at H-R for a group of its stations. Katz estimates it will be at least two years before its stations and regional offices will be able to feed and query the headquarters computer by direct-wire connection.

The possibility that the FCC will approve favorable rates for AT&T's Wide Area Data Service (WADS) may make a data network, capable of carrying tape and punch-card information as well as ordinary TWX transmission, feasible for linking stations and sales offices.

Katz says its computer programs will be written long before delivery of its IBM 360, that all of its 55 television stations will be "in the machine" within the first six months of its operation.

Skeptics say some computer-interested reps have overpromoted the machines and used them as new-business lures, but this contention ignores the scope of commitment. An official of a station group with properties represented by H-R Television says "the machine almost put them out of business, before they began to get it under control."

And at no rep house is the commitment to the computer more visibly apparent than at H-R, where the current IBM 1401 is not only the center of office attention but is also the center of the office. H-R's headquarters are designed so that offices radiate out from the computer, with personnel located according to their computer-access requirements and top management on the outside perimeter.

At Peters, Griffin, Woodward feelings

run high on the subject of computers, and the company's unfortunate experience with mechanized availability reporting give it some senior perspective on the difficulties involved. PGW says it has nothing against computers, in fact it uses an outside computer service bureau for analytical research, fiscal activities and sales forecasting.

But it firmly believes that no system yet developed has come close to being successful in reporting avails. President Lloyd Griffin of the TV division says the constant churning of information in spot television sales requires constant reprogramming of the machine. He figures it's practical to use a computer to digest any data that will remain static for at least two weeks. Under that time, says Mr. Griffin, there is diminishing return on the investment in maintaining the computer and the staff to run it. He estimates the average daily spot on a television station must be resold 11 times a year.

Station's Decision ■ "Stations aren't going to put themselves at the mercy of the machine," continues Mr. Griffin. "They'd go bankrupt. And no good station manager lets all his inventory out of his control; he keeps some of it in his own pocket."

Also noted as a major problem is the training of station personnel who must be trusted to provide accurate and properly coded data on their daily sales situation. If a computer is fed a batch of incorrect or misplaced data, a minor disaster known as "clobbering the file" can result in a hopelessly tangled output and costly delay for corrective procedures. The machine can catch mistakes that it has been programmed to detect but not those mistakes that appear logical, such as the input of an available minute that in fact has been sold by a local salesman.

All reps are agreed that a successful on-line availability reporting system is going to require a tremendous amount of centralized control. The research director of one station group says: "The autonomy of the stations is bound to get in the way, even for us. Think of the problem this creates for the independent rep with 50 television stations."

The same research man notes there's always been competition between the national and local salesman and that giving the national rep this kind of control over inventory has got to be accompanied by some sort of compensation for the local man.

The frowned-on practice of selling "hooker spots," releasing the same spot position twice, and renegeing with a substitute offer to one sponsor, he described as "a common industry practice," and one that would hobble a mechanized

avails system.

H-R Television's president, Edward Shurick, says he hasn't the slightest doubt that within five years his company will be running an on-line system allowing a salesman to punch a keyboard at his desk with availability requirements and get an immediate visual response from the computer on a TV monitor.

Can't Outrun Stations ■ But a rep can't go faster than his stations are prepared to go, he warns. The general practice in beginning automatic availability reporting is to run dual procedures while the bugs are worked out of the new system, but the tendency here, Mr. Shurick notes, is to lean too heavily on the traditional method, thus slowing down the changeover.

H-R expects to convert from its IBM 1401 to an IBM 360 early next year. Both the H-R and Katz systems have been designed to do considerably more than the complicated task of avail reporting. One function is automatic preparation of "not in your market" reports each time an order is received for one of the rep's stations to the exclusion of other related markets.

Projections of unbilled orders will be kept continuously for each station. The computer will be used to judge the effectiveness of proposed station rate-card changes by rapidly figuring comparative CPM's for every time period and frequency.

By digesting each new rating report —now supplied by Nielsen and American Research Bureau on magnetic tapes —and running this information against any combination of proposed spots, the computer can rapidly determine the relative efficiencies of two spot schedules in reaching any target group broken out in the research company reports and by cumulative audience measurements (see page 49).

This sort of efficiency analysis is in widespread use throughout the television industry through representatives, computer service bureaus and research services themselves. Metro TV Sales, for example, uses Central Media Bureau (see page 58); PGW uses the American Tabulating Co.; Television Advertising Representatives has used John Felix Associates.

John Blair & Co. is entering the computer age quietly but not without a plan. Blair, which owns 10% of Central Media Bureau, is now having software prepared by CMB for what it hopes will eventually become an on-line real-time availability reporting system. CMB has used the computers of CEIR (another minority owner in CMB) but plans to install its own IBM 360, reportedly with Blair specifically in mind.

Report on Availabilities ■ Blair controller Joseph Rose says the company is developing an avail reporting system and if this works, other functions will flow from it, such as contract preparation, billing and accounting.

Martin Nierman, president of Edward Petry & Co., indicates his representation firm will eventually go to some form of automation. Petry has a computer programming man on staff exploring automatic traffic control systems, but has no present plans for installation of its own unit or for retaining a service bureau.

The company does not subscribe to the magnetic tape rating reports of Nielsen or ARB.

Harrington, Righter & Parsons has been using a computer service bureau for two years in rate card analyses, is also exploring automatic availability control.

The RKO General group currently subscribes to computer-prepared ARB and Nielsen audience-rate tabs but would prefer the flexibility of its own computer equipment or ready access to service bureau hardware. It has an IBM 360 Mark 20 on order and expects delivery this fall. RKO has had a West Coast consultant group investigating development of software (programs) for an on-line avails system but has no firm commitment in this area.

Peter Storer, president of Storer Television Sales, says his organization has used the computer services of ARB and Nielsen only on occasion, that the cost of regular subscription to these reports does not seem to be worthwhile yet in his own market situations. However, it is known that Storer has been contemplating a move to computer operation and is believed to be close to a decision, probably affirmative.

Broadcast Communications Group, which represents the Avco television stations and three others, is not doing anything with computers at present, but is working on development of its own system for traffic control and audience research.

BCG research director Diane Sass points out Avco Broadcasting's subsidiary relation to the giant Avco Corp. already puts a large bank of computer hardware at its disposal. However, reports from outside the company indicate that BCG might eventually be leasing an IBM 360 of its own. Researcher Sass says BCG is at no competitive disadvantage at this point without a computer or computer service but acknowledges the company's spot activity is getting more unwieldy and says that if its own computer programs aren't operational by next fall, it will begin subscribing to outside services.

Faster by Hand ■ Robert McGredy, president of Television Advertising Representatives, which handles the

8 reasons why we call new "Scotch" Video Tape No. 399

color tape plus!



1. Livelier, truer colors:

Colors appear brighter, clearer, life-like. Permits crisp picture definition. People, products have new realism. Foods look more appetizing. Perfect pictures from every station.

2. Stronger black & whites:

Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It's a picture that's truly *alive*!



3. Longer life: Capable of 2,000 machine passes. Proportionate increase in on-the-air replay capability. Almost impossible to wear out. Virtually unlimited shelf life.

4. Improved sound: Dynamic range is substantially improved across the sound spectrum. Living sound to match the picture!

5. Cleaner running: Permits the cleanest picture ever produced . . . stays that way, play after play.



6. Perfect copies: Create up to 4th generation duplicates that the television viewer cannot distinguish from the original master tape.

7. Total versatility: Completely compatible with all stations' equipment . . . both high-band and low-band recording. Recorders need no special adjustment or set-ups.

8. Field proven: Thoroughly tested and proven in actual broadcast-ing use by networks, local television stations and production studios.



Scotch Video Tape No. 399

opens a new dimension in video quality. Delivers the believability and presence of live broadcast with the advantage of instant playback. Provides "see it now" control of program content.

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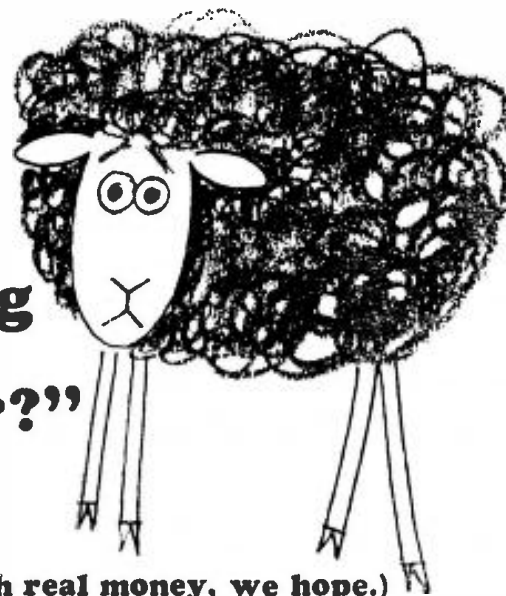
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"SCOTCH" IS A REGISTERED TRADEMARK OF THE 3M COMPANY.

Are you still playing “follow the leader?”



(Not with real money, we hope.)

Some people in the advertising business follow docilely wherever their competition leads them. They're never among the first to try good new ideas.

Take the advertising/marketing press, for example. There's only one really new publishing idea in the entire field: The Printers' Ink Network of Magazines. Because it's a new idea, the number of Network advertisers may form an exclusive club for a while: For Shepherds Only.

You shepherds will appreciate the concept that three magazines can be designed to work together to give greater coverage of a market than any single publication serving the same market. And to do it more efficiently than any other combinations of publications in the field.

Among advertising/marketing publications today, the three magazines in the Printers' Ink Network deliver about 50 per cent more total circulation than any

competitive publication standing alone. And nearly double the advertiser-agency coverage.

Total circulation is 83,500. There's practically no duplication: less than four per cent.

So now there's a new Number One way to cover your market: The Printers' Ink Network of Magazines.

When it's so easy to be a shepherd, why be anything else?

Westinghouse properties and several others, says that "for our limited list of stations we can still do the availability job better and faster by hand than with a computer."

However, at the Westinghouse computer center in Pittsburgh there is study underway on the application of a computer to the whole Westinghouse Broadcasting operation.

One station group representative is undertaking a test with a single advertising agency whereby purchases by that agency will be covered by a blanket contract in an attempt to simplify the ordering and confirmation process. The rep refused to be mentioned by name in this connection.

Avery-Knodel, which represents 35 TV stations, has examined service bureau and leased-machine opportunities, seems satisfied that punch card equipment is still the best way to handle

its avails problem. It keeps a card for each position on a station updated with rating information and when an agency orders a specified list of spots it can run a card through the machine for those positions, and get a presentation of cost efficiency for the schedule.

Len Auerbach, president of Regional Reps Corp., Cleveland, which represents 10 television and 140 radio stations, describes "endless headaches" involved in an attempt to harness a computer to handle its billing operation and do a general accounting job including monthly billing projections. Regional Reps started on a small scale, spent \$850 on programs and \$300 a month (two-hour rental per month) at the General Electric Computer Center in Cleveland, claims the system hasn't begun to work yet. "If we could make the decision again," says Mr. Auerbach, "we'd leave the computer alone."

few simple input forms, punched the cards from them, installed our "File Management" system tape on the computer [a highly technical system, for use by nontechnical people, designed to retrieve and process large files of data on the basis of any criteria, or combination of criteria], fed in the punched cards with the requests and by noon, Carson/Roberts had not only the report they had been preparing each month but four different analyses of the same data."

Adds Mr. Crane: "And, we had done no computer programming. The cost: less than the agency's former clerical costs."

System for Groups ■ Informatics recently developed another application for a similar system that's designed for the operators of a group of television stations. The think organization calls this application of its File Management system, a Television Availability Databank. What Informatics is doing is establishing a computer-based file of information about the available spots on each of the group-owned stations. It will show the time available in each commercial segment and list the advertisers already on the air. For each segment, the system will carry time and program identification, rating, share and demographic audience breakdowns from both the American Research Bureau and A. C. Nielsen. Also included will be any time rates that might apply to each commercial segment. The system will make it possible to compute cost-per-thousand for total audience or audience segments at any applicable rate.

Says Frank Crane in elaboration: "By using File Management systems we will be able to retrieve lists of avails in any format based on ratings, audience demographics, cost, show title, cost-per-thousand or any combination of such criteria. This will be an on-line system, by the way, with inquiries received and reports delivered by Telex. Agencies will not have direct access to this availability databank, but their station reps will soon be able to bring them up-to-the minute avails which, according to their favorite rating service, will expose their commercial to the audience they need to create sales for their client's product or service."

Neither Informatics nor Carson/Roberts is in the hardware business. They don't sell computers or computer accessories nor do they own their own machines. The agency, for one, had no intentions of ever getting them. Its whole approach to computers is a circumspect one: Use, but don't get carried away.

"We don't want to build a volume of paper," emphasizes Phil von Ladau. "We don't want the process to exceed the point of economic feasibility. When

Agency work speeded by using the computer

Los Angeles experiments are proving careful programing can be both economical and effective

Since last September, Carson/Roberts/Inc., Los Angeles, has been making use of a sophisticated system of media analysis. It was put together from a random sort of Broadcast Advertiser Reports' records in spot television. The purpose of the system was to provide Mattel Inc., the agency's biggest client, with detailed reports of competitive television activity by other toy advertisers.

Explains Philip F. von Ladau, media research director of Carson/Roberts: "We wanted to trace our competition in the toy industry not only in terms of the volume—how much of it was going on product by product—but it became important to see what degree of sophistication exists among all of our major competitors. It also became important to know—and here is the key to one of the major uses of electronic data processing—quickly enough to do something about it."

Continuing, Mr. von Ladau points out that he's talking about a seasonal item, toys. "If one of our competitors is moving in very heavily against an item that Mattel has considered primary to its success for the year, then we should know about it and know it very swiftly so that we can counter the advertising. We want to know not only

the degree of it, the number of dollars, but at the same time be able to very quickly check the spot depth, how many markets deep are they going, what type of a campaign it is and what are they using in the way of test markets. The more we find out about what our competition is doing and the more swiftly we can find out, the better position we are in, in a highly seasonal business, to take counteracting measures."

Setting up this competitive television activity system for Carson/Roberts was Informatics Inc., a self-styled "independent software company," or more specifically, a Los Angeles company involved in the analysis, design, programming and implementation of computer-based systems.

Frank W. Crane, manager of market development for the service organization, tells how Informatics went to work for Carson/Roberts:

"The agency had been providing some of their clients with competitive television activity. Two girls were involved in the job of reassembling this information and it took them just about a month to do the job. Computer tapes from the television monitoring service [BAR] were delivered to us at 9 o'clock one morning. We prepared a

you have a toy like these machines, the temptation is to have them turn out a finished product. It's a very great danger. Our examinations of any of the systems always has been on the basis of what point should we take over again from the machines in order to make it economically feasible for us to use them. They represent the world's most expensive typewriters and we don't want to use them as typewriters."

Based on the philosophy that at its current level of growth it can't afford to have an exclusive on any system, Carson/Roberts, starting this month, began acting as a guinea pig for a system that eventually will be offered to the entire advertising industry. The agency represents one of a triumvirate of interests involved in the new project. The United California Bank is underwriting a great deal of the programming, planning and analysis time that will go into devising this system. The bank is involved because it would like very much to get into the advertising field. It could represent a tremendous business. Also the bank has just installed an IBM 360 computer system. Since it costs as much for data processing equipment that sits idle as it does for a system that's constantly operative, full use of the equipment becomes exceedingly critical.

Time and Knowledge ■ As the guinea pig for the system, Carson/Roberts is donating its time and knowledge of the advertising business so far as media purchasing is concerned. Informatics is providing the know-how on how to analyze the system and program it.

According to Informatics' Frank Crane, the new service is called Media Account Control System and is designed "to reduce mountains of media paperwork to a molehill." Detailing what amounts to a cost accounting system, further, Mr. Crane says: "It is concerned with budget planning and control, with the paperwork involved in the media buy, with defining and preparing the resulting contract, confirming the detailed schedule, scheduling the proper advertisement or commercial into the proper time slot or page, verifying the performance of the medium, maintaining a balance record of discrepancies and adjustments and their effect on the budget, providing proper documentation of media activity for support of client billing, reducing media payments to a single monthly check for all media and maintaining records of media payment in the agency's behalf." The service also will provide agencies with system-prepared reports, summaries and analyses that hopefully will allow them rigid and

accurate management and departmental control over all these activities.

Carson/Roberts and Informatics are introducing one media at a time to the Media Account Control System. They are picking up the agency's June buys on spot television. Two running accounts will be kept for three months, one on the machines and the other done manually. The parallel systems will be used as a check against each other. Each media increment will be brought in individually so that any bugs pertaining to the peculiarities of the discounting techniques involved will be readily traceable instead of getting lost in a maze of total media information.



Mr. von Ladau

After spot TV, network television will be brought into the system, followed by any other broadcast media purchases.

The United California Bank will operate as the marketing organization for the system. It will market the system to other banks. Involvement with advertising agencies is likely to give the bank an increased operating base because it will be responsible for a great deal of float money. This is the money that neither agencies nor their clients can invest, money that's in between payments. The agency bills the client, media bills the agency and this money, in effect, is floating anywhere from 24 hours to sometimes a week. Knowing at what level it's going

to be—knowing that there is this much money on tap at all times—the bank will be able to increase the base against which it can make loans. Thus, even if the bank is able to market the new service to only two or three customers, it will come out ahead in the overall operation.

How will the Carson/Roberts commitment to computers affect its personnel? Comments Phil von Ladau, the man who should know: "I find it extremely doubtful that we will be able to cut any of our people by the transference of work to the machines. The tendency is to make much greater use of the data, pin down your operation much tighter. What you do is end up with the same personnel with vastly greater knowledge from which to draw and with which to work.

Basic Cost Only ■ "In more cases than not," the agency executive stresses, "this means generally adding one or two people because you suddenly find you need expertise in terms of interpretation and in terms of greater volume of data you have to work with. The peculiar thing is you don't seem able to cut when you initiate a system but from that point on you get further and further ahead because another account added into a going system is, as far as these machines are concerned, just another millionth of a second in added time. It's the basic system that's expensive."

Where is the computer invasion of the agency business leading to? Five years from now, Phil von Ladau sees data processing being used extensively for housekeeping—bookkeeping, cost accounting—purposes. He's convinced computers will program all production and traffic that flows through an agency. More importantly he feels a system readily can be developed capable of programming every element of a new product introduction.

Yet, the former A. C. Nielsen vice president projects an even grander role for computers. "I think," he says, "that the machines will be doing a great deal of the selection of the media for us. It will be possible to apply the judgmental factor further and further back in the problem. That's what we're attempting to do with many of these operations. We want to take the area of judgment and move it back into the problem rather than starting off with a judgment. We want to get enough basic data involved, as much as we can afford to get—both in terms of money and being able to absorb it—and then base our judgment at this point. We don't want to eliminate the best computer that all of us still have which is the one sitting right on our shoulder."



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figures like these ...**

*you don't need gals,
gimmicks or guff*

AGAIN WROC-TV IS FIRST IN ROCHESTER, N.Y.

from Sunday thru Saturday...

*9 AM to Midnight.

FIRST IN AUDIENCE

WROC-TV	37 share
Station B	33 share
Station C	30 share

*Nielsen, March 1966

FIRST IN HOUSEHOLDS

WROC-TV (weekly cumulative)	254,000
Station B	243,000
Station C	248,000

*Nielsen, March 1966

FIRST IN NEWS, WEATHER & SPORTS

A greater audience than the other two stations combined

6 to 6:15 PM	WROC-TV	51 share
	Station B	15 share
	Station C	34 share
6:15 to 6:30 PM	WROC-TV	52 share
	Station B	14 share
	Station C	34 share
11 to 11:15 PM	WROC-TV	53 share
	Station B	29 share
	Station C	18 share
11:15 to 11:30 PM	WROC-TV	55 share
	Station B	29 share
	Station C	15 share

*Nielsen, March 1966

NSI February, 1966
(All audience data is
subject to qualifica-
tions described in
report used.)



WROC
ROCHESTER N.Y.

TV
CHANNEL
NBC

8



RUSTCRAFT BROADCASTING COMPANY OF NEW YORK, INC.

Failures mark machine billing

Only one of three pioneers in the field still survives, and that with alterations

The histories of companies born to supply the station-rep-agency triangle with automated central billing are replete with disappointments or, more to the point, failures.

Of these organizations that set out in 1961 to perform this function only one, Central Media Bureau, is still extant and it has undergone several changes in ownership and emphasis.

First attempts to crack the market for centralized billing failed, according to some involved in these early efforts, because spot sales were booming, leaving stations reasonably satisfied with the billing status quo and because station representation companies feared encroachment on their territory and an eventual threat to their existence. Without cooperation from two of its points, the triangular service was bound to tumble, according to this view.

One of the original three, Broadcast Billing Co., first attacked the problem by offering agencies a central billing service for their spot TV buys. The offer was short-lived. Broadcast Billing Co. was later absorbed by SRDS Data Inc. and its original operating plan dropped.

Only two weeks ago Data Inc. was busy selling its office furniture, having been ruled out of existence by parent SRDS.

Another Service ■ Recently Data Inc. had been offering advertisers a computerized service that would suggest budget allocations among television, radio, magazines, newspapers and newspaper supplements.

For a given advertiser Data Inc. would survey consumers of a product category and relate the findings to the media they watched, listened to or read. Asked why the service was being dropped, SRDS president C. Laury Botthof said: "We were simply ahead of our time. Advertisers weren't ready for it." Mr. Botthof said companies subscribing to the service—Campbell Soup, Oscar Mayer and Vick Chemical—were pleased with it but there was not sufficient support to continue.

Another of the billing service ventures, Broadcast Clearing House, which hoped to do for spot radio what Broadcast Billing Co. was attempting in spot TV, was dissolved and shut its doors in

December 1963.

Its president, Lee Mehlig, said the principles of BCH's operation had been widely accepted, but that sales of its services had not reached a level necessary to meet operating costs. BCH had contracts at the time with one agency and three station representatives and was using the computer facilities of the Bank of America in San Francisco.

Central Media Bureau figured that keeping track of television station rate card data in a computer's memory was the key to success for a number of different services that would be useful to sponsors and their agencies.

CMB is headed by Kenneth Schonberg, who had worked the Madison Avenue beat as Remington-Rand's expert in Univac applications in the advertising industry. CMB's ownership history is not on record but it is known that CEIR was a principal original backer and that current owners include CEIR, station representative John Blair & Co. (10%), E. W. Scripps Co., the *Cincinnati Enquirer* and company principals.

File Developed ■ The bureau developed a television station rate file covering all stations and discount contingencies, hoping to provide agencies with schedule control sheets, showing advertisers just what they had bought.

Compton Advertising was the first client for these CMB reports, subscribing for a year and a half, but it dropped the service when the agency underwent an organizational change. The bureau then signed Kenyon & Eckhardt for a rated spot TV service, computing spot costs and discount prices, and did similar work for Needham, Harper & Steers.

For Sullivan, Stauffer, Colwell & Bayles it coordinated spot TV buying data showing at what time discount breaks would occur. It also provided the agency with a "buy sheet" reflecting the current status of a brand schedule in a given market, showing latest schedule revisions, and providing the buyer with a worksheet to note future changes.

Buyer Cooperates ■ The computer-prepared form goes to the buyer in duplicate, he pencils in revisions and returns a copy to CMB, which then updates its computer file with the new information and sends a revised buy sheet to the buyer the following day. CMB has also been able to give the agency a current status of a campaign by a station and by market, data necessary to prepare the agency, client estimates and billing and to audit media invoices and a product analysis report that tells how much could be saved by a brand if enough lowest-rate spots were bought to earn the next discount level on a rate card.

Mr. Schonberg says CMB is now suc-

cessfully providing Kenyon & Eckhardt with buy sheets and estimates for Nabisco but may have to discontinue the service for lack of support from other agencies.

The bureau, he says, is prepared to construct for agencies various computer programs that hang on station rate analyses and audience research information on a contract basis. These programs could be bought from CMB by agencies as soon as they desired to feed them to their own computers.

Mr. Schonberg describes CMB's present agency service for spot TV as "a simplified version of its pricing and discounting work designed to ease the transitional period in which agencies are moving into computer operation."

CMB is also developing the programs with which John Blair & Co., one of its owners, hopes to automate its spot television inventory control (see story, page 50).

Computers valuable to big London agency

A British advertising agency, the London Press Exchange Ltd., holds the opinion that the use of computers can improve the efficiency of media selection by as much as 10%.

This appraisal was offered last week by R. D. L. Dutton, deputy chairman and managing director of LPE, during an interview in New York. His agency has used computers since 1964.

Improvement ■ "We're convinced that our computer system is a viable process," he observed. "Though it's difficult to place an exact percentage on improvement in media selection, we feel it may be about 10%, and we consider that quite good."

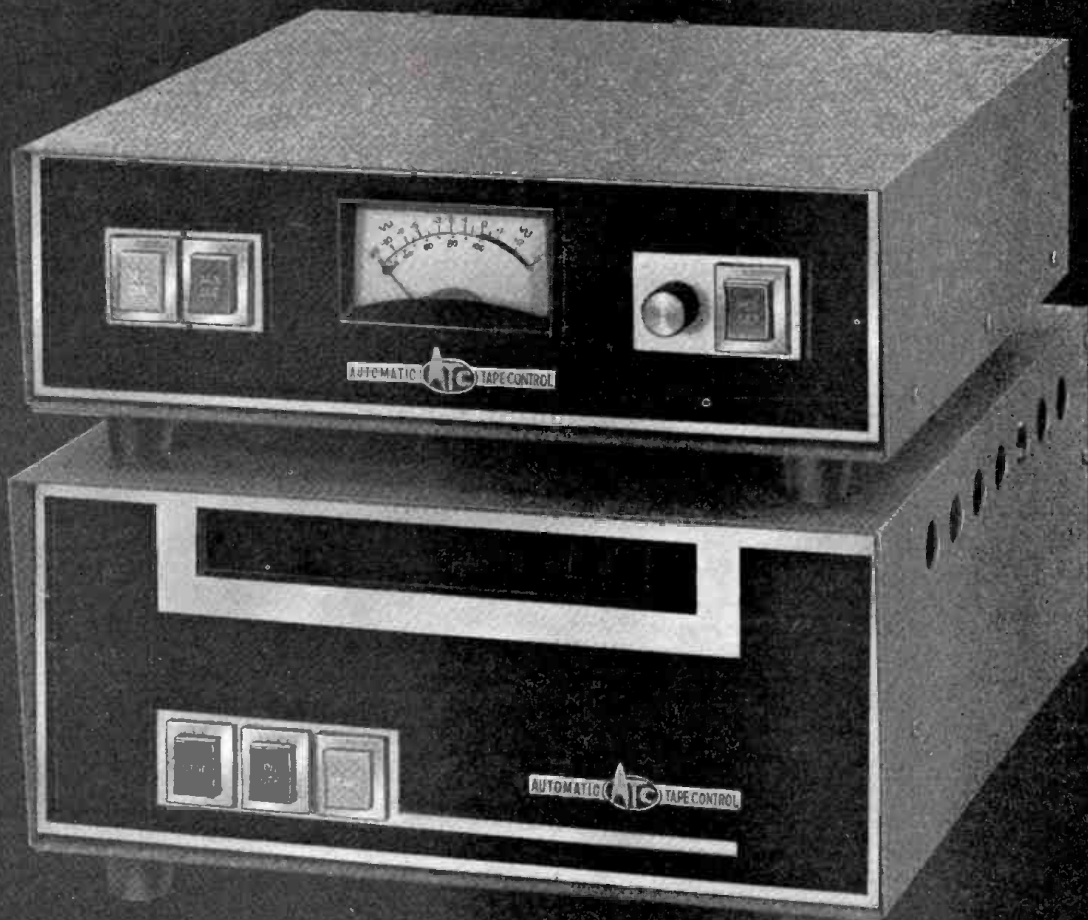
Mr. Dutton stressed that the agency's system, called Computer Assessment of Media (CAM), uses judgmental factors of LPE executives along with the computers to arrive at the most effective print and TV schedule through one programming, including evaluation of judgment and alternatives.

CAM has been used extensively for major LPE clients including British Ford, Beecham's, Brylcreem and Maclean's toothpaste, Cutty Sark, and Golden Wonder potato crisps.

LPE has leased the facilities of CEIR in London for sophisticated computer work, utilizing a CDC 6000 model Mr. Dutton said. The agency has bought an IBM 360 computer for \$400,000 which will be used in some of the media selection work for the agency. It will be operational on or about July 1.

New work horse of broadcasting from ATC

The all new Criterion tape cartridge system has become the new standard of the broadcasting industry. In broadcast installations all over this country and abroad, the Criterion system is supplying reliable tape information around the clock, day after day, year in year out. The all new solid state Criterion series has been designed to give the broadcaster the After Delivery Economies which mean more profits through superior performance.



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Contest for NAB chairmanship

John Dille, unanimous choice of selection committee, may have opposition from Jack Lee, who campaigns against second consecutive term for Dille

A floor fight for the chairmanship of the National Association of Broadcasters is in the making as the 44 NAB directors prepare for the board meeting in Washington next week (June 21-24).

Election of the chairman is the biggest item on the agenda at this point and last week directors were doubting if any other item would bump it from the prominent position it has taken.

John F. Dille Jr., Communicana Group of Indiana, present board chairman, is the unanimous choice of the selection committee (BROADCASTING, April 25). However, Jack W. Lee, wsaz Huntington, W. Va., radio board chairman, has not withdrawn from the race, though his official position on his candidacy remains: "No comment."

In addition to the chairmanship race, if there is to be one, other items on the agenda of the joint board include:

- The Future of Broadcasting Committee's recommendation that NAB reaffirm its old stand on pay television: opposition to it in any form.

- A proposal that the 1967 convention in Chicago carry increased exhibit space rates of \$5 from the present \$3.50, and that more sessions be scheduled in the Pick-Congress hotel.

- A report of the building committee on a seven-story building to be erected on the present Washington headquarters site and adjoining parking lot.

- A report on the proposal of U. S. Information Agency Director Leonard Marks to bring foreign broadcast newsmen to this country.

In addition the television board will get a recommendation that all NAB TV members be required to join the TV code and will vote on proposed amendments to the TV code including language on the derogatory advertising provision.

The radio board will be urged to support a resolution urging ratings firms to use findings of the All Radio Methodology Study and will vote on the derogatory advertising provision of the radio code.

Philosophical ■ According to board members, the probable struggle for the chairmanship is centered on the differ-

ence in philosophy of the candidates. Mr. Dille, who is serving as the first fulltime chairman under a concept adopted by the board in January 1965, would succeed himself. Mr. Lee is opposed to the idea of a second consecutive term.

The next chairman, however, will operate under a different set of ground rules, rules that were proposed by Mr. Dille and adopted by the board at its January meeting in Florida.

At that time it was decided that the chairman need only spend on the average of one week a month at headquarters and that the executive committee would be enlarged from its present five-man size (joint board chairman, chairman and vice chairman of the radio and TV boards, respectively) to a seven-man unit that would include the immediate past chairman of the joint board and the NAB president. The president has traditionally sat in on executive committee meetings but has not been a formal member.

Healthy or Messy? ■ The opinions of board members contacted last week differed widely on the prospect of two candidates, with one feeling a contest "would be healthy" and another concerned that the election would turn into a drawn out contest like the "Bill Quarton-Bill Schroeder mess" of three years ago that ran through eight or nine ballots before Mr. Quarton was

elected.

Some guessed last week that Mr. Lee had enough support to stop Mr. Dille from getting the required three-fourths vote on the first ballot. But may take more than just a stopping action to initiate a contest. Several feel Mr. Lee would probably withdraw from the competition if he doesn't think he has a "real chance" to win.

Others said if the balloting did stretch out there is every possibility that a third name could be brought in as a compromise candidate. No one would speculate on who the third person might be.

Whether supporting Messrs. Dille or Lee, no board member had a harsh word for the job the present chairman has done in the past year. One called Mr. Dille's work "damn competent" and said the race is "mainly a difference of philosophy." Another one with only praise for the work Mr. Dille has done said any decision would be based on theory of a one-year term or theory of allowable succession.

Radio vs. TV? ■ One member of the radio board said he felt there was "more sentiment for a contest" on the board, although both men are from group operations containing both radio and TV stations. Another member felt that the unanimous decision of the selection committee for Mr. Dille may not have been completely reflective since several members reportedly are not in favor of the succession idea.

One board member said he hoped Mr. Lee would "withdraw gracefully"—not necessarily this early, but prior to the meeting. He said the 41-year old broadcaster "has a lot of year ahead."

There are other elections facing the board members: the chairmanship and vice chairmanship of the radio and TV boards. Currently Grover Cobb, KVGI Great Bend, Kan., and Robert Ferguson, WTRF-TV Wheeling, W. Va., vice chairmen of the radio and TV boards respectively, are running unopposed for the chairmanship of those boards.

Running for the vice chairmanship of the radio board are George W.

Tower blown away

WNWC(FM) Arlington Heights, Ill., lost two-thirds of its 265-foot tower early last Thursday morning (June 9) when rain storms and tornadoes struck the northern suburbs of Chicago. The station reported, however, that it expected to resume operation that evening on an interim basis using a new antenna mounted on the tower stub.

EQUIPMENT FOR SALE

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1 Mobile video tape unit including Mark IV Marconi cameras, 2 Ampex video recorders, 1 EMI vertical interval switcher, 1 Amtec unit, 1 Collins 212E-1 audio console, 1 Ampex 351-2 audio recorder, 1 GMC tractor, 1 30' semi trailer with 10 tons air conditioning and 55 kw generator plus misc. equipment.

- 1 TR-11 RCA tape recorder
including pixlock
- 3 RCA TK-60 4½ inch cameras
(field chain)
- 4 RCA TK 60 4½ inch cameras
(studio chain)
- 1 RCA TS 40 switcher
- 2 Portable dimmer boards (5kw)

1 MacKenzie repeater
RCA sync generators
HF tripods
HF Pedestals
Vinton heads
Turntable RCA BQ2C
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(Bud) Armstrong, WHB Kansas City, Mo., and Dan Kops, WAVZ New Haven, Conn. Running for the TV board's second seat are John Murphy, Avco Broadcasting Corp., Cincinnati, and Joseph S. (Dody) Sinclair, Outlet Co., Providence, R. I.

Pressure Recedes ■ The question of pay TV, which some had thought could be a thorny issue at the board meeting, was relegated to a back seat when the Future of Broadcasting Committee came up with its recommendation last month (BROADCASTING, May 23). Scheduled on the joint board agenda, pay TV will be covered more fully by the TV board.

Pay TV, which NAB has been opposing for more than 10 years as not being in the public interest, was resurrected this year by the FCC's proposed rulemaking that would authorize pay-TV service by broadcasters. Traditionally NAB has opposed pay-TV in any form, but directed its main attack against a system that would use the airwaves. However, NAB has expressed fear that uncontrolled CATV could lead to pay-TV via wire.

The action of the House Commerce Committee last week in passing a CATV regulation measure akin to the FCC draft bill that had been supported by NAB (see page 27), took pressure off the board for another look at its stand. But it will be looking at the new lan-

guage on CATV in the proposed copyright legislation. This would provide for black, white and gray areas of full, none and partial liability. It will also be studying the recent decision by a New York judge who ruled CATV's are liable for copyright payments on all the programming they carry (BROADCASTING, May 30).

In addition the board will hear from Roger Clipp, Triangle Stations, Philadelphia, who is expected to seek NAB support for Triangle's plan of controlled CATV tests in the Philadelphia market.

Also up for discussion will be whether NAB should take a stand on satellite ownership and support either private ownership by broadcasters or public ownership by Comsat.

Black Ink ■ The joint board will hear that the 1966 NAB convention in Chicago resulted in a net profit of about \$145,000 up from the \$70,000 earned in 1965. The bulk of this income came from the sale of 51,000 square feet of exhibit space that brought in about \$178,500, compared to \$134,400 earned in space sales the year before.

In 1967, the board will be told, the convention shows every indication of being just as large and the convention committee will be asked to approve: increasing the exhibit space rental from \$3.50 to \$5 per square foot (a raise that will probably hold for two years); limit-

ing the exhibitors to the space they had in 1966; offering two types of registrations, a \$30 fee including luncheon tickets and a \$15 fee without tickets; giving NAB members first crack at hotel reservations and registrations.

Bright Spot ■ One of the most interesting items on the agenda will be the building committee's report on the proposed NAB headquarters. Since getting the green light from the board in January to move ahead with plans for a \$1.8 million edifice, the committee has retained the Washington architectural firm of Mills, Petticord & Mills and will present the proposed design to the board at its closing session.

According to preliminary sketches, the building would be elliptical, its front a concave curve facing the corner of 18th and N Streets, have seven stories above ground, two stories beneath. Tentative plans call for it to be faced with travertine marble.

Construction is expected to begin in three to six months and the NAB staff is preparing for a 12- to 18-month stay in still unselected temporary quarters.

The joint board will be told that NAB in cooperation with the U. S. Information Agency will act as intermediary for stations desiring to sponsor foreign broadcasters in this country for a month. The plan, as drawn by USIA Director Marks, had called for 60-day visits but NAB found a shortage of stations that could handle the transportation and living expenses for that period. NAB suggested 30-day visits, which Mr. Marks bought, and has commitments to bring eight broadcasters over in the fall. It is hoping to gain additional station sponsors.

The television board faces the perennial question of whether NAB TV members should be required to be code subscribers. The latest suggestion was made to the executive committee last month by Bill Michaels of Storer Broadcasting, a member of the TV code board. (The proposal would not force code members to be NAB members.) However, the Code Authority and NAB staff are not keen on the idea for reasons that vary from imposing time standards on those that don't want them to the economics of the situation. (As of late May NAB had 484 TV members and the TV code had 394 members. There is no requirement at present that a member of one must be a member of the other.)

Coming before the radio board will be a proposal from Harold Krelstein, Plough Stations, Memphis, that NAB adopt a stand similar to the one taken by the Radio Advertising Bureau in support of ratings firms using ARMS findings (BROADCASTING, May 30).

The radio board will also be asked to approve a \$15,000 campaign, primarily on-air, to promote ownership of

check Blackburn about financing!

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battery-powered AM-FM sets. The funds would come from the special projects allocation of the public relations budget.

Changing hands

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

■ **WHAS-AM-FM** Springfield, Mass.: Sold by Julian Gross to Edward Newman, Roy M. Cohn and associates for \$340,000. Mr. Newman owns WRNJ (FM) Atlantic City, and WRLC (FM) Palmyra, Pa., and, with Mr. Cohn, recently acquired WBRX Berwick, Pa., pending FCC approval (BROADCASTING, May 16). Mr. Cohn is a New York attorney and was former counsel for the McCarthy Senate investigating committee. WMAS is on 1450 kc with 1 kw day and 250 w night. WMAS-FM operates on 94.7 mc with 1.35 kw. Broker: LaRue Media Brokers Inc.

■ **KUBY** San Antonio, Tex.: Sold by Robert N. Pinkerton to Turner Broadcasting Corp., for \$300,000. Mr. Pinkerton is veteran southwestern broadcaster. Thomas E. Turner Sr. is head of Turner Broadcasting which recently purchased KTON Belton, Tex. Mr. Turner is an oil and gasoline distributor in south Texas. KUBO is a daytimer on 1310 kc with 5 kw. Broker: Hamilton Landis & Associates.

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

■ **KWBB, KQTY (FM)** Wichita, Kan.: Sold by Wichita Beacon Broadcasting Co. to Wichita Broadcasting Inc., wholly owned by Richard C. Schmoker, for \$700,000. Mr. Schmoker is Minneapolis lawyer with no other broadcast interests. Wichita Beacon Broadcasting Co. is owned by Leonard Le Van, Bill Hall and a Wichita citizens group (each 33⅓%). KWBB, founded in 1951, operates on 1410 kc with 5 kw day and 1 kw night. KQTY (FM), founded in 1963, operates on 101.3 mc with 100 kw.

■ **WGLI** Babylon, N. Y.: Sold by Friendly Frost Inc. to Martin F. Beck and George H. Ross for \$500,000. Mr. Beck is with The Katz Agency, New York. Mr. Ross is an attorney. Friendly Frost is a wholesale appliance dealer. WGLI, founded in 1958, operates on 1290 kc with 5 kw day and 1 kw night.

New TV station

KLPR-TV Oklahoma City (ch. 14) went on the air May 31. The station is authorized to operate with 832 kw vis-

ual, 83.2 kw aural, from a tower 594 feet above average terrain. KLPR-TV is owned by KLPR-TV Inc., L. M. Beasley, Omer Thompson, William Richardson (each 25%), Leon C. Nance (20%) and Mark H. Webb (5%). Messrs. Beasley, Nance and Thompson are stockholders in KTCS Fort Smith, Ark. KLPR-TV is affiliated with KLPR.

North Carolina CATV interests in merger

A new power in CATV was formed last week, and it's an amalgamation of broadcast and telephone interests. The new CATV firm, Jefferson-Carolina Corp., is a merger of the cable interests of Jefferson Standard Broadcasting Co., group broadcaster whose headquarters are in Charlotte, N. C., and Carolina Telephone & Telegraph Co., based in Tarboro, N. C.

The company was incorporated in North Carolina, with 10,000 shares at \$10 par value. Each of the partners owns 5,000 shares and is putting into common ownership the CATV systems and franchises and applications it now holds.

Jefferson Standard, which owns WBT-

AM-FM and WBTW (TV) Charlotte and WBTW (TV) Florence, S. C., and also Jefferson Productions in Charlotte, holds a CATV permit for Greensboro, N. C., and has applied for about 40 other communities, including Charlotte.

Carolina Tel. & Tel., through a CATV subsidiary, Carolina Communications Corp., holds franchises and is in the process of being granted franchises for Whiteville, Chadbourne, Kenly, Wake Forest, Swansboro, Clayton, Elizabethtown and Raeford, all North Carolina.

And last month, Carolina Tel. & Tel. announced the acquisition of Cablevision Inc., a group community antenna service that operates the CATV system in Gastonia, N. C., its home base, and has under construction systems in Dunn, Erwin and Limberton, N. C. It also holds franchises for Bessemer City, Belmont, Mount Holly, Ranlo, McAdenville and Lowell, all North Carolina. It also holds interests in franchises in Drexel, Valdese, and Lincolnton, all North Carolina.

The Gastonia system was completed about six months ago and serves 2,000 subscribers.

Carolina Tel. and Tel. paid stock for the acquisition of Cablevision in an estimated \$600,000 transaction.

The new Jefferson-Carolina Corp. will be headed by H. Dail Holderness,

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president of the telephone company, as chairman; Michaux H. Crocker, secretary-treasurer of Jefferson Standard Broadcasting, president and treasurer; J. Richard Fowler, secretary-treasurer of Carolina Tel. & Tel., executive vice president; Robert H. Koontz, general counsel of Jefferson Standard Broadcasting, secretary and general counsel; Don W. Curtis, former executive vice president of Cablevision Inc., general manager.

The executive committee of the new corporation will consist of Messrs. Holderness, Crocker, Fowler and Charles H. Crutchfield, chairman and president of Jefferson Standard Broadcasting.

On tap in Memphis: just about everyone

Top names in broadcasting, advertising, programming and government will take part in an unusual conference next week at Memphis State University, Memphis. More than 30 participants are lined up for either personal, tape or phone appearances at the Summer Broadcasting Conference "Quest for Excellence," June 15-18.

Among those already announced are: Vincent Wasilewski, president, National Association of Broadcasters; E. William Henry, former FCC chairman; Thomas W. Moore, president, ABC-TV; John T. Reynolds, president, CBS-TV; Harry S. Ashmore, chairman of the executive committee, Fund for the Republic.

The sessions will be in panel, seminar and discussion form with two on Wednesday, three on Thursday plus screening of selected network shows for next season, five on Friday and two on Saturday. Fred Freed, producer-director-writer of NBC-TV *White Papers* will be the conference moderator. David Yellin, director of broadcasting at the school, is conference director, and Frank E. Beaver, instructor of broadcasting at the school, is assistant conference director.

Topics to be covered include: communication's role in society; broadcasting's role in communications; the role of the schools; the role of the craftsmen; the role of the networks; the role of tools; the role of the sponsors; the role of the dreamers; the role of relaxation; the role of the local broadcasters, and the role of the audience.

Other participants will include: John F. White, president, National Educational Television; Dr. Frank Baxter, educator and TV teacher; Herbert Brodtkin, producer; Roy Danish, director, Television Information Office; Miles David, president, Radio Advertising Bu-

reau; Robert L. Hilliard, chief, FCC's educational broadcasting division; Gerald Dickler, attorney; Robert L. Liddel, vice president and director of radio-TV programming, Doyle Dane Bernbach.

Also: Hope Martinez, associate media director, BBDO; Bruce Felknor, executive secretary, Fair Campaign Practices Committee; Bruce Patterson, senior producer of TV commercials, Kenyon & Eckhardt; Yale Roe, vice president, Harriscop Broadcasting; Sam Slate, vice president, RKO General Broadcasting; Danny Thomas, actor Robert Vaughn; Don Wallace, vice president and executive producer, Benton & Bowles.

Also: Alex Segal, director; Marguerite Piazza, singer; Dr. Sam Johnson, dean of the school of education, Memphis State; Warren Bahr, vice president of media and planning, Young & Rubicam; Edwin C. Tracy, vice president, RCA; Donald L. Clark, vice president, Xerox Corp.; Harry Smart, vice president, Blair Television; John Hart, CBS News correspondent; David Bennett, director of FM operations, Triangle Stations.

Also: Frank R. Ahlgren, editor, *Memphis Commercial Appeal*; Charles H. Schneider, editor, *Memphis Press-Scimitar*; John Siegenthaler, editor, *Nashville Tennessean*. Still to be named are representatives of NBC-TV and Hallmark cards.

Networks queried on their UHF policy

The three television networks have been asked about their policies and practices relating to UHF stations in a letter sent to their presidents by Representative Joseph Y. Resnick (D-N. Y.). He asked for their comments on 10 questions concerning the network-UHF relationship.

Representative Resnick asked the network presidents if, in establishing their rates for UHF stations carrying their programs, they used the same criteria employed for their VHF affiliates. He also inquired if they offered premium rates to VHF stations only or whether premium rates were offered before or contemporaneous with the advent of UHF service in the same market area with the results that network programs are not placed on the UHF stations.

Representative Resnick also inquired if any UHF stations now carrying network programs were doing so without receiving compensation from the network and if such stations are required to carry the commercials in such programs. The networks were also asked

if the UHF stations now carrying the programs cannot delete network commercials, and if the networks have attempted to sell the UHF stations to the advertisers who are receiving exposure on these stations at no charge.

In the markets having both UHF and VHF stations, he inquired if the networks give the VHF stations preference in choosing programs thus leaving the UHF stations the less desirable ones.

Representative Resnick's family is associated with the Channel Master Corp., which manufactures TV antennas, transistor radios, hi fidelity components, tape recorders and TV sets. A spokesman in the congressman's office said he was thus familiar with and interested in industry conditions.

A CATV solution to CATV problems

CATV entrepreneur Leon N. Papernow says the FCC could remove one cause of cable companies' unhappiness with commission regulation by establishing a CATV bureau within the agency. He also says that if funds for a bureau aren't available, "much could be accomplished by drawing qualified volunteers from the ranks of responsible CATV executives."

Mr. Papernow, president of Community Cablecasting Corp., Pacific Palisades, Calif. (group CATV owner) made the suggestion in a letter to commission members.

He said the commission's Broadcast Bureau, which handles CATV matters is regarded by CATV operators as hostile. Accordingly, he urged the creation of a CATV bureau, staffed by persons knowledgeable in CATV matters

SRA protests dates of ARB's fall sweep

The research committee of Station Representatives Association went on record last week as "deploring" the American Research Bureau's choice of Sept. 28 to Oct. 25 as interview dates for its fall sweep this year.

In a resolution distributed by SRA, the committee said measurements during this period will produce audience data based on "atypical viewing patterns" for a number of reasons, including mixed daylight and standard time patterns still in effect, political broadcasts, World Series coverage and nearness to the start of the networks' new fall schedules.

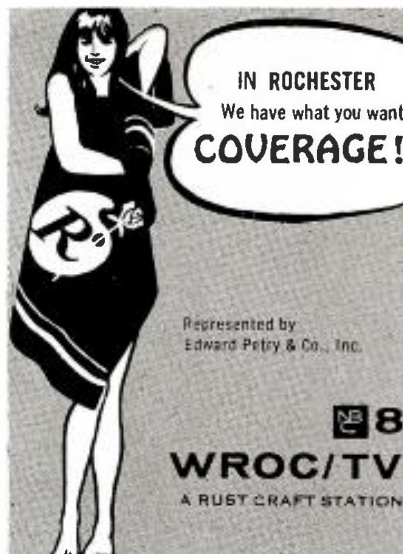
(CLOSED CIRCUIT, June 6).

The committee, headed by Melvin Goldberg of John Blair & Co., recommended that the sweep dates be changed to start Nov. 9, the day after this year's elections. ARB officials said earlier that they originally planned to start the sweep Nov. 9 but changed because broadcasters objected. They also said they intend to drop the World Series dates out of the data. The earlier measurements, they contended, would permit delivery of all reports by mid-December and avoid a repetition of the situation last winter when slow spot-TV sales were widely blamed on late-December delivery of local reports.

The SRA research committee said that aside from reflecting "atypical" viewing, the Sept. 28-Oct. 5 schedule "will prevent comparisons with sweep periods of previous years" and impair the data's usefulness in charting sets-in-use trends. In addition, it said, the data used in other ARB reports and their usefulness would therefore be impaired.

"The proposed schedule would exert a severe hardship on all TV stations but particularly on small market stations and all those who have less than five [ARB] reports a year," the resolution said. "It will offer data to advertisers and agencies which, in essence, is based on daylight savings time viewing habits out of which is to be used for fall and winter planning and buying. It is, therefore, not in the best interests of the television industry."

The resolution was signed by four of five members of the SRA committee. In addition to Chairman Goldberg they were Dan Denenholz, Katz agency; Avery Gibson, H-R Representatives, and William Schrank, Avery-Knodel. The fifth committee member, Claire Horn of M Radio Sales Co., which does not represent TV stations, did not take part in the TV discussions.



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ROADCASTING, June 13, 1966

CBS Inc. revamps structure

Combines major divisions into two groups with Lieberman as head of CBS/Columbia and Schneider of CBS/Broadcast

All the key operating divisions of CBS Inc. were realigned into two major "groups" last Friday (June 10) as part of what President Frank Stanton called "organizing for the future."

Dr. Stanton announced the creation of "a major new music and educational services organization," the CBS/Columbia Group, consisting of the CBS Educational Services, CBS Records, CBS International, CBS Direct Marketing Services and CBS Musical Instruments divisions, all under Goddard Lieberman as president of the group. Mr. Lieberman has been president of the Columbia Records division.

Dr. Stanton also disclosed that the CBS broadcast operations—CBS News, CBS-TV Network, CBS Television Stations and CBS Radio—which last February were brought under the supervision of John A. Schneider in the new title of CBS group vice president-broadcasting were being retitled the CBS/Broadcast Group with Mr. Schneider as president, effective immediately.

The only CBS divisions remaining ungrouped are the CBS Laboratories division, which officials said will serve both groups, and the New York Yankees baseball club.

The move, Dr. Stanton said, "is an important step in implementing CBS plans for the future."

Expansion Vehicle ■ Formation of the CBS/Columbia Group basically "provides a means by which we can enter new fields as well as accommodate the rapid expansion that is taking place in our existing records and musical instruments operations," he asserted.

"It is CBS's intention," he continued, "to participate prominently in the expanding educational services field, developing and marketing systems and materials—or to put it another way, both software and hardware."

The five divisions of the CBS/Columbia Group and their new heads are:

■ CBS Educational Services includes Creative Playthings Inc. and The Learning Center, recently acquired by CBS. It is expected to spearhead CBS's entry on a broader scale into the field of educational systems and materials. Norman Adler, who has been executive vice president of Columbia Records, will be vice president and general manager of the new division.

■ CBS Records division, which will continue to produce and market Columbia, Epic, Harmony, Date and Okeh records and the Columbia Legacy Collection, operate a custom pressing service, produce records and stereo tapes for spe-

cial markets, and handle Masterwork Audio Products, a new line of solid-state radios, phonographs, stereo systems components and tape recorders. Beginning this fall, it will also market an eight-track, continuous-loop, stereo tape cartridge for automobiles. Clive Davis, who has been administrative vice president of Columbia Records, will be vice president and general manager of this division.

■ CBS International division will be responsible for all distribution abroad of Columbia and Epic as well as other American labels. It will continue to operate music publishing companies in nine countries, pressing plants in eight and record companies in three. Harvey Schein, who has been vice president, CBS Records International, will be vice president and general manager.

■ CBS Direct Marketing division will be responsible for the Columbia Record Club, the Columbia Stereo Tape Club, installment sales operations (which sells such consumer items as sound systems, tape recorders, guitars, radio and television sets, electronic organs and photo equipment by mail) and Masterworks



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Subscription Plan. Cornelius Keating, who has been vice president and general manager of the Columbia Record Club, will be vice president and general manager of the new division.

■ CBS Musical Instruments division brings together relatively recent CBS acquisitions in this field: Fender Musical Instruments (guitars and accessories), Squier Strings (strings for guitars and other string instruments), Roberts drums (drums and accessories) and Electro Music (speakers for electronic organs). Donald Randall, vice president of Fender Musical Instrument, becomes vice president and general manager.

While the divisions in the CBS/Columbia Group are headed by vice presidents and general managers, those in the CBS/Broadcast Group are headed by presidents: Richard S. Salant of CBS News, John T. Reynolds of CBS-TV, Merle S. Jones of CBS-TV stations and Arthur Hull Hayes of CBS Radio.

CBS brass talks about the future

The top brass of CBS Inc. held a two-day meeting on the company's plans and prospects last week at Southampton, N. Y.



Mr. Kalinski

Led by Chairman William S. Paley and President Frank Stanton, the group included all officers of CBS Inc. and representatives of Harbridge House, Boston firm of planning and management consultants.

Felix A. Kalinski, newly named CBS vice president for planning, was on hand for the sessions even though he does not officially assume his new duties until June 20 (BROADCASTING, June 6). Mr. Kalinski has been vice president for corporate development planning of International Basic Economy Corp., New York, and before that was with Vertol Aircraft Corp. and the Pereira & Luckman firm of architects.

Officials declined to disclose details of the CBS Inc. meeting except to say it ranged over "all phases of the company's future plans and prospects." Asked whether discussions included the much-speculated question of a CBS merger, an official said only that "you can't very well have a meeting like that without talking about your diversification program."

The meeting was held from Sunday evening (June 5) through Tuesday afternoon (June 7).

A divorce in Syracuse

One ch. 9 applicant says some of other seven are guilty of misconduct

The eight applicants for channel 9 Syracuse who have been operating a station on an interim basis since September 1962 have had a falling out. One of them, Syracuse Television Inc., asked the FCC last week to add issues in the hearing to determine whether the manner in which the station was operated reflects adversely on the other seven.

Syracuse charged that officers of three of the companies who constituted an executive committee that supervised the operations of WNYT-TV were guilty of such misconduct as to raise questions as to their qualifications as well as of the applicant corporations they represent.

Syracuse also charged that the "apparent indifference" of the directors representing all of the applicants, except Syracuse Television, "amounts to condonation and ratification" of the executive committee's "misconduct" and warrants the addition of character issues against them.

Syracuse said that as a result of the executive committee's misconduct, "the funds and property of the interim corporation were squandered, grossly mismanaged and wasted." Syracuse put the total "waste" at more than \$200,000. Syracuse has brought a civil suit against the corporation in the New York State Supreme Court in Onondaga county.

Syracuse accused the executive committee of failing to provide "even minimal supervision of cash disbursements and withdrawals," of condoning "improvident expense accounts and salary expenses for key officers and employees," of failing to supervise trade deals and of condoning "the diversion of specific funds for noncorporate purposes."

Executive Committee ■ The executive committee members named are T. Frank Dolan Jr., of W. R. G. Baker Radio and Television Corp.; Asher S. Markson, of Onondaga Broadcasting Inc. and Edward Eagan, of Salt City Broadcasting Corp. The four other corporate applicants are WAGE Inc., Syracuse Civic Television Association Inc., Six Nations Television Corp., and George P. Hollingbery.

The seven have asked the FCC to approve a merger and pay-off plan they said would end the contest for the channel that has been underway since 1962. The agreement provides for an award

of the grant to a new corporation composed of five of the applicants—Baker, Onondaga, Six Nations, Syracuse Civic and Salt City—with the remaining two dropping out and being reimbursed for their expenses in prosecuting their applications (BROADCASTING, June 6).

The seven told the commission they had been unable to come to terms with Syracuse Television for its entry into the agreement. They said Syracuse Television wanted a larger share of the proposed corporation than they would offer and that it refused a reimbursement offer of up to \$125,000 to drop out of the contest.

New UHF granted in St. Louis

Grant of a new channel 30 station in St. Louis was made last week by the FCC to Greater Saint Louis Television Corp. The station will operate with an effective radiated power of 871 kv visual and 87.1 kw aural.

Corporation officers are President Boyd W. Fellows, broadcaster with diverse interests in St. Louis and Washington; Vice President John C. Butler, eastern broadcasting time sales manager of Peters, Griffin, Woodward Inc.; Secretary John W. Dean III, minority counsel for the U. S. House of Representatives Judiciary Committee; Treasurer Benjamin F. Davis, dentist, banker and president of real estate and crude oil firms; James A. Butler Jr., leather broker and treasurer, director of WEV St. Louis; Ronald J. Coleman, direct and proprietor of advertising agency and president of equipment leasing firm; Dr. Richard K. Danis, physician; Mrs. John C. Butler, housewife; Mr. John W. Dean III, housewife; and Mr. Thomas C. Hennings Jr., partner in Missouri farming enterprise. Each has a 10% interest in the company.

Moore, Gilbert to greet primary affiliates

The annual meeting of ABC-TV officials and executives of the network's primary affiliate stations will be held in Los Angeles at the ABC Television Center, starting today (June 13) and ending Wednesday.

Thomas W. Moore, president of ABC-TV, and John O. Gilbert, vice president in charge of affiliate relations, will welcome station officials. ABC-TV executives will address the meeting on plans for next season in the areas of nighttime and daytime programming, news and special programming, sport programming, research, sales, and public relations and planning.

Now hear this: Ideas build profits

That's the central theme developed

at fifth of NAB's radio program clinics

The message got through loud and clear to more than 120 broadcasters in Tarrytown, N. Y., last week: Radio is building on new ideas and because of them it's increasing its profits.

This note was the strongest played throughout the fifth National Association of Broadcasters radio program clinic held Monday and Tuesday (June 6-7) on the periphery of the metropolitan New York area.

As in the clinics held previously, the Tarrytown sessions covered radio's new and changing sounds and the continued growth of such areas as FM, sports, news and syndicated programing. Most broadcasters in attendance and several of the speakers represented stations in the New England and Middle Atlantic states.

Mr. Broadcaster, if you play modern music, duck. You're bound to become involved intimately with your audience and to become inundated by audience response: letters, phone calls, tours, requests for appearances, calls to trace lost dogs, help a local charity or a freshman write a term paper on radio and so on.

This in effect was the introduction by Perry B. Bascom, general manager, WBZ Boston, in his talk on modern music, which, he said emphatically, is here to stay. As for the audience, "we're happy that they rely on us. We welcome it."

He observed that music is lumped as "rock 'n' roll" by those who describe music they don't like, but the music they prefer might be called by a more palatable name such as jazz, swing or "even modern music."

Recounting what else a station means to a community other than a vehicle for entertainment, Mr. Bascom mentioned strong station personalities, talk shows, news and public affairs and especially editorializing, news specials and documentaries, all of which combine in a community involvement.

Rule Breaker ■ How WPAT-AM-FM Paterson, N. J.-New York "breaks every so-called 'rule' of modern commercial programing" and yet wins acceptance, sponsor money and praise was the subject of a talk on "beautiful music" by Dan Weinig, vice president and general manager.

He said WPAT's programing (begun in 1954) was created to interest "a

specific homogeneous portion of the sprawling, polyglot New York radio audience." Mr. Weinig explained how the station makes the audience feel it is special or select and a part of a way of living that is "higher-quality living." Though money-making is important, Mr. Weinig said, a station must foremost have a "sense of purpose, a reason for existing." WPAT, which programs "good music" (he defined its use on WPAT as "the very best in all musical idioms") in continuous, uninterrupted 15-minute and half-hour segments throughout the broadcast day, believes a station "must offer something otherwise unavailable to its audience; it is the market the station serves that knows best what's right for it."

WPAT helped build FM, he said, but now finds itself on the horns of a dilemma in deciding how to separate FM and AM programing to abide by the FCC's 50% nonduplication rule.

Dollars in Sports ■ Sports spell profits in radio. That was the dollar-studded message delivered by Bert S. West, vice president and general manager of KVI Seattle. He presented a detailed analysis of the costs for game rights and traced costs of rights and the profitable return expected by several Golden West Broadcasters stations including KVI. "Rights go up every year but so do profits," he said, noting that KSFO San Francisco will receive about two-and-a-half times as much as the \$500,000 it paid for radio rights to the San Francisco baseball Giants, and KMPC Los Angeles about two-and-a-quarter times its \$750,000 rights costs for the Cali-

fornia Angels.

Stations each year, he said, are getting sales-wiser. They don't go to the timebuyer but to the top agency executive and if necessary to the client. He said most of the five and six-figure sportscast sales are with the client and that many an agency is "cool" while the client believes a particular sportscast "is the most exciting thing in life, next to the kind of sport promoted in *Playboy* magazine."

The terms "new" and "profits" were used liberally to describe what's up front in radio syndicated programing. Broadcasters have shown a need for new programing and today's syndication market, said Marvin Grieve, sales manager of ABC Radio's special program features service, shoots for "today's audience and accurately reflects the modern tastes and the modern sounds that distinguish 'modern' radio from its antecedent 'soap opera' radio and from the competitive media that have become bogged down in repetitive formats and constant variation on the same old themes."

J. Shea Peebles, director of sales, Hartwest Productions Inc., pointed up the sales success of *The Joe Pyne Show* (taped in Los Angeles and distributed by Hartwest) that he said has been purchased by more than 200 stations. The show, he emphasized, entices "once passive listeners" to become active participants in a "dialogue of modern ideas."

Upbeat FM ■ FM was covered by Lynn A. Christian, station manager, WPIX-FM New York, who feels "FM radio is a happening" and FM stereo "the greatest thing that ever happened to broadcasting." He followed the superlative with some advice: Broadcasters who own both AM and FM ought not have them compete, FM should have a separate identity in call letters,

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14 million saw Gemini's landing

An estimated nationwide audience of 14 million persons in the U. S. viewed the safe landing and recovery of the Gemini 9 astronauts last Monday (June 6), marking the first time that a space capsule's safe return to earth was telecast.

The estimated audience was based on national Arbitron figures for the period 10:30-11 a.m. with the recovery beginning at 10:50 a.m. According to Arbitron, NBC-TV's

coverage represented a 52% share; CBS-TV, 29% and ABC-TV, 19%.

CBS and ABC provided selective coverage on TV and radio of the flight which began on Friday (June 3), concentrating on key events, such as the launching, the space walk, and the splashdown. NBC-TV supplied more extensive coverage of the mission remaining on the air for longer periods for its presentation of vital phases.

on-air staff and promotion and AM salesmen shouldn't be selling time on the FM.

Richard Jackson, WBEC Pittsfield, Mass., told how WBEC employs its two-man news staff and has added programming to beef up the news operation and quicken community interest in a small but news-competitive market. WBEC added frequent beep and actuality reports, a call-in program, three editorials weekly that Mr. Jackson delivers and are broadcast at the rate of six times a day, a *Town Topics* weekly 25-minute interview show, and, most important, put local news on every hour throughout the day. With the scheduling, the station installed new equipment for mobile and instantaneous news coverage, Mr. Jackson explained.

A discussion of news and public service by Dominic Quinn of WEEI Boston, heard at earlier clinics, was repeated. He was joined by Paul Marion of WBT Charlotte, N. C., who detailed his station's news and public service efforts in a coverage area that spills substantially into the neighboring state of South

Carolina. Because of the two-state coverage factor—Charlotte is located close to the state line—the station, he said, covers local news activities of both states with reporters assigned to each state capital.

He said the news department is combined, serving both WBT and WBT-TV. In addition stringers are employed in each of 40 counties served and "almost full-time correspondents" in Raleigh, Columbia, Chapel Hill and Washington. Also described was WBT's public affairs department that was separated from programming in 1962 as a result of the station's success with a weekly radio commentary series, *Radio Moscow*, begun in 1959.

The beat of country music was supplied by Dan McKinnon, president and general manager, KSON San Diego, who had appeared at earlier NAB clinics in the past month.

Later in the week the clinics concluded in Fort Lauderdale, Fla., with 50 broadcasters making appearances in the wake of Hurricane Alma. Because of delays in reaching Fort Lauderdale

that meeting opened Thursday (June 9) with a two-and-a-half hour impromptu session on how to cover hurricanes, local news and storm coverage in general. Many of the participants in that session were broadcasters who had just concluded all-night storm coverage on Florida's west coast and had arrived at the clinic with little if any sleep.

To the broadcasters who did make it to Fort Lauderdale (there were 25 who were unable to get in) NAB said it is "awarding the Order of the Bent Palm" for having gone through 90-mile an hour winds, flooded roads and buckets of rain "above and beyond even FCC expectations."

Newsman await Scranton on Pa. news roadblock

Newsman in Pennsylvania are waiting for assurances from the governor, state justice department and the state police that there will be no more instances of state police erecting a "press only" roadblock. Admission of such a roadblock came from two state policemen at a June 3 hearing where Ron Stephenson, news director of WJAC-TV Johnstown, Pa., was found guilty of failing to obey a lawful order.

Newsman had been banned from using a highway in the final hours of last month's manhunt in Shade Gap, Pa., for a kidnapper-killer. When Mr. Stephenson attempted to use the road after public and commercial traffic was allowed to go through he was arrested (BROADCASTING, June 6).

At the hearing before Justice of the Peace Sally Mumma at Burnt Cabins, Pa., Mrs. Mumma ruled that the roadblock and Mr. Stephenson's failure to comply with the order were not relevant to the case.

Other officers at the hearing testified that some civilian and commercial traffic had been allowed to pass the roadblock while it remained in effect for newsmen. Lieutenant Stanley Kramer, who had been assigned to investigate the arrest, testified he had never before heard of a roadblock designed only for the news media.

Lantz Hoffman, news director of WFBG-TV Altoona and president of the Pennsylvania News Broadcasters Association, said the problem has been tossed in the lap of Governor William Scranton. He said PNBA is protesting the "discriminatory nature" of the roadblock and has requested an investigation by the state justice department into the legality of such a blockage.

The association, he added, is waiting for a reply and isn't "badgering the governor yet." PNBA wants "assurance" this will never happen again, he said.

King Broadcasting sets up production company

In a surprise move that reportedly represents a major investment the company, King Broadcasting Co., Seattle, last week formed a separate production division. The new operation, to be located in Seattle, will produce documentaries, film features, TV commercials and other film products aimed for national distribution.

KGW-TV Portland, Ore., a King Broadcasting-owned station, will supply the primary management and production talent for the production unit. Walter E. Wagstaff, station manager of KGW-TV since 1956, has been appointed business manager with Roger Hagan, business manager of *Seattle* magazine, King Broadcasting's monthly publication, named general manager of the division. Robert McBride, KGW-TV's director of special features, will be production manager of documentaries. Ralph Umbarger, director of photography for KING-TV Seattle, will be production manager of industrial films and television commercials.

Besides KING-TV and KGW-TV, King Broadcasting owns and operates AM radio outlets in both Portland and Seattle, as well as an FM station in the latter city. The station group organization also is a majority owner of KREM-AM-FM-TV Spokane, Wash.

Erroneous report brings little reaction

Television and radio stations across the nation broadcast an erroneous report last Monday (June 6) that civil rights worker James H. Meredith had been shot to death, but network officials said later that audience phone calls received in New York were far more concerned with Meredith's condition than the error.

Millions in network and local audiences were told Mr. Meredith was dead, based on an Associated Press bulletin issued at 6:33 p.m. EDT, June 6, the day of the shooting near Hernando, Miss.

The correct information that Mr. Meredith was wounded—and not killed—issued from AP at 7:08 p.m., in time for the networks to correct themselves on the principal evening news programs.

However, many stations began to qualify the AP report around 7 p.m. because of United Press International reports indicating that Mr. Meredith was wounded but alive.

At 6:16 p.m. UPI had issued a report from its three men on the rights walk with Mr. Meredith that quoted the

Negro leader speaking after he was shot. At 6:58 p.m. UPI quoted the director of Gaston hospital, Memphis, as saying Mr. Meredith was admitted but his wounds did not seem serious. At no time did UPI report him dead.

Some stations carried only the UPI report.

On Tuesday (June 7) AP issued a formal apology to its clients, particularly to the broadcast media. The statement explained that a reporter with AP's Memphis bureau about six months had misunderstood a telephoned report from a local reporter at the shooting scene.

WNYC-TV plans for UHF program exchange

The country's only municipally owned-and-operated TV station, WNYC-TV New York, begins its fourth year on the air next fall with plans for an exchange of programs with other UHF outlets, an expansion into color transmission and an extension of live and taped coverage of city-oriented news.

Seymour N. Siegel, director of communications for the City of New York, who supervises activities of WNYC-AM-FM-TV, said last week that UHF stations in various parts of the country have asked for TV programs dealing with various aspects of municipal management. Exchanges already are set with WFLD(TV) Chicago, WIBF-TV Philadelphia and WIPR-TV San Juan, P. R.

WNYC-TV will transmit color via slides, film and tape this fall, Mr. Siegel said, and hopes to originate live color program in six months to a year. The station is accelerating coverage of city events and is adding a mobile unit for the fall.

WNYC-TV is on the air for 65 hours a week, and operates with a budget of approximately \$500,000 a year.

RKO General expects big lineup for fight

A lineup of some 100 TV stations in the U. S. is expected to book the July 13 world middleweight championship fight between Emile Griffith and Joey Archer, it was estimated last week. To date, 55 stations across the country, in addition to six RKO General Broadcasting-owned outlets, have signed to carry the fight telecast in color.

RKO General Sports Presentations, an RKO General Broadcasting operation, is producing the telecast in conjunction with Madison Square Garden.

Advertising sponsorship for the fight has not been announced.

Fewer local hours than CBS thought

CBS last week scaled down the number of hours it says are available on affiliated and nonaffiliated television stations for syndicated programming.

The network in reply comments filed in the FCC's proposal to limit network ownership of television programs two weeks ago, had said the time available had increased from 6,700 weekly hours (3,819 weekly hours 7-11 p.m.) in 1959 to 9,709 weekly hours (6,199 weekly hours 7-11 p.m.) in 1966 (BROADCASTING, June 6).

But last week, in a correction filed with the commission, CBS said it arrived at those figures by inadvertently counting time on educational as well as commercial stations. Revised calculations, it said, show the time increased from 5,475 weekly hours (2,839 weekly hours 7-11 p.m.) in 1959 to 5,719 weekly hours (3,205 weekly hours 7-11 p.m.) in 1966.

The network cited the increase in time available for syndicated programming in opposing a proposal of Westinghouse Broadcasting Co. to limit the amount of programming stations could take from their networks.

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Mixed feelings on football merger

NBC apparently is satisfied as its AFL gets recognition from NFL, but CBS is glum about the whole deal

"We're not ecstatic about it." That was CBS Sports Vice President Bill MacPhail's reactions to the merger announcement by the American and National Football Leagues last week.

The network feels the value of its football contract with the NFL has been seriously compromised and CBS lawyers were busy wondering if they had legal recourse for their complaint.

CBS-TV is paying the NFL \$18.8 million a year for regular and preseason games over the next two years and \$2 million a year for the league's championship game. In addition it is spending about \$700,000 for the NFL Pro Bowl and Playoff Bowl.

The leagues intend to merge in 1970 after CBS's agreement with the NFL and NBC's five-year, \$36 million contract with the AFL have expired.

But there are already plans for inter-league championship games starting next season, and this had CBS especially upset. As a television attraction the National Football League schedule has enjoyed dominance over that of the rival AFL.

Referring to the NFL championship game, Mr. MacPhail said: "We paid a lot of dollars for it but what we're getting is not what we paid for. It's not the championship game anymore. I imagine they're jumping up and down with glee over at NBC."

Satisfaction was in fact apparent at NBC. Carl Lindemann, vice president of NBC Sports, indicated pleasure with the planned union of the two leagues. "This bears out our belief of long standing that both leagues are on a full parity," he said.

Mr. MacPhail indicated CBS-TV would probably carry NFL games in 1968 under an option agreement with the league that follows its firm two-year contract, but that new problems had been raised in this connection by the leagues' sudden merger announcement.

A Toss Up ■ Neither the leagues nor the networks would speculate on how the new inter-league championship game would be sold to television. It was suggested that CBS and NBC, by virtue of their current NFL and AFL contracts, might both have some claim already to the new postseason games.

No date has been set for the AFL-NFL contest but an NFL spokesman thought it might be played Jan. 7, one week after the NFL's championship game.

With present expansion plans under way in both the NFL and AFL, the new

league will comprise at least 26 teams by 1970, possibly 28 teams. How a 26-team league would sell its schedule to television is another question left unanswered.

NBC Sports Vice President Lindemann doubted one network would want to take on the whole package. He explained pickup costs alone would run to more than a half million dollars a weekend for the 13 originations that will be involved. There can't be fewer pickups than that he said because each city has to have its away games telecast back to its home territory.

At CBS Mr. MacPhail said he doubted a single network could handle the job. He thought it would take at least two networks with an agreement between them to telecast their games at different hours.

Growing threat of writers' strike

A strike of television writers loomed closer last week, with the expiration of the work contract between the Writers Guild of America West and the three TV networks and major and independent film producers scheduled for June 15. As the deadline neared, writers who fill other television positions as well, writers-producers, writers-directors and writers-actors (the so-called hyphenates) were indicating that they may defy a guild ultimatum that threatens fine or expulsion if, in the event of a strike, they cross picket lines.

What the hyphenates are demanding—there are a total of 147 of them in the WGWA—is a thorough airing of their legal rights in the event there is a strike. When announcing its action concerning the hyphenates earlier this month (BROADCASTING, June 6), the guild defended it by saying its 22-week strike in 1960 against the networks and producers had been considerably weakened because members had crossed picket lines to nonwriting jobs.

Meanwhile some progress was reported in the WGWA's negotiations with management. The guild reportedly has cut its demands for minimums. The current scale is \$1,270 for a half-hour script and \$2,310 for an hour program. Originally, the WGWA was asking for a 100% increase, or double the current minimum. The writers are

seeking a residual format similar to the one the Screen Actors Guild has with management. The actors are paid residuals on the basis of percentages of minimum compensation, while the writers currently get a royalty payment when their work is rerun.

Bills would reduce UHF blackout areas

Like the knothole gang member who finally gets a ticket to the game, UHF television stations, through congressional legislation, may get the opportunity to increase their coverage of professional sports.

A pair of Ohio congressmen have introduced identical bills that would reduce the sports blackout area from 75 to 40 miles for UHF stations. The measures, proposed by Representatives Michael J. Kirwan (D-Ohio) and Frank T. Bow (R-Ohio) would accomplish this by amending the antitrust laws. The bills have the dual purpose of enhancing the public's opportunity to view the games and fostering the growth of UHF stations.

The bills would authorize leagues of professional football, baseball, basketball and hockey teams to sell rights to their games except within the home territory of a team when the team is playing a home game. However, the exception would not apply to a UHF station whose transmitter is located more than 40 miles from the main post office of the city of the game site.

According to industry sources the reduction of the mileage limit is a candid admission of the smaller coverage area of UHF stations. However, it is close to the 45-mile limit governing collegiate sports.

The legislation is a result of steps taken by Warren P. Williamson, of WKBN-TV Youngstown, Ohio, to obtain such relief. The station would thus be permitted to carry both Cleveland and Pittsburgh sports contests since they both fall within its area.

A study made for the congressmen of the conditions nationally indicates there are now 73 UHF permits assigned that are within 75 miles and more than 40 miles from major-league team cities in such sports. Eleven are currently operating and seven more have construction permits.

Film sales . . .

Burke's Law (Four Star International): WFMJ-TV Youngstown, Ohio; WJRH-TV Atlanta; WGN-TV Chicago; KPFA-TV Amarillo, Tex.; KTAR-TV Phoenix-Mesa; KTVU(TV) Oakland-San Fran-

cisco, and KVOs-TV Bellingham, Wash.

Series IV (Roberts & Barry): WCBs-TV New York; WCAU-TV Philadelphia; WBBM-TV Chicago; WHEN-TV Syracuse, N. Y.; WYTV(TV) Youngstown, Ohio; KMOX-TV St. Louis; KNXT(TV) Los Angeles, and CKLW-TV Windsor, Ont.-Detroit.

Series V (Roberts & Barry): KFRE-TV Fresno, Calif.; WNHC-TV New Haven, Conn.; WBNF-TV Binghamton, N. Y.; WYTV(TV) Youngstown, Ohio; WFBG-TV Altoona, WFLI-TV Philadelphia, WLYH-TV Lancaster-Lebanon, WSBA-TV York and WHP-TV Harrisburg, all Pennsylvania.

Firing Line with William F. Buckley Jr. (RKO General Productions): KPHO-TV Phoenix.

Top Time Feature Film (package) (Embassy Pictures TV): KOTV(TV) Tulsa, Okla., and KXTV(TV) Sacramento, Calif.

Incredibly Strange Creatures (National Telefilm Associates): KCPX-TV Salt Lake City and WGHP-TV High Point, N. C.

Ten Outdoor Action Features (National Telefilm Associates): KPTV(TV) Portland, Ore.; KOCO-TV Oklahoma City, and KGMB-TV Honolulu.

Majesta Color and Horror Six (National Telefilm Associates): WGHP-TV High Point, N. C.

Duel In The Sun and Ruby Gentry (National Telefilm Associates): WOW-TV Omaha.

Of Land and Seas (Olas Corp.): KPLR-TV St. Louis.

Gigantor (Trans-Lux): KHTV(TV) Houston.

Top Draw (Trans-Lux): WJCT(TV) Jacksonville, Fla., and WDBJ-TV Roanoke, Va.

Captain Fathom (TV III): WGN-TV Chicago; KWGN-TV Denver; KOMO-TV Seattle; KSL-TV Salt Lake City; WECO-TV Pittsburgh; KBAY-TV San Francisco; KJDO-TV Houston; WDHO-TV Toledo; WSCO-TV Newport, Ky.-Cincinnati, and WATL-TV Atlanta.

NBC-TV signs another program producer

Producer-director Danny Arnold, who helped put *Bewitched* and *The Wackiest Ship in the Army* on the air for Screen Gems Inc., signed last week to develop three series for NBC-TV. Mr. Arnold has formed his own production company, Four-D Productions, and will

operate out of Hollywood. Four-D Productions also will develop series and feature-film properties for companies other than NBC-TV.

The commitment with Mr. Arnold is the fifth such tie-up NBC-TV has negotiated in recent weeks. Previously the network signed program development contracts with producers Norman Felton, David Dortort, Sheldon Leonard and Bob Finkel. Unlike the Arnold agreement, however, these deals were for long-term (about four years) exclusive program commitments.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WMPL Hannock, Mich.; KRCO Prineville, Ore., and WWNR Beckley, W. Va.

30 Hours of Christmas (Triangle): KOLY Mobridge, S. D.; WDW Dowagiac, Mich.; WXVA Charles Town, W. Va.; KFIZ Fond du Lac, Wis., and KDOV Medford, Ore.

Program notes . . .

Civil rights reports ■ To service its predominately Negro audience, WLIB New York, sent two officials, Harry Novik, general manager, and Bill McCreary, news director, to Washington to cover the White House conference on civil rights held after the Memorial Day weekend. Both live and tape coverage included two broadcasts of President Johnson's address, one a taped repeat at the urgent request of listeners, WLIB reported last week. Also broadcast was a live report in full of Vice President Humphrey's talk before the conference as well as other speeches and coverage of the various events.

Radio to TV via movies ■ A famous radio program is coming to TV via the medium of motion pictures. This around-the-horn transition was an-

nounced last week by Universal Television. Involved is *I Love a Mystery*, long-time radio serial created by Carlton E. Morse. Writer-producer-director Leslie Stevens has been signed by Universal to convert the radio program into a two-hour feature film for presentation on television. In addition to being produced as a full-length feature, *I Love a Mystery* will be used as a pilot for a projected new series for the 1967-68 season.

Siberian life ■ NBC News will focus on Soviet citizens pioneering the enormous wealth of Siberia, Wednesday, July 20 (9-10 p.m. NYT) in a color special, newly titled, *Siberia: A Day in Irkutsk*. George Vicas, head of NBC News' European production unit, produced the program inside Siberia.

In the works ■ Four TV properties are being developed by Goodson-Todman Productions for the 1967-68 network season. The series are *Mastermind*, a one-hour adventure series for CBS-TV, starring Michael Dunne as the world's greatest detective; *Borderline*, a one-hour western for CBS-TV; *Dinosaur Trail*, a one-hour action series for NBC-TV, and *Rhubarb*, a half-hour situation comedy for ABC-TV.

UPI service ■ H & B American Corp., group community antenna television system operator, has signed for Viking Inc.'s Newsarama, a 24-hour UPI news service, for its Muscle Shoals, Ala., system.

Writers signed ■ Twentieth Century-Fox Television has signed 17 writers to create original film plays for its new half-hour series, *The Man Who Never Was*. The production, which is being made by Palomino Productions in association with 20th Century-Fox, starts shooting in Munich, Germany, where the pilot was filmed. It stars Robert Lansing and Dana Wynter and will make its network debut this fall in color over ABC-TV.

Newcomers' luck ■ Newly formed

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Word from the top to all courts: Cut out 'carnival' coverage

Newsmen, including TV and radio reporters, can expect more stringent measures to control their coverage of criminal trials, following the overturn last week by the U. S. Supreme Court of the murder conviction of Dr. Sam Sheppard.

The high tribunal told the state of Ohio that Dr. Sheppard had not had a fair trial when he was convicted of murdering his wife in 1954, all because of publicity surrounding his arrest and trial.

The opinion, to which only Associate Justice Hugo Black dissented (without a statement), strongly deplored the activities of newspaper and TV and radio newsmen in their coverage of the apprehension of Dr. Sheppard and his trial. It ruled that the Cleveland osteopath must be set free or speedily given a new trial.

The Supreme Court decision was written by Associate Justice Tom Clark and was aimed principally at newspaper stories and editorials on the notorious murder and the trial of the slain woman's husband. Television and radio, however, did not escape mention. Justice Clark seemed particularly disturbed by the fact that WSRS Cleveland (now WJMO Cleve-

land under new ownership) was permitted to establish a broadcasting facility in the courthouse, in a room next door to the room used by the jury during recesses. He noted that broadcasts were made from the station's room throughout the trial and while the jury reached a verdict.

He also mentioned in criticism that WHK Cleveland carried a live debate by a panel of newspaper reporters on the questioning of prospective jurors; a broadcast by Robert Considine, also over WHK, and a report broadcast by Walter Winchell over WJW and WXEL(TV), both Cleveland.

The principal criticism in the Supreme Court's decision was directed at the inability of the trial judge to control news reporters and photographers during the trial. It was noted that reporters and cameramen thronged the corridors of the courthouse interviewing and photographing the defendant, witnesses, counsel and jurors whenever they entered or left the courtroom.

In referring to the "carnival" atmosphere during the trial, Justice Clark observed that on one occasion a TV station carried "a staged interview" of the judge as he entered

the courthouse.

He found it reprehensible that the judge permitted a press table to be installed inside the bar of the court, and that most of the public seats in the courtroom were assigned to newsmen and to TV and radio reporters and their equipment. TV coverage, as well as photography were permitted only before and after the court sessions, and during recesses.

In discussing the steps that should have been taken by the trial judge, Justice Clark suggested:

- Limitation on the number of reporters.
- Prohibition against newsmen inside the bar of the court.
- Regulation of the conduct of newsmen during the trial and during recesses; also in the courtroom and in the courthouse.
- Insulation of witnesses and jurors from newsmen and from reading or listening to news about the trial.
- Control by the court of comments and discussions of the trial by police officers, prosecution and defense counsel, witnesses and other court attendants.

production team of Norm Stevens and Ted Devlet report they have an agreement with CBS-TV to develop *The Luck of Ace Deuce*, a situation comedy series to deal with a misfit World War I fighter squadron. Gary Belkin will write the pilot script. William Morris will represent them. They also own DVI Films, New York, a TV commercial production firm.

New home ■ Jayark Films Corp., New York, and four wholly owned subsidiaries have moved to 10 East 49th Street, New York 10017 (Phone: 751-3232). The subsidiaries are Jayark Instruments Corp., Jayark Medical Films, Colorama Features and United States Pictures.

Name changes ■ ABC-TV has changed the titles of two of its new fall series: *Men Against Evil*, half-hour detective series starring Howard Duff and Ben Alexander, now will be called *The Heavy Squad*. The program will be shown in color on Mondays, 9-9:30 p.m. *Them Monroes* will be called *Wild Country*. The hour series, which is a Qualis Production in association with 20th Century-Fox TV, will be seen in color on Wednesdays, 8-9:00 p.m.

TV projects firm ■ Richard Adler,

composer, lyricist and producer, has formed a TV production company, Richcrisand Inc., 120 East 56th St., New York. Mr. Adler, with seven TV staff members, is working on "Olympus 7-0000," scheduled for ABC-TV's *ABC Stage 67*, and plans other TV works.

In daytime ■ New show, *The Newlywed Game*, goes on ABC-TV at 2-2:30 p.m. EDT replacing the dramatic series, *Confidential Women*, effective July 11. The new game show is produced and directed by Bill Curruthers.

Mussolini film ■ Triangle Stations has acquired for syndication "Blood on the Balcony," a documentary film on the life of Benito Mussolini. The motion picture, produced and directed by Roberto Rossellini, was produced 15 years ago but seen only once in the U. S. in a special New York movie theater run. Gunnar Back of WFIL-TV Philadelphia, will supply the narration for the film. It's Triangle's 25th property on the company's syndication list.

Tragedian Poitier ■ NBC-TV has scheduled a two-hour Shakespearean special, "Othello" for next season with Sidney Poitier in the title role and George C. Scott as Iago. Producers David Susskind and Daniel Melnick,

who made CBS-TV's "Death of a Salesman," will handle production of the program.

NBC on ice ■ NBC-TV will present as a one-hour color special early next year, the Ice Capades of 1967. The program will be a David L. Wolper Production. An NBC-TV spokesman said the special is the first of a projected one-a-year Ice Capades series.

Soccer from London ■ NBC-TV will present the World Cup soccer championship match in special telecast via Early Bird satellite from London on July 30 (12-2 p.m. NYT). Play-by-play will be provided by NBC sportscaster Jim Simpson.

Drag format ■ The National Tape Network, P. O. Box 11162, Indianapolis, has introduced a series of tape-recorded radio programs devoted exclusively to drag racing. National Tape produces, distributes and promotes radio programs on news, sports and special events. The new series, called "Let's Go to the Drags," marks the company's entry into the field of sports programming. It is available on five-minute and one-minute tapes, or any combination of the two formats.

Macleans gives prizes for best ad-lib ads

Gary Stevens, WMCA New York personality, has won first prize, and Jim Stagg and Jim Runyan, both WCFL Chicago, second and third prizes in a recent radio salesmanship contest sponsored by Macleans toothpaste.

The three winners were picked for presenting the best live ad-lib commercials for Macleans during a radio campaign including personalities from over 30 radio stations in 25 top markets.

Mr. Stevens's prize was a new Comet Cyclone GT automobile. Messrs. Stagg and Runyan each received a surfboard with a sail, manufactured by Alcott Inc., Waterbury, Conn.

WROP Hartford, Conn., was chosen to receive a plaque for the best mechanizing activities on behalf of the toothpaste.

The contest was instituted by Kenyon & Eckhardt, New York, agency for Beecham Products, Clifton, N. J., manufacturers of Macleans.

ABC agency tour starts soon

For the fifth consecutive year, officials of the ABC owned television stations and of ABC Television Spot

Sales will make a cross-country tour to give presentations before advertising agencies in five leading cities. The presentations will be held under the auspices of KABC-TV Los Angeles on Wednesday (June 15); KGO-TV San Francisco on Thursday; WABC-TV New York on June 20; WXYZ-TV Detroit on June 22 and WBBK-TV Chicago on June 23.

Drumbeats . . .

Sales grant ■ The Sales Promotion Executives Association, New York, has established a \$1,000 or more Stanley Goodman Grant for presentation each year to a student. Recipients will use the money to develop original sales promotion projects. The grant was named to honor Stanley Goodman, of Elliot, Goodman & Russell, former SPEA international president (1962-64).

Speaking stars ■ A two-disk album, "The Stars Speak for Radio," has been issued by the National Association of Broadcasters. The album features 22 recording artists and network personalities extolling the medium and its services to the public.

Radio push ■ A one-hour program put on by 21 Washington area radio stations to promote their product

generically is being offered to anyone interested in learning how cooperation sounds. The show covering radio's past and present was produced by Rodel Audio Services Inc. and was presented as part of the Radio Day luncheon of the Washington Ad Club. No one station received direct mention, but the off-air cuts of all of them were featured in the production. Tapes of the program are available free from Rodel at 1028 33rd Street, N. W., Washington 20007.

Continuing aid ■ WPDX(TV) New York, has reported that its contributions to WNDT(TV) Newark, N. J.-New York, noncommercial station, now total \$250,000 since its first contribution made in 1962. Station has been making annual contribution of \$50,000 yearly.

WFBM-TV, WSB picked

WFBM-TV Indianapolis and WSB Atlanta have won the third annual Mayors' Awards competition to promote local community service programming. The awards, presented in Dallas last week, are co-sponsored by the U. S. Conference of Mayors and the Broadcast Pioneers. Honorable mentions in the competition went to: WJMX Florence, S. C.; KABC Los Angeles; WFIL-TV Philadelphia, and KTWO-TV Casper, Wyo.

WLAC-TV ballyhoo heralds Katz move

The staff of The Katz Agency, Chicago, showed up at work last Monday morning still a little weary from chores involved in the representative's weekend move from the Prudential Building to the Equitable Building. But they were caught by surprise by the "TV spectacular" produced by the sales staff of WLAC-TV Nashville, a Katz client.

Two big signs, 70 feet long and erected on the roof of a warehouse across the street, proclaimed: "Congrats Katz from WLAC-TV you all." Next waiters from the Wrigley Building Bar and a four-piece banjo band from Chicago's Red Garter descended on Katz headquarters. Mint juleps in engraved pewter cups were served as preluncheon cocktails.

As an added bit, WLAC-TV purchased a variety of congratulatory messages on the illuminated news signboard at the south end of the Michigan Avenue bridge.



L to r: Robert Rhode, TV sales manager, Midwest-West stations, Katz Chicago office; John Roberts, sales manager, Katz radio, Chicago; Alan Axtell, manager, Chicago Katz office; Harold Crump, general sales manager, WLAC-TV Nash-

ville; Tom Ervin, assistant national sales manager, WLAC-TV; Bill Lee, manager, radio, Katz, Chicago; Joe Hogan, TV sales manager, East-South stations, Katz, Chicago. Background: Banjo band from Red Garter.

Color TV sales unpredictable

EIA head says they continue to outstrip all industry estimates

"Color television has confounded the forecasters even after they have raised their estimates several times," Dr. Harper Q. North, president of the Electronic Industries Association, said last week in his report to EIA's 42d annual convention at Chicago.

EIA agrees with industry estimates that color-TV sales this year will total 5.4 million sets, double the 1965 record, Dr. North said.

"Thus far, moreover, monochrome sales have been holding their own in the face of competition from color," he reported. Dr. North (vice president of TRW Inc., completed his second term as EIA president last week and is succeeded by Robert W. Galvin, chairman of Motorola Inc. (see page 78).

Factory sales of all electronic products in the U. S. are expected to reach \$19.3 billion this year for the greatest annual dollar increase in history, Dr. North said. The sales jump is 11.5% over 1965. The consumer electronic products estimate shows the largest increase for 1966, up 20.7% to a total of \$4.43 billion.

He also reported progress in discussions looking toward the formation of a new inter-industry federation that would merge the EIA with three other groups: The Aerospace Industries Association, National Electrical Manufacturers Association and the National Security Industrial Association. Many EIA members belong to all of these groups and their interests overlap.

Richard Block, vice president and general manager of Kaiser Broadcasting Stations, told a meeting of the EIA consumer products division that his group's venture into the operation of UHF stations is making progress on the basis of being strong local "independent stations" like WGN-TV Chicago or WPIX (TV) New York without reference to UHF. He sees a station's own personality as its greatest strength in the growing multiple-station markets whether UHF or VHF.

Mr. Block feels that recorded name talent program segments, sort of like "television records," will evolve nationally and stations will use these as

radio has used records, gaining individual identity through local personalities and packaging. Although he sees frequent special-event network innovations, Mr. Block doesn't foresee any major new fourth network of the scope of the present three in TV.

Kaiser Stations now on the air include WKBD(TV) Detroit and WKBS(TV) Philadelphia. The group's channel 52 at Corona, Calif., takes the air this Wednesday as the Los Angeles area's 10th station.

EIA also announced it will hold its own consumer products trade show in New York in 1967 and some 300 manufacturers will exhibit their radio-TV, phonograph, hi-fi and tape recorder wares. The show dates are June 25-28.

Lee pooh-poohs satellite-to-home TV

FCC Commissioner Robert E. Lee had some words of comfort last week for television station owners who are beginning to worry about being put out of business by direct satellite-to-home television transmission.

He said that the costs involved in developing such a system would be prohibitive and that the FCC, in any case, isn't prepared to preside over the dissolution of the existing system of local television service.

This latter consideration may prove to be a stronger line of defense for broadcasters, for some engineers in the aerospace industry have expressed disagreement with the commissioner on the magnitude of the problems involved. They feel the project is within the technical and financial means of the industry.

Commissioner Lee, who spoke at the spring meeting of the Vermont Broadcasters Association, in Burlington, estimated costs for producing the necessary satellites and transmitter at between \$5 billion and \$10 billion.

He said such costs would preclude, during "my lifetime" the development of direct satellite-to-home systems by private industry. And the government, he added, wouldn't be interested in providing the financing.

FCC Protection ■ The FCC, at least as currently constituted, he said, would not want to abandon the present television system. The same concern is reflected in commission rules designed to limit the economic impact of CATV on local stations.

No industry estimates are available on the costs that would be involved in

the development of a direct satellite-to-home television system. But Leonard Jaffe, director of communications systems for the National Aeronautics and Space Administration, said three years ago that direct broadcasting was anywhere from 10 to 20 years off (BROADCASTING, July 8, 1963). An official of one company engaged in communications satellite work said last week that the job could be done in "four or five years" and for an amount "in the millions of dollars."

The major technical difficulty in developing such a system is in designing a transmitter powerful enough to beam signals directly to home receivers and yet small enough to fit into a satellite.

Commissioner Lee said that the system would require a grapefruit-sized transmitter capable of transmitting at least three channels of service (one for each network) with a total power output of 18-20 kw per channel. By contrast Communications Satellite Corp.'s Early Bird uses 6 kw to beam television signals to earth terminals.

NASA is studying the feasibility of broadcasting FM and/or shortwave radio directly from satellites to home receivers (BROADCASTING, Nov. 29, 1965) and an announcement on contracts to be awarded for "a detailed six-month mission study" is expected shortly.

AMST opposes Boston bid for spectrum room

The City of Boston's request for FCC authorization to use spectrum space between channels 4 and 5 for 600 police call boxes (CLOSED CIRCUIT, Feb. 7) has run into opposition from the Association of Maximum Service Telecasters. The association says the proposal poses a threat of harmful interference to TV reception.

The frequency Boston proposes using, 72.50 mc, is in the band reserved for police radio service. But commission rules bar the use of such operations within 10 miles of transmitters on channels 4 and 5. And many of the boxes in the Boston proposal would be located within 10 miles of WBZ-TV (ch. 4) and WHDH-TV (ch. 5). Accordingly, Boston has requested a waiver of the rules.

AMST, which consistently opposes efforts on the part of nonbroadcast services to use space reserved for broadcasting, said last week that the waiver sought by Boston shouldn't be granted unless supported by a "compelling showing" that no harmful interference would result.

Dingell wants action on land-mobile needs

A House subcommittee is prodding the FCC to provide additional frequencies for land-mobile radio users.

The move is an outgrowth of a hearing held by the House Small Business Subcommittee on Regulatory and Enforcement Agencies, during which several witnesses told of acute frequency shortages (BROADCASTING, May 30).

In a letter to Rosel H. Hyde, acting chairman of the FCC, Representative John D. Dingell (D-Mich.), chairman of the subcommittee, requested the commission to provide within the next few weeks, "a specific program of the steps which the commission will take to provide appropriate relief in the form of additional frequency spectrum for land-mobile radio users."

He added that the program should be "an expeditious and direct attack on the problem," and that it should be "sufficiently specific" so the subcommittee could easily evaluate the progress in this area from time to time.

Representative Dingell noted that the FCC had repeatedly cited the seriousness of the problem, but the congressman expressed concern that there had been no steps taken to provide additional frequencies for land-mobile radio services, which include primarily businesses with automotive fleets equipped with two-way radios. He recognized that the FCC had created an advisory committee in this area and that it was also considering splitting certain frequencies and making other of these channels available to land mobile service.

Representing the minority on the subcommittee, Representative Silvio O. Conte (R-Mass.) also sent a letter to Commissioner Hyde. He said: "It is not enough for the FCC to merely recognize by statements in its annual report and at other occasions that the frequency channels used by these small businessmen are becoming crowded due to the rapid growth in the number of two-way radio users in all parts of the country. If the commission is to act in the public interest, it must do more," he added. He said the benefits of such equipment cited during the hearing will be lost to the users and potential users if the problem is not met.

Ampex and MVR bury the hatchet

Ampex Corp. and MVR Corp. agreed last week not to disagree. The two West Coast-based equipment makers settled all litigation between them con-

Road information service plans fall start

Turnpike Broadcasting Co., Red Bank, N. J., plans to place into operation this fall its ROADATA national road information system.

Paul Zar, TBS president, said last week that the system will obtain, evaluate and disseminate information about interstate, toll roads, bridges, tunnels and other highway systems, including data about road conditions, emergencies, weather and temperature and civil-defense activities. TBS will obtain its data from local, county, regional and other recognized highway sources.

The TBS system was demonstrated for the first time in Prince-

ton, N. J., on June 1. Reports were transmitted over a high speed Teletypewriter installed at the police department of Princeton and were received by Teletypewriter at the Nassau Inn. At the same time the broadcast simulated actual transmission of information to the traveling public via their standard broadcast AM car radio receivers.

Mr. Zar plans to begin his service in New Jersey this fall and extend it gradually throughout the country. His service will be made available at a fee to TV and radio stations and to industries affected by road conditions and the weather.

cerning production and sale of video-disk recorders and video-tape recorders.

Ampex had trade secrets and patent infringement claims against MVR, while MVR had claims against Ampex under antitrust laws. A stipulated judgment has been filed in the U. S. district court approving the settlement.

MVR now acknowledges the validity of the contested Ampex patent and is forbidden from future production of video-tape recorders using the patent. As another part of the settlement, MVR now has rights to use various Ampex patents in its continuing production and sale of video-disk recorders.

NCTA meet to have more technical emphasis

Last year, CATV technicians had a single day at the annual convention of the National Community Television Association to talk about their problems.

This year, the technical program at the 15th annual NCTA convention in Miami encompasses three days—one morning and two afternoon sessions, beginning June 27.

Speakers are as follows:

Hubert Schlafly, Teleprompter Corp.; R. R. MacMillan, Kaiser-Cox Corp.; I. Switzer, Famous-Players Canadian Ltd.; Alan Ross, Nelson Ross Electronics; George Bates, Dynair Electronics Inc.; Lyle Keyes, TeleMation Inc.

Adrian G. Roy Jr., Spencer-Kennedy Laboratories Inc.; J. B. Weston, Scientific-Atlanta Inc.; Bill Rheinfelder and John Buscemi, Anaconda Wire and Cable Co.

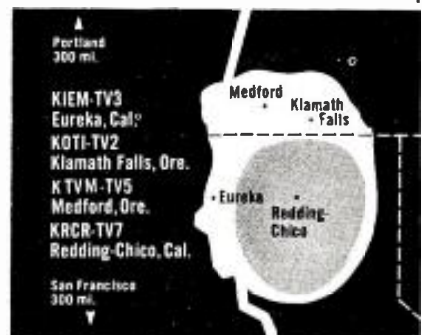
E. P. Hoyt, Ameco Engineering Co.; Bob Cowart, Viking Industries; Brian L. Jones, C-Cor Electronics Inc.; Ken-

neth Simons, Jerrold Electronics Corp.; Edward Wuernser, Entron Inc.; I. S. Blonder, Blonder-Tongues Systems Inc.; Allen M. Kushner, Times Wire & Cable Co.; Clay Mahronic, Amphenol-Borg Electronics Corp.

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BROADCAST ADVERTISING

Donald H. Arvold, account supervisor, and **Richard W. Root**, associate copy director, both with Foote, Cone & Belding, Los Angeles, named VP's. **Robert A. Kroll**, VP and copy group head at FC&B, New York, named associate creative director. **Homi K. R. Mehta**, marketing manager for personal care division of Hamilton-Beach Co., division of Scovill Manufacturing Co., Racine, Wis., joins FC&B, Los Angeles, as account executive.

Farlan I. Myers, administrator of J. Walter Thompson Co. Hollywood office, elected VP.

Robert W. Plyer, VP and account supervisor at J. M. Mathes Inc., New York, joins Doremus & Co. there as VP.

Ralph Pasek, VP at Gardner Advertising Co., St. Louis, named broadcast production manager in Los Angeles. **Donald F. Keeslar**, executive producer at Wade Advertising, Chicago, joins Gardner in Los Angeles.

Elias B. Baker, VP and account supervisor at Street & Finney, New York, named executive VP. **Thomas H. Rosenwald**, account executive at S&F, New York, and **Daniel P. De Palma**, formerly product supervisor at Lehn & Fink Products Corp., New York, appointed account supervisors at S&F, that city. **Robert Weeks**, previously account executive at Geyer, Morey, Ballard, New York, appointed account executive at S&F, that city.

Elkin Kaufman, senior VP and management account supervisor at Lennen & Newell, New York, appointed manager, special projects-tobacco for Philip Morris Inc., that city. **John F. Koszka**, formerly VP-director of marketing for Iron Mountain Inc., appointed brand manager/gum and confections for Clark Chewing Gum Co. division of Philip Morris, New York.

Paul W. Moseley, VP and account supervisor with Ted Bates & Co., New York, named director of advertising/media coordination for Pepsi-Co Inc., that city.



Mr. Moseley

George P. Ponte, formerly director of radio sales development at Edward Petry & Co., New York, joins firm's Chicago office as radio sales manager. **Forrest (Frosty) Blair**, former sales manager for Petry in Chicago, assumes duties in area of sales development. **Peter Barnes**, all-media buyer at Young & Rubicam, Los Angeles, joins sales

staff of Petry, that city.

Lewis C. Greist, commercial manager for WKDN-AM-FM Camden, N. J., appointed national sales manager for WCAU-AM-FM Philadelphia.

Jay Q. Berkson, local sales manager at WTCN-TV Minneapolis-St. Paul, appointed general sales manager.

John J. Allonier, local sales manager of WKRC-AM-FM Cincinnati, appointed general sales manager.

Ben Canada, local/regional sales manager for WSFA-TV Montgomery, Ala., appointed general sales manager.

Walter G. Clark, formerly executive VP of Brownfield, January & Clark, Dallas, opens own agency, Walter Clark Advertising Inc., 709 Stemmons Tower West, that city.

Ray C. Stricker, formerly with Maxon Inc. and Post-Keyes-Gardner, Chicago, joins Campbell-Ewald Co. there as director of client relations.

Joseph H. Courtney, director of TV sales development, Katz Agency, New York, named director of special projects-spot television at Television Bureau of Advertising. Mr. Courtney will supervise TVB's new "Systems of Spot" project, meant to study spot buying and billing procedures with aim of simplifying process between stations, representatives and agencies.

Bruce Schaeffer, account executive for WDVR(FM) Philadelphia, appointed director of sales development.

James H. Peery, account executive for WTAR-TV Norfolk, Va., named local sales manager.

Philip M. Daly, formerly project director at Young & Rubicam, New York, joins Daniel & Charles Inc. there as research supervisor.

John Caggiano, formerly with Grey Advertising, New York, joins Smith/Greenland Co. there as art director.

R. T. Boyers, VP-assistant general manager of Armour grocery products division of Armour and Co., Chicago, named marketing director of meat products division and VP of Armour Food Products Co.

Irving Brandow, with technical division of Bofinger-Kaplan Advertising, Glenside, Pa., appointed technical director of that division. **James J. Mullahy**, account executive with the Ullman Organization, Philadelphia, joins B-K in similar capacity.

Robert S. Jacoby, advertising manager of Purlator Products Inc., Rahway, N. J., named merchandising manager.

Edwin Lee, formerly associate cre-

ative director for *New York Herald-Tribune*, joins Solow/Wexton Inc. there as art director.

Dunlap C. Clark Jr., VP and manager of West Coast office of Wyatt, Dungan & Williams, Dallas, named media supervisor in Los Angeles office of Erwin Wasey Inc.

Robert Langworthy, formerly with Dancer-Fitzgerald-Sample, New York, joins Cunningham & Walsh, that city, as copy supervisor.



Mr. Smith

Gail Smith, director of advertising and market research at General Motors Corp., Detroit, named to newly created position of general director of advertising and merchandising.

William Dempster, with Sander Rodkin Advertising Ltd., Chicago, appointed art director.

John Berentson, senior broadcast buyer with Compton Advertising, New York, appointed account executive at George P. Hollingbery Co., that city.

Richard H. Pell, formerly with Sullivan, Stauffer, Colwell & Bayles, New York, joins Carl Ally Inc., that city, as account supervisor.

Leon Olshever, handling Rival Dog Food and Quaker Oats accounts at Doyle Dane Bernbach; **Arthur Nissman**, account executive on Ocean Spray Cranberries and assistant account executive on Lever Bros. at DDB, and **Barney Rigney**, account manager with Max W. Becker Advertising, Long Beach Calif., all join account management staff of Carson/Roberts Inc., Los Angeles.

Milton Melinger, sales manager at Tele Radio and TV Sales, New York, joins AM Radio Sales Co. there as account executive.

John E. Franks, formerly account executive, Harrington, Richter & Parsons, New York, joins sales staff of Television Advertising Representatives Inc., same city.

Francis X. Malone Jr., previously with J. Walter Thompson Co., Chicago, joins Needham, Harper & Steers there as account executive.

Hazel Brown, formerly copywriter for Young & Rubicam, Los Angeles, joins Walker Saussy Advertising Agency, New Orleans, as copy chief.

John C. Cunningham, formerly with Young & Rubicam, New York, joins Warren, Muller, Dolobowsky, same city, as account executive. **Ed Grey**,

formerly with BBDO, New York, joins agency as media buyer.

Robert B. Chatfield, formerly with wvco Waterbury, Conn., appointed account executive at wavz New Haven, Conn.

George Howlett, with Chas. Pfizer & Co., New York, and **Thomas E. Ather-ton**, formerly product manager for Mead Johnson Laboratories division of Mead Johnson & Co., Evansville, Ind., appointed account executives of Sudler & Hennessey, New York.

William P. Tilghman, formerly program director of wggg Gainesville, Fla., joins wdbf Delray Beach, Fla., as account executive.

Richard L. McCullough, formerly account executive with Edward H. Weiss & Co., Chicago, joins account management staff of Doyle Dane Bernbach, that city.

Ron Verner, with advertising department of Bank of America, San Francisco, and **Hal Liptz**, account executive with Grey Advertising, New York, appointed account executives at KEWB Oakland, Calif.

MEDIA

Jerry Geehan, KTAC Tacoma, elected board chairman of Washington State Association of Broadcasters, succeeding **Joe Chytil**, KELA Centralia-Chehalis. **James A. Murphy** re-elected president. Other officers named: **Max Bice**, KTNT Tacoma, VP; and **Allen Miller**, KWSC Pullman, secretary-treasurer.

Zel Levin, WWON-AM-FM Woonsocket, elected president of Rhode Island Broadcasters Association. Other officers named: **David Shurtleff**, WJAR-TV Providence, VP; **Donald Hysko**, WXTR Pawtucket, treasurer, and **Herbert Levin**, WICE Providence, secretary.

Bennett Strange, with news department of wdam-TV Laurel-Hattiesburg, Miss., named manager of KDXI Mansfield, La.

John R. Stewart, retired captain in U. S. Naval Reserve, joins Philadelphia Community Antenna Television Co., Philadelphia, as administrative assistant.

Ted Dorf, station manager of WQMR/WGAY(FM) Silver Spring, Md.-Washington, named VP of WGAY Inc. and general manager of WQMR/WGAY.

E. P. (Ernie) Kidd, city manager of Cocoa, Fla., named director of operations for Meredith-Avco Inc., Cincinnati.

W. J. (Bill) Calsam, VP of New-Channels Corp. division of Newhouse Broadcasting Corp., Syracuse, N. Y.,

leaves firm in July for extended trip to West Indies. He plans to re-enter CATV and UHF broadcasting in three to six months.



Mr. Stewart

Wenton F. Stewart, general manager of GT&E Communications Inc., New York, also elected VP.

Ben Hoberman, KABC Los Angeles, elected chairman of Southern California Broadcasters Association for 1966-67. Other officers include **Edwin J. Stevens**, KFAC Los Angeles, vice chairman; **John Barrett**, KRLA Pasadena, secretary, and **W. J. Beaton**, KIEV Glendale, treasurer.

Marlin R. Taylor, formerly station manager and program director of WQVR(FM) Philadelphia, appointed general manager of WBCN(FM) Boston.

Ed Walters, station manager of WPMF(FM) Chicago, appointed general manager.

Robert L. Emery, former general manager of KFAX San Francisco, appointed general manager of KVEG-AM-FM Las Vegas.

Robert H. Badger, formerly with WPTR Albany, N. Y., named general manager of WBAZ Kingston, N. Y.

George Wolfington, director of sales for WILE-AM-FM Cambridge, Ohio, named president and general manager, succeeding **Howard Donohoe**, who becomes board chairman. **William Coffey**, director of program operations, named second VP.

Timothy G. Teeter, with KOUR Independence, Iowa, named manager of station's branch studios at Manchester, Iowa. Item in BROADCASTING, May 23, was incorrect.

Ben E. DeKinder, formerly chief engineer at KWCO Chickasha, Okla., named general manager of KNDR(FM),

that city.

Burt Lambert, VP and general manager of KLAS-TV Las Vegas, appointed station manager for WOR-FM New York.

Sam Yacovazzi, sales manager at WONE-AM-FM Dayton, Ohio, appointed station manager.

Ray Goss, sales manager of WDAD Indiana, Pa., named station manager.

Thomas E. Coffin, VP, research, NBC, named to research committee of National Association of Broadcasters, replacing **H. M. Beville Jr.**, NBC VP for planning and research.

Dale W. Hardin, formerly manager of transportation and communication department of U. S. Chamber of Commerce, named VP for corporate relations of D. H. Overmyer Co., Washington.

Donald W. Curtis, formerly with C&H TV Service Inc., Watertown, N. Y., named system manager for General Electric Cablevision Corp., that city.

William Betts, Maysville, Ky., elected president of Kentucky Community Television Association. Other officers elected: **Tom Gullett**, Winchester, first VP; **William Breeding**, Monticello, second VP; **Joe Simmons**, Glasgow, secretary-treasurer.

Lawrence Glasberg, with WCBS-TV New York, named cost analyst in business affairs department, replacing **Armand Lartigue**, who becomes business manager for WNEW-TV, that city.

PROGRAMING

Ruth Breitman, assistant to VP in charge of programing at Metropolitan Broadcasting television division of Metromedia Inc., New York, appointed film program coordinator.

Marvin Gray, southwestern division sales manager for National Telefilm Associates Inc. and M & A Alexander,

Broadcasting

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a division of NTA, named assistant sales manager for both distribution firms. Mr. Gray will work out of NTA's home office in Beverly Hills, Calif.

Lloyd Bockhaus, former manager of program budgets and financial administration at NBC-TV, appointed manager, daytime program operations, West Coast, succeeding **Jack Watson**, who has been signed to produce NBC-TV's new daytime series *Swingin' Country*.



Mr. Harris

Guy Harris, formerly with Westinghouse Broadcasting Corp., joins Avco Broadcasting Corp., Cincinnati, as director of radio program development. He will be responsible for supervising and coordinating program and talent development at Avco stations WLW Cincinnati, WWDC-AM-FM Washington, and WOAI San Antonio, Tex.

Lee Rashall, news editor-producer at KGO-AM-FM San Francisco, appointed editorial director.

Peter Strand, program manager of WXYZ-TV Detroit, appointed to newly created post of executive producer.

Johnny Gunn, formerly program director of KBIG Avalon, Calif., appointed director of operations at KRKD-AM-FM Los Angeles.

Chuck Heaton, production manager of KHQ Spokane, Wash., appointed program director, succeeding **Rod Clefthon**.



Mr. Pollock

Clark Pollock, program director of KTTV-TV Sioux City, Iowa, appointed director of operations for parent Peoples Broadcasting Corp., Columbus, Ohio.

Blair Clark, general manager and VP of CBS News in 1961-64, named host-editor of *Focus-Summer 1966* series on noncommercial WNDT-TV Newark, N. J.-New York. Mr. Clark has been associate publisher of *New York Post*.

Lillian Brown, formerly producer for George Washington University, Washington, appointed director of radio and television programming for American University, that city, and curator of National Library of Television at American University.

E. David Lukashok, formerly program assistant with WCBS-TV New York, appointed manager of advertising and public relations for Association Films Inc., that city.

Barr Sheets, sales manager for television syndication at Buena Vista Dis-

Galvin elected EIA head

Robert W. Galvin, chairman and chief executive officer of Motorola Inc., Chicago, elected president of Electronic Industries Association (see page 74) is first of "second generation" industry executives to head the national electronic organization. His father, Paul V. Galvin, was president of the Radio Manufacturers Association (predecessor of EIA) from 1942 to 1944 and was, for many years, a director of the association.



Mr. Galvin

Mr. Galvin joined his father at Motorola in 1944, was elected executive in 1948 and president in 1956. In 1964 he was elected chairman and chief executive officer.

tributing Co., New York, resigns to resume personal activities in TV syndication, distribution and production, with offices in Los Angeles.

Van Vannelli appointed director of program operations at WILE-AM-FM Cambridge, Ohio.

Bill Scott, coordinator of public affairs for Straus Broadcasting stations WTLB Utica, WALL Middletown and WGVA Geneva, all New York, named director of public affairs for Straus's WMCA New York. He replaces **David C. Horowitz**, who has resigned. Mr. Scott will be responsible for editorial and public action campaigns as well as for documentary programming on all four stations.

William P. Dwyer, assistant production manager of WTIC-TV Hartford, Conn., named assistant program manager, succeeding **Robert B. duFour**, who becomes manager of program practices.

Bob Synes, with ABC Films, New York, appointed producer.

NEWS

Tom Wright, news director of WTVT-TV Tampa-St. Petersburg, Fla., joins KWWL-AM-TV Waterloo-Cedar Rapids, Iowa, as news director.

Matt Quinn, assistant news director of WKBN-AM-FM-TV Youngstown, Ohio, appointed news director.

Florien Wineriter, with KALL Salt Lake City, appointed news director.

Lee Kanipe, WFBC Greenville, elected president of South Carolina AP

Broadcasters Association.

Alan Walden, former news director, WERE Cleveland, named assistant director of news, WNEW New York.

Mary McKay, formerly with WKRS Waukegan, Ill., joins WITI-TV Milwaukee, as writer/reporter.

A. E. Pedersen, United Press International manager for Finland, named manager for Denmark, succeeding **Borge Mors**, who becomes foreign editor of *Aalborg Stiftstidende* of Denmark. **Thomas M. Brown**, with UPI, London, succeeds Mr. Pedersen.

FANFARE

George Emma, with Mel Adams and Associates, New York, named VP and director.

Barbara Lee Northern, copywriter at G. A. Saas & Co., Indianapolis, named promotion and PR manager for WDHO-TV Toledo, Ohio.

James A. Capone, with *TV Guide* magazine, Radnor, Pa., named audience promotion director for WCAU-TV Philadelphia.

Howard F. Streeter, director of news for KTVI-TV St. Louis, appointed manager of audio-visual section in PR department of Monsanto Co., that city.

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., New York, received honorary doctor of laws (L.L.D.) degree from Emerson College, Boston, at commencement exercises June 12.

Don Schendel, formerly with KMTV-TV Omaha, appointed art and promotion manager with KWWL-TV Waterloo-Cedar Rapids, Iowa.

Edna L. Seaman, director of promotion and public relations for WFBC-TV Greenville, S. C., also appointed PR director for WFBC-AM-FM.

Barry D. Tompkins, copy chief at Kennedy, Hannaford & Dolman, Oakland, Calif., joins KCBS-AM-FM San Francisco, as PR and publicity assistant.

Richard C. Ross, motion-picture producer, joins Shaw & Roberts, Beverly Hills, Calif.

Richard Ulland, with WMRP-AM-FM Flint, Mich., named assistant promotion manager for WJRT-TV, that city.

EQUIPMENT & ENGINEERING

Arthur F. Moreau, assistant controller for Oak Manufacturing Co. division of Oak Electro/Netics Corp., Crystal Lake, Ill., named controller.

James Neiger, with Greentree Electronics Corp., Costa Mesa, Calif., appointed national sales manager for stereotape division and special assistant to Greentree's general manager, Sidney Brandt.



Dr. Axon

William G. Laird, formerly chief engineer at Telemation Inc., Salt Lake City, named VP, engineering.

Royal T. Wales, manufacturing engineering specialist with Clarostat Manufacturing Co., Dover, N. H., appointed chief manufacturing engineer.

ALLIED FIELDS

D. Joseph Hanlon, attorney in FCC Broadcast Bureau, resigns to join staff of National Association of Manufacturers as assistant to general counsel.

William R. Roberson Jr., president and general manager of WITN-TV

Dr. Peter E. Axon, managing director of Ampex Great Britain Ltd. and Ampex Electronics Ltd., Reading, England, and general manager of Ampex's Europe, Africa and Middle East area, elected VP of Ampex Corp., Redwood City, Calif.



Mr. Laird

Washington, N. C., nominated in Democratic primary race for seat in North Carolina's House of Representatives.

Thomas G. Shack Jr., Washington attorney, named partner of law firm of Smith & Pepper, Washington. Mr. Shack was with the FCC Common Carrier Bureau until 1960 when he joined Smith & Pepper.

INTERNATIONAL

Al Shaver, formerly football commentator for Canadian Broadcasting Corp. and CTV Television Network, joins CKEY Toronto, as sports specialist.

DEATHS

Charles J. (Jeff) Maguire, 44, TV commercial producer and salesman for Pelican Film Productions, New York, died June 4 at Greenwich hospital, Greenwich, Conn. of cerebral hemorrhage. Before joining Pelican he was partner in O'Reilly Productions, New York. He is survived by his wife, Mary Alice, two sons, and two daughters.

James F. (Ted) McLoney, 62, veteran member of CBS Radio Spot Sales, died June 2 at St. Joseph's hospital in Chicago following heart attack. He joined sales staff of CBS Radio Spot Sales in Chicago in June 1942. He is survived by

his wife, Thelma, and son.



Mr. Meredith

Edwin T. Meredith Jr., 60, VP of Meredith Publishing Co. and also VP and director of Meredith Broadcasting Co., died June 5 at his home in Des Moines, Iowa, of apparent heart attack. Meredith Broadcasting owns KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N. Y. Surviving are his wife, Anna, and son.

Robert F. Gowan, 82, radio engineer and chief engineer for late Lee De Forest, died June 2 in Ossining, N. Y. He was with AT&T before he joined De Forest Radio & Telegraph Co. in 1916, becoming chief engineer and plant manager five years later. He was credited with pioneering long-distance radio transmission on low power. He also was associated with development of Audion three-electron tube.

Lord King-Hall, 73, British political and foreign affairs commentator and broadcaster, died June 2 in London after long illness. He is survived by three daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 2, through June 8, and based on filings, authorizations and other FCC actions.

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

ACTIONS BY FCC

Sitka, Alaska—Sitka Broadcasting Co. Granted CP for new VHF on channel 13 (210-216 mc.) ERP 0.269 kw vis., 0.045 kw aur. Ant. height above average terrain 88 ft., above ground 155 ft. P. O. address: c/o Roy Paschal, Box 299, Sitka 99835. Estimated cost of construction \$29,162; first-year operating cost \$10,424; revenue \$42,000. Studio and trans, locations both Sitka. Geographic coordinates north lat. 57° 03' 28.5" west long. 135° 20' 02". Type of trans. Gates BT 100CH, type ant. Jampro JATV 25/H. Legal counsel Booth & Lovett, Washington. Principals: Roy Paschal (69.4%), Jack W. Huff (3.6%), Peder A. Hougen (3.6%), Adolf Thomsen (3.6%), A. R. Dorum (3.6%), and Francis L. Guertin (3.655%) and others. Mr. Paschal is station general manager; Mr. Huff is general manager of grocery store; Mr. Thomsen is commercial fisherman; Mr. Dorum owns liquor store; Mr. Guertin owns laundry. Action June 7.

BROADCASTING, June 13, 1966

Melbourne, Fla.—Custom Electronic Inc. Granted CP for new UHF on channel 31 (572-578 mc); ERP 20 kw vis., 3.98 kw aur. Ant. height above average terrain 411 ft., above ground 420 ft. P. O. address: Box 1839, Melbourne 32902. Estimated construction cost \$139,950; first-year operating cost \$185,000; revenue \$239,000. Studio to be located in Melbourne; trans. to be located 6 miles west of Palm Bay, Fla. Geographic coordinates 28° 02' 07" north lat., 80° 41' 00" west long. Type ant. General Electric TY-25-C; type trans. General Electric TT-20A. Applicant is consulting engineer. Principals: Stuart M. Campbell (71.4%) and James A. Thomas (28.6%). Mr. Campbell also owns Campbell Aviation Inc., aviation services. Principals

have no broadcast interests. Action June 3.

St. Louis—Greater Saint Louis Television Corp. Granted CP for new UHF on channel 30 (566-572 mc); ERP 871 kw vis., 87.1 kw aur. Ant. height above average terrain 363 ft., above ground 332 ft. P. O. address: c/o Boyd W. Fellows, 71 Maryland Plaza, St. Louis 63108. Estimated cost of construction \$565,650; first-year operating cost 370,000; revenue \$395,000. Geographic coordinates 38° 38' 47" north lat., 90° 20' 13" west long. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Studio and trans. both located St. Louis. Legal counsel Dow, Lohnes and Albertson, consulting engineer Serge Bergen, both Washington. Principals: Boyd W. Fellows Jr., Benjamin F. Davis, James A. Butler Jr.,

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

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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



Ronald J. Coleman, Dr. Richard K. Danis, John C. Butler, Mrs. John C. Butler, John W. Dean III, Mrs. John W. Dean III and Mrs. Thomas C. Hennings Jr. (all 10%). Mr. Fellows has various broadcast interests including assistant to president of Continental Television Enterprises Inc. Mr. Davis is doctor of dental surgery. Mr. Butler is leather broker. Mr. Coleman has advertising agency. Mr. Davis is medical doctor; Mr. Butler is licensee of KIXL Dallas. Mrs. John C. Butler is housewife. Mr. Dean is lawyer. Mrs. John W. Dean is housewife. Mr. Thomas has farming interests. Action June 6.

Omaha — Ak-Sar-Ben Broadcasting Inc. Granted CP for new UHF on channel 42 (538-644 mc); ERP 692 kw vis., 69.2 kw aur. Ant. height above average terrain 454 ft., above ground 557 ft. P. O. address: c/o John Hanley, 1004 City National Bank Bldg., Omaha. Estimated construction cost \$550,027; first-year operating cost \$300,000, revenue \$350,000. Studio and trans. both to be located in Omaha. Geographic coordinates 41° 15' 46" north lat., 96° 02' 12" west long. Type ant. RCA TTFU-30J; type trans. RCA TTFU-30A(LA). Legal counsel Phillip M. Baker; consulting engineer Willis C. Beecher, both Washington. Principals: John J. Hanley and Frank E. Blazek (each 50%). Mr. Hanley is lawyer and stockholder in bank. Mr. Blazek is 90% owner of Blazek Investment Co., and is also in motel and restaurant, amusement park and banking businesses. Principals have no broadcast interests. Action June 3.

Buffalo, N. Y. — Beta Television Corp. Granted CP for new UHF on channel 49 (842-848 mc), ERP 219 kw vis., 33.1 kw aur. Ant. height above average terrain 336 ft., above ground 360 ft. P. O. address: c/o Albert G. Hartigan, Barnfield Road, Rowayton, Conn. Estimated construction \$340,800; first-year operating cost \$250,000; revenue \$330,000. Geographic coordinates 42° 53' 05" north lat., 78° 53' 22" west long. Studio and trans. location both Buffalo. Type trans. RCA TTFU-10A, type ant. RCA TTFU-27DJ. Legal counsel Welsh & Morgan, consulting engineers A. D. Ring & Associates, both Washington. Principals: Sunstand Inc. (20-68%), Albert G. Hartigan, Frank N. Merklein, Elise E. Allen (each 10.34%), Warren E. Eaton, H. William Smith Jr., Thomas M. Flanagan, James S. Troy, I. Richard Mitchell, Robert L. O'Neill-Butler and Anthony Wiedman (each 6.9%). All have equal number of shares in Kappa TV Corp. licensee of channel 61 Hartford, Conn.; Delta TV Corp., licensee of ch. 33 Norfolk, Va.; Omicron TV Corp., applicant for channel 35 Orlando, Fla.; Gamma TV Corp., applicant for channel 24 Memphis, and Alpha TV Corp., applicant for channel 66 Atlanta. Action June 2.

Dallas — Trigg-Vaughn Stations Inc. Granted CP for new UHF on channel 39 (620-626 mc); ERP 251 kw vis., 50 kw aur. Ant. height above average terrain 1,681 ft., above ground 1,535 ft. P. O. address: c/o John Vacca, 220 Vaughn Bldg., Dallas 75201. Estimated construction cost \$953,000; first-year operating cost \$577,795; revenue \$311,252. Studio and trans. both located in Dallas. Geographic coordinates 32° 35' 07" north lat., 96° 58' 06" west long. Type trans. GE TT-57A; type ant. GE TT-97A. Legal counsel Haley, Bader & Potts, Washington; consulting engineer William R. Schock, Odessa, Tex. Principals: Jack C. Vaughn (30.62%), Grady H. Vaughn Jr. (30.61%), Cecil L. Trigg (20.27%), and others. Messrs Vaughn each own 47.88% KDEF-AM-FM Albuquerque, N. M. Cecil L. Trigg owns 80% of KOSA Odessa, Tex., and 4.25% of KDEF-AM-FM. Trigg-Vaughn owns KOSA-TV Odessa, KROD-AM-TV El Paso, KITE Terrell Hills, all Texas; KRNO San Bernardino, Calif., and KHOW Denver. Action June 2.

APPLICATIONS

Palm Springs, Calif. — Pacific Media Corp. UHF channel 27 (548-554 mc); ERP 94.6 kw vis., 14.2 kw aur. Ant. height above average terrain 856 ft., above ground 98 ft. P. O. address: c/o Robert E. Leonard, 2352 Calle Palo Fierro, Palm Springs 92262. Estimated construction cost \$415,600; first-year operating cost \$160,300; revenue \$275,000. Studio to be located in Palm Springs; trans. to be located 18 miles east of Palm Springs. Geographic coordinates 33° 48' 06" north lat., 116° 13' 27" west long. Type ant. RCA TTFU-30J-DA; type trans. RCA TTFU-2A. Consulting engineer E. E. Benham & Associates, Palm Springs. Principals: Robert E. Leonard (40%), Paul E. Morgan, Edgar L. McCoubrey (each 25%), Norman H. Bolstad and Patrick

B. Raymond (each 5%). Mr. Leonard is president and 32% stockholder of Southern California Outdoor Advertising Inc. Mr. Raymond was until May 1, general manager of KCMJ Palm Springs. Mr. Morgan is less than 25% stockholder in Southern California Outdoor Advertising, 44% owner of Bailey Productions Co., syndicated radio-TV programming, and is also in real estate development. Mr. Morgan owns 10½% of KBLU-TV Yuma, Ariz. Mr. McCoubrey is 50% owner of automobile dealership. Mr. Bolstad is in retail grocery business. Ann. June 7.

Des Moines, Iowa — Stoner Television Co. UHF channel 17 (488-494 mc); ERP 500 kw vis., 100 kw aur. Ant. height above average terrain 523 ft., above ground 487 ft. P. O. address: c/o Thomas H. Stoner, 1900 Delaware Ave., Des Moines 50317. Estimated construction cost \$521,500; first-year operating cost \$232,625; revenue \$171,912. Studio and trans. both to be located in Des Moines. Geographic coordinates 41° 39' 12" north lat., 93° 34' 47" west long. Type ant. General Electric TV-25-B; type trans. General Electric TT-57-A. Legal counsel Eugene F. Mullen Jr., consulting engineer Commercial Radio Equipment Co., both Washington. Stoner Television is 100% owned by Stoner System Inc., outdoor advertising which in turn is owned by The Stoner-McCray System. Stoner Television has no broadcast interests. Ann. June 8.

Ashland, Ky. — Kentucky State Board of Education UHF channel 25 (538-542); ERP 9.6 kw vis., 1.92 kw aur. Ant. height above average terrain 505 ft., above ground 400 ft. P. O. address: c/o O. Leonard Press, Kentucky Authority for ETV, 1220 South Broadway, Lexington, Ky. 40405. Estimated construction cost \$274,450; first-year operating cost \$1,610,642. Funds to be supplied by state. Studio to be located in Lexington; trans. to be located in Ashland. Geographic coordinates 38° 27' 45" north lat., 82° 37' 13" west long. Type ant. RCA TTFU-6C; type trans. RCA TTFU-2A. Legal counsel Miller & Schroeder, Washington, consulting engineer Ronald Stewart, Lexington, Ky. To be administered by state board of education. Ann. June 3.

Paducah, Ky. — E. Weaks McKinney-Smith and George T. Bailey db/as Channel 29 UHF channel 29 (560-566 mc); ERP 223 kw vis., 32.4 kw aur. Ant. height above average terrain 614 ft., above ground 650 ft. P. O. address: c/o E. Weaks McKinney-Smith, Hotel Irvin Cobb, Paducah 42001. Estimated construction cost \$275,940; first-year operating cost \$109,200; revenue \$146,000. Studio and trans. both to be located in Paducah. Geographic coordinates 37° 05' 04" north lat., 88° 40' 42" west long. Type trans. RCA TTFU-12A; type ant. RCA TTFU-24DL. Legal counsel Miller & Schroeder, Washington, consulting engineer Ralph J. Bitzer, St. Louis. Messrs. McKinney-Smith and Bailey are both 50% owners. Mr. McKinney-Smith is 100% owner of WDXR Paducah, and 12½% owner of WDXY Buford, Ga. Mr. Bailey is in real estate and 12½% owner of WDXY Buford, Ga. Ann. June 3.

Pikesville, Ky. — Kentucky State Board of Education UHF channel 22 (518-524 mc); ERP 267 kw vis., 53 kw aur. Ant. height above average terrain 1,415 ft., above ground 153 ft. P. O. address: c/o O. Leonard Press, Kentucky Authority for ETV, 1220 South Broadway, Lexington, Ky. 40405. Estimated construction cost \$299,618.95. Funds to be supplied by state. Studio to be located in Lexington, trans. to be located in Pikesville. Geographic coordinates 37° 17' 06" north lat., 82° 31' 29" west long. Type ant. RCA Pylon TTFU-30JDA; type trans. RCA TTFU-10A. Legal counsel Miller & Schroeder, Washington, consulting engineer Ronald Stewart, Lexington, Ky. To be administered by state board of education. Ann. June 3.

Tulsa, Okla. — Beacon Television Corp. UHF channel 41 (632-638 mc); ERP 42.6 kw vis., 4.3 kw aur. Ant. height above average terrain 451 ft., above ground 440 ft. P. O. address: c/o Robert M. Robbins, 100 Bayshore Dr., Room 1111, Miami 33132. Estimated construction cost \$225,450; first-year operating cost \$300,000; revenue \$300,000. Studio location to be determined; trans. to be located in Tulsa. Geographic coordinates 36° 09' 11" north lat., 95° 59' 23" west long. Type ant. RCA TTFU-24DM; type trans. RCA TTFU-2A. Legal counsel Welch & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: Robert M. Robbins, Harold Thurman and David Landau (each 33½%). Messrs. Robbins, Thurman and

Landau are each 33½% stockholders in Acorn Television Corp., applicant for assignment of license of WHJR-TV Clearwater, Fla. Mr. Robbins is in acreage investment in Florida. Mr. Thurman is financial consultant. Mr. Landau is 100% stockholder in psychiatric treatment center. Ann. June 8.

Memphis — Victor Muscat, Cliff B. Ford and Edward W. Cook db/as Memphis Broadcasting Associates UHF channel 24 (530-536 mc); ERP 639.7 kw vis., 127.9 kw aur. Ant. height above average terrain 980 ft., above ground 1,005 ft. P. O. address: c/o Cliff B. Ford, 4015 W. Capitol, Little Rock, Ark. Estimated construction cost \$846,760; first-year operating cost \$400,000; revenue \$300,000. Studio and trans. both to be located in Memphis. Geographic coordinates 35° 12' 31" north lat., 89° 49' 31" west long. Type trans. RCA TTFU-50B; type ant. RCA TTFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, consulting engineer Sillman, Moffet and Kowalski, both Washington. Principals: Victor Muscat (50%), Cliff B. Ford (10%) and Edward W. Cook (40%). Mr. Cook is in cotton, grain and insurance business. Mr. Muscat is beneficial owner of KMYO-AM-FM Little Rock, Ark., KIKS-AM-FM Sulphur, La., and of construction permits in Little Rock and Lake Charles, La. Mr. Ford is affiliated with KMYO-AM-FM Little Rock. Ann. June 3.

Existing TV stations

NEW CALL LETTERS ASSIGNED

Florence, Ala. — Alabama Educational TV Commission. Assigned WF1Q(TV). WTVE(TV) Paterson, N. J. — Trans-Tel Corp. Assigned WXTV(TV).

New AM stations

APPLICATIONS

Alexander City, Ala. — Martin Lake Broadcasting Co. 1590 kc, 1 kw D. P. O. address: c/o Bell & Lang, 223 N. Norton Ave., Sylacauga, Ala. 35150. Estimated construction cost \$13,545; first-year operating cost \$24,720; revenue \$48,000. Principals: Harold G. Hodnett, James B. Pitts Jr. (each 37.5%) and James C. Vice (25%). Mr. Hodnett is in boat sales. Mr. Pitts is in construction business. Mr. Vice is sales manager of WAVU-AM-FM Albertville, Ala. Principals have no broadcast interests. Ann. June 7.

Wabash, Ind. — Leonard J. Ellis and Bernice A. Ellis db/as Wabash Radio Co. 1140 kc, 250 w, DA-D D. P. O. address: c/o Radio Station WAYK, P. O. Box 149, Valparaiso, Ind. 46383. Estimated construction cost \$57,398; first-year operating cost \$65,000; revenue \$85,000. Mr. and Mrs. Ellis are 50% stockholders each. Both are each 50% owners of WAYK Valparaiso, Ind., and are also applicants for new FM in Valparaiso. Ann. June 3.

Asheboro, N. C. — J. M. Farlow and Dean F. Bell db/as Randolph County Radio 710 kc, 1 kw, DA-D D. P. O. address: c/o J. M. Farlow, Route 2, Asheboro 27203. Estimated construction cost \$30,000; first-year operating cost \$48,000; revenue \$55,000. Mr. Farlow owns 90% and Mr. Bell 10%. Mr. Farlow is in bakery business and Mr. Bell is lawyer. They have no broadcast interests. Ann. June 3.

Chapel Hill, N. C. — Michael Turner and Howard A. Weiss db/as 1530 Radio 1530 kc, 5 kw, DA-D D. P. O. address: c/o Emery Denny Jr., Esq., 103 E. Frankling St., Chapel Hill 27514. Estimated construction cost \$85,574; first-year operating cost \$60,000; revenue \$70,000. Messrs. Turner and Weiss are each 50% owners. Mr. Turner is employee of WNUS Chicago. Mr. Weiss is lawyer and 16½% owner of WAIT Chicago and stockholder in AM applicant in Orlando, Fla. Ann. June 3.

Maysville, N. C. — Hendon M. Harris 1530 kc, 500 w D. P. O. address: P. O. Box 266, Trenton, N. C. 28585. Estimated construction cost \$14,850; first-year operating cost \$27,500; revenue \$41,000. Mr. Harris is founder and director of Hundred Nation Crusade, Hong Kong, missionary organization. Ann. June 3.

Mebane, N. C. — Mebane-Hillsboro Broadcasting Co. 1530 kc, 1 kw D. P. O. address: I-85 at Mebane Oaks Road, Mebane 27302. Estimated construction cost \$22,088; first-year operating cost \$40,000; revenue \$42,000. Principals: Burke County Broadcasting Co. (80%) and others none over 2.5%. Burke

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 9

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,045	21	79	383
FM	1,471	28	227	236
TV-VHF	472	21	21	180 ¹
TV-UHF	90	29	96	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 9

	VHF	UHF	Total
Commercial	516 ²	212	728
Noncommercial	69	69	138

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ³	1,454	558 ⁴
CP's on air (new stations)	21	33	49 ⁵
CP's not on air (new stations)	78	218	106
Total authorized stations	4,142	1,705	719
Applications for new stations (not in hearing)	294	173	123
Applications for new stations (in hearing)	68	37	56
Total applications for new stations	362	210	179
Applications for major changes (not in hearing)	200	43	29
Applications for major changes (in hearing)	40	1	6
Total applications for major changes	240	44	35
Licenses deleted	2	1	0
CP's deleted	0	2	0

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, one AM operates on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

County is licensee of WSVM Valdese, and 10% owner of WZKY Albemarle, both North Carolina. Ann. June 3.

Midway Park, N. C.—J. M. Farlow and William D. Mills db/as Onslow County Radio 1530 kc, 1 kw D. P. O. address: c/o James Farlow, Route 2, Asheboro, N. C. 27203. Estimated construction cost \$22,000; first-year operating cost \$48,000; revenue \$55,000. See Asheboro, N. C. above.

Norfolk, Va.—James River Broadcasting Co. 1110 kc, 50 kw, DA-D D. P. O. address: c/o William E. Bennis III, 2916 Porter St. N.W., Washington 20008. Estimated construction cost \$158,200; first-year operating cost \$75,000; revenue \$90,000. Principals: Barbara B. Bennis (85%), Christos L. Nicholson, William E. Bennis III and Robert Allen Bennis (each 5%). Mrs. Bennis is housewife. Mr. Nicholson is technician for Multitronics Inc. Mr. William Bennis is senior engineer at same firm. Mr. Robert Bennis is student. Mrs. Bennis is 5% stockholder in WBAM Montgomery, and 5% stockholder in WSLA-TV Selma, both Alabama. Ann. June 3.

Suffolk, Va.—Charles E. Springer 1110 kc, 250 w D. P. O. address: P. O. Box 647, Greenville, N. C. 27834. Estimated construction cost \$25,000; first-year operating cost \$66,000; revenue \$70,000. Until April of this year Mr. Springer was executive and stockholder of WOOW Greenville, N. C. Ann. June 3.

Marinette, Wis.—William P. Kopish tr/as Near-North Broadcasting Co. 1150 kc, 1 kw D. P. O. address: Dunlap Square Bldg., Marinette 54143. Estimated construction cost \$19,276; first-year operating cost \$30,000; revenue \$40,000. Mr. Kopish is lawyer and has no other broadcast interest. Ann. June 2.

Existing AM stations

ACTIONS BY FCC

WILD Boston—Granted renewal of license. Action June 6.

WKAR East Lansing, Mich.—Granted increased power on 870 kc, D, from 5 kw to 10 kw with DA; conditions. Action June 2.

82 (FOR THE RECORD)

NEW CALL LETTERS ASSIGNED

WNUW New Albany, Ind.—Kentuckiana Broadcasters Inc. Assigned WHEL.

APPLICATIONS

KKEY Vancouver, Wash.—CP to increase power from 1 kw to 5 kw, install DA; install new trans.; change station location from Vancouver, Wash., to Portland, Ore.; studio location to be determined, Portland. Ann. June 3.

WKBX Winston-Salem, N. C.—CP to change frequency from 1500 kc to 710 kc; decrease power from 1 kw to 500 w; change from DA-D to non-DA. Ann. June 3.

KOLM Rochester, Minn.—CP to increase power from 1 kw to 10 kw; and install new trans. Ann. June 30.

New FM stations

APPLICATIONS

Santa Rosa, Calif.—KEFM Inc., 100.1 mc, channel 261, 2.58 kw. Ant. height above average terrain minus 259 ft. P. O. address: c/o William G. Thompson, P. O. Box 309, Santa Rosa 95402. No other information available. Ann. June 2.

Alamosa, Colo.—Darrel K. Burns 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 84 ft. P. O. address: P. O. Box 661, Alamosa 81101. Estimated construction cost \$7,987.50; first-year operating cost \$1,500 over AM; revenue \$5,000 over AM. Mr. Burns is owner of KRSN-AM-FM Los Alamos, N. M., and KGIW Alamosa, Colo. Ann. June 2.

Swainsboro, Ga.—Radio Station WJAT Inc. 98.3 mc, channel 261, 2.58 kw. Ant. height above average terrain 283 ft. P. O. address: c/o John J. Bailes, P. O. Box 371, Swainsboro 30401. Estimated construction cost \$17,250; first-year operating cost \$24,000; revenue \$28,000. Principals: Webb N. Pierce and estate of James Denny, Dollie D. Denny, John Denny, J. William Denny, Thomas Evans and Mary Rhodes, executors, (each 50%). Radio Station WJAT Inc., licensee of WJAT Swainsboro, Ga., is 100% owner of WSNL Sandersville, Ga., and 99.8% owner of WBRO Waynesboro, Ga. Mr. Pierce and

estate of Mr. Denny are both 1% owners of WBRO Waynesboro. Ann. June 2.

*Lewiston, Idaho — Independent School District No. 1 of Nez Perce County, Idaho 89.1 mc channel 206, .011 kw. P. O. address: c/o Edward D. Sanman Jr., 1116-9th. Ave., Lewiston 83501. Estimated construction cost \$4,645; first-year operating cost \$1,000. Funds to be supplied from school appropriations and school clubs. To be administered by school board. Ann. June 7.

Syracuse, N. Y.—Mars Hill Broadcasting Co. 102.9 mc, channel 275, 6 kw. Ant. height above average terrain 722 ft. P. O. address: c/o Adolph H. Huttar, 511 Keith Building, Syracuse 13202. Estimated construction cost \$32,501; first-year operating cost \$28,000; revenue \$30,000. Principals: Glenn H. Burdick, Robert B. Hazard (19.7% each), Norman G. Hinkle, Adolph H. Huttar, William C. Eichelberger (each 7.9%), Clayton B. Roberts (6.3%) and others none over 5%. Mr. Burdick owns automobile dealership. Mr. Hazard is in contracting business. Mr. Hinkle is craftsman. Mr. Huttar is lawyer. Mr. Eichelberger is research chemist. Mr. Roberts is chemical engineer. Principals have no other broadcast interests. Ann. June 3.

Minot, N. D.—Meyer Broadcast Co. 93.7 mc, channel 229, 26.1 kw. Ant. height above average terrain 400 ft. P. O. address: c/o William A. Ekberg, 200 1/2 Fourth St., Bismark, N. D. Estimated construction cost \$33,786; first-year operating cost \$15,000; revenue \$12,500. Principals: Marietta M. Ekberg (99.2%) and William Ekberg (.8%). Meyer Broadcasting is licensee of KFYR-AM-FM-TV Bismark, KMOT-TV Minot, KUMV Williston, all North Dakota, and KOYN Billings, Mont. Ann. June 8.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Bainbridge, Ga.—John A. Dowdy. Assigned WMGR-FM.

Ownership changes

ACTIONS BY FCC

WYAK Sarasota, Fla.—Granted assignment of license and SCA from Multitone Music Corp. to Pan Florida Inc., licensee of WSAF Sarasota. Consideration \$20,000. Action June 3.

KWBB and KQTY(FM) Wichita, Kan.—Granted assignment of licenses from Wichita Beacon Broadcasting Co. to Wichita Broadcasting Inc. owned by Richard C. Schmoker. Mr. Schmoker is lawyer. Consideration \$700,000. Action June 7.

KLCB Libby, Mont.—Granted transfer of control of licensee corporation, Lincoln County Broadcasters Inc., from Oliver G. Coburn, William G. Hafferman and Ambrose G. Measure (100% before, none after) to Frank E. and Georgina M. Krshka, Eileen A. and Frank A. Whitstone, Earl D. Lovick, Albert H. Uthof, J. F. Fennessy Jr. and David W. Robinson (none before, 100% after). Consideration \$47,500. Action June 2.

WGLI Babylon, N. Y.—Granted transfer of control of licensee corporation WGLI Inc. from Friendly Frost Inc. to Warwick Associates Inc., principally owned by Martin Beck and George Ross. Mr. Beck has interest in WWRI West Warwick, R. I., (none before, 100% after). Consideration \$500,000. Action June 3.

WBAB Kingston, N. Y.—Granted assignment of license from Big River Broadcasting Corp. to Hunter Broadcasting Group Inc. owned by William A. Hunter (32 1/2%), Donald J. Barbota (45%) and John Hunter Jr. (22 1/2%). The Hunters have interest in WDOT Burlington, Vt. Consideration \$110,000. Action June 2.

WAIR-AM-FM Winston-Salem, N. C.—Granted transfer of control of licensee corporation Holiday Broadcasting Corp., from Joseph Mullen as voting trustee to John W. Googe, James R. Gilley, Bernard Mann, Nicholas P. Patella and John K. Gallagher. Consideration \$48,750. Action June 2.

KVLH Pauls Valley, Okla.—Granted assignment of license from Lewis W. Coleman and Edwin A. Anderson db/as Anderson Broadcasting Service (each 50%) to Edwin A. Anderson db/as Anderson Broadcasting Service. Consideration \$12,650. Action June 3.

KQIK Lakeview, Ore.—Granted acquisition of positive control of licensee corporation, Pacific Northwest Radio Inc., by Pauline Walsh (17.6% before, 88.4% after) through transfer of stock from Arbee E. Freeman Sr. (7.8% before, none after). Consideration court-ordered stock transfer. Action May 31.

BROADCASTING, June 13, 1966

APPLICATIONS

KLOK San Jose, Calif.—Seeks transfer of control of licensee corporation, Radio KLOK Inc., from E. L. Barker and Florence S. Barker (100% before, none after) to P&T Davis Investment Co., owned 50% each by M. Philip Davis and W. Thomas Davis. Messrs. Davis are lawyers and in farming. They own Davis Broadcasting Co., licensee of KWIZ Santa Ana, Calif. Consideration \$1,026,277. Ann. June 3.

WRIZ Coral Gables, Fla.—Seeks assignment of construction permit from Mission Broadcasting Co. to Mission East Co., a subsidiary of Mission Broadcasting owned by Henry H. Greenwall (16.4%), Chisato Hayashi (11.8%), Varnel Beach, Robert L. Hind Jr. (each 11%), Sherwood Greenwall (8.3%), Maud Greenwall (7.9%), Richard E. Mawson (4.7%) and other Mission Broadcasting Co. is licensee of KONO and KITV (FM) and parent corporation of Mission Telecasting Co., licensee of KONO-TV, all San Antonio, Texas. No consideration. Ann. June 2.

WMEL Pensacola, Fla.—Seeks transfer of control of licensee corporation, Wheeler Broadcasting Inc., from Mel Wheeler (51% before, none after) to Frank E. Holladay and Joseph W. Carson (19.5% each before, 100% together after). Consideration \$11,475. Ann. June 2.

WZBN Zion, Ill.—Seeks assignment of construction permit from Maurice J. Weber, Edward H. Weinberg and Sidney J. Goldstein db/as Z-B Broadcasting Co. to Zion Benton Broadcasting Co. owned by William J. Bickett (99+%) and W. James Bickett (less than 1%). Messrs. Bickett are both in retail merchandising and have no other broadcast interests. Consideration \$16,000. Ann. June 3.

WGUY Bangor, Me.—Seeks assignment of license from Bangor Broadcasting Co., owned 55.55% by Melvin L. Stone and 44.45% by Frances M. Stone, to Pineland Broadcasting Co., ownership same as above. Mrs. Stone is 23.19% stockholder of WRUM Rumford, Me. Stock transfer only, no consideration. Ann. June 3.

WHWH Princeton, N. J.—Seeks relinquishment of positive control of licensee corporation, Nassau Broadcasting Co., from Herbert W. Hobler (51.89% before, 42.5% after) and others to Herbert W. Hobler et al. No consideration, result of expansion of capital base of company. Ann. June 2.

WTOA Trenton, N. J.—Seeks relinquishment of positive control of licensee corporation, Nassau Broadcasting Co., from Herbert W. Hobler (51.89% before, 42.5% after) and others to Herbert W. Hobler et al. See above WHWH Princeton, N. J.

WFLB Fayetteville, N. C.—Seeks assignment of license from OSTB Inc., 75% owned by O. F. Stafford Jr. to WFLB Radio Inc., owned 100% by William E. Tart, who was 25% owner of OSTB Inc. Mr. Tart is in furniture business. Consideration \$10,000 plus \$140,000 in options. Ann. June 7.

WDVR Philadelphia—Seeks assignment of license from David L. Kurtz to WDVR Inc., owned 100% by David L. Kurtz. Assignment is for legal purposes only. No consideration. Ann. June 2.

WNOO Chattanooga, Tenn.—Seeks transfer of control of licensee corporation, WMFS Inc., from Leon S. Walton (51% before, none after) to WNOO Inc., owned by George W. Dean Jr. (26%), Fred J. Webb owns 49% of WNOO and is presently manager. Mr. Dean is lawyer and 15% stockholder in WAPX Montgomery, Ala. Mrs. Dean is employed by state of Alabama. Mr. Watt is retired. Consideration \$85,000. Ann. June 3.

KBUY Amarillo, Tex.—Seeks assignment of license and construction permit from Radio KBUY, controlling interests held by Giles E. Miller family, to John B. Walton Jr. Mr. Walton is owner of KVKM-AM-TV Monahans, KVII-FM-TV Amarillo, KELP-AM-TV El Paso, all Texas; KVOB Albuquerque, N. M., and KFIF Tucson, Ariz.; applicant for CP for AM in Lubbock, Tex., and applicant for assignment of license of KCUL-AM-FM Fort Worth and KAVE-TV Carlsbad, N. M. Consideration \$250,000. Ann. June 2.

Hearing cases

INITIAL DECISION

■ Hearing examiner David I. Kraushaar issued initial decision looking toward (1) granting application of WQIZ Inc., to change operation of WQIZ Saint George, S. C., from 1300 kc. 500 w. D, to 810 kc. 5 kw. D. conditions, and (2) denying application of The Edgefield-Saluda Radio Co. to change

operation of WJES Johnston, S. C., from 1570 kc. 250 w. D, to 810 kc. 1 kw. D, Action June 8.

FINAL ACTIONS

■ By memorandum opinion and order in proceeding on AM applications of Sawnee Broadcasting Co., Cumming, Ga., and Hall County Broadcasting Co., Gainesville, Ga., review board dismissed petition by Sawnee to enlarge issues. Action June 7.

■ In proceeding on AM applications of Arthur A. Cirilli, trustee in bankruptcy, for renewal of license of station WIGL Superior, Wis., and for assignment of license to D.L.K. Broadcasting Co., and Quality Radio Inc., Superior, review board granted petition by Quality to extent of enlarging issues to determine whether D.L.K. Broadcasting or any shareholder thereof has been involved in unauthorized transfer of control of WIGL in contravention of Sec. 310(b) of Communications Act, and whether it is financially qualified to be commission licensee. Member Nelson abstained from voting. Action June 6.

■ In proceeding on applications of Richard O'Connor and Kops Communications Inc., for new FM's in Albany, N. Y., review board granted applicants' joint petition for approval of agreement; dismissed O'Connor application, and granted Kops application for new FM on channel 293; terminated proceeding. Member Berkemeyer concurred and issued statement in which member Slone joined; Member Kessler concurred. Action June 6.

■ In proceeding on applications of Keith L. Reising and Kentuckiana Television Inc., for new FM's in Louisville, Ky., review board granted motion by Reising to extent of enlarging issues as to Kentuckiana to determine facts and circumstances surrounding advertisement by WLKY-TV Louisville, during month of February 1966, of promotion entitled "Napkin Roulette", whether Kentuckiana exercised appropriate control or supervision of its programming by insuring prior to broadcast that its promotion of "Napkin Roulette" did not constitute broadcast of advertisement for lottery, and, in light of evidence adduced pursuant to those issues, whether comparative qualifications of Kentuckiana are adversely affected. Member Berkemeyer dissented and would add disqualification issue; Member Slone joined in dissent. Action June 6.

■ By memorandum opinion and order in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new UHF TV's on channel 38 in Chicago, commission (1) granted application by Chicagoland for review of March 10 action by review board affirming examiner's conditional rejection of certain letters sought to be submitted by Chicagoland, and (2) set aside board action, reversed examiner's ruling but emphasized that it was not at this juncture determining weight to be accorded to evidentiary submission of letters in question, and directed examiner to proceed in accordance with commission's order. Action June 2.

■ By memorandum opinion and order, commission denied petition by Central Broadcasting Co. requesting commission to move court of appeals for order remanding, for further commission consideration, proceeding on Central's application to increase daytime power of WCGC Belmont, N. C., from 1 kw to 5 kw, continued operation on 1270 kc with 500 w-N, DA-N. Central appealed to court commission's actions denying WCGC application and refusing to reconsider and reopen record. Action June 2.

■ By memorandum opinion and order, commission dismissed as moot petition by Boston Broadcasters Inc., to deny or defer action on applications of WHDH Inc. for renewal of licenses of WHDH-AM-FM Boston. Substantially same questions as are raised in BBI's petition are now before commission, and renewal applications are, on commission's own motion, in deferred status pending outcome of Boston TV channel 5 proceedings in Doc. 8739 et al. Action June 2.

DESIGNATED FOR HEARING

Reporter Broadcasting Co., Bay Broadcasting Co., San Francisco—Designated for hearing application of Bay Broadcasting Co. for new TV to operate on channel 38; directed that letter be sent to Reporter Broadcasting Co. giving 30 days to amend and be designated for consolidated hearing or application will be dismissed. Action June 2.

Lunde Corp., KASI Iowa Inc., Ames, Iowa—Designated for consolidated hearing applications for new FM's to operate on

channel 281—Lunde with 100 kw, ant. height 451 ft., and KASI with 52.9 kw, ant. height 269 ft. Action June 2.

Olmstead County Broadcasting Co., North Central Video Inc., Rochester, Minn.—Designated for consolidated hearing applications for new FM's to operate on channel 244, 3 kw—Olmstead with ant. height 26 ft., and North Central with 267 ft. ant. Action June 2.

■ By order, commission designated for consolidated hearing applications of RKO General Inc., for renewal of license of KHJ-TV Los Angeles, and Fidelity Television Inc., for new TV on that channel in Norwalk, Calif. Action June 2.

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Royal Broadcasting Co. for renewal of license of KHAI Honolulu, and KHAI Inc., for new AM on those facilities. Action June 2.

OTHER ACTIONS

■ Review board scheduled oral argument for June 28 in proceeding on applications of Ocean County Radio Broadcasting Co. and Seashore Broadcasting Corp. for new FM's in Toms River, N. J. Action June 7.

■ In proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new UHF TV's in Columbus, Ohio, review board granted motion by Farragut for continuance of oral argument from June 28 to July 26. Action June 7.

■ In proceeding on AM application of Storz Broadcasting Co., New Orleans, La., review board granted motion by WTIX and Voice of Dixie Inc., to extent of extending time to June 10 to file reply to exceptions to initial decision. Action June 3.

■ Review board scheduled oral argument for June 28 in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's in Columbus, Ohio. Action June 3.

■ In proceeding on AM applications of James L. Hutchens, Central Point, Ore., and Faith Tabernacle Inc., Ashland, Ore., review board granted petition by the Broadcast Bureau for extension of time to June 10 to file responsive pleadings to applicants' joint request for simultaneous approval of reimbursement agreement and petition for dismissal of Faith Tabernacle's application. Action June 3.

■ Review board granted request by Broadcast Bureau for extension of time to June 10 to file exceptions to second supplemental initial decision in proceeding on application of Southern Radio and Television Co., for new AM in Lehigh Acres, Fla. Action June 3.

■ Commission ordered Santa Rosa Broadcasting Co., to show cause why license of WSRM Milton, Fla., should not be revoked. Hearing, to be held at Milton at time to be designated later, consolidates Santa Rosa's application for new FM at Pensacola, Fla. Hearing examiner was authorized to recommend forfeiture up to \$10,000 if hearing record does not warrant license revocation. Apparent violations include frequent nighttime operation with daytime power, incorrect logging, broadcast of deceptive contests, and misrepresentations to commission. Action June 2.

■ In proceeding on application of Norris-town Broadcasting Co., to increase power of WNAR Norristown, Pa., and make other changes, review board ordered that, unless within 10 days applicant files either specified amendment or notice of intention to prosecute existing application, its application will be dismissed for failure to prosecute. Action June 2.

Routine Roundup

ACTIONS ON MOTIONS BY COMMISSION

Commission on May 31 granted request by Electronic Industries Association to extend time from June 1 to Sept. 1 to file comments and from June 15 to Sept. 15 for replies in matter of amendment of Subparts G and F of Part 74 to provide for microwave relays to be licensed to translator operators.

Commission on June 1 granted request by Corinth Broadcasting Co., for extension of time from May 31 to June 13 for filing reply comments on RM-934 concerning FM channels at Oxford and Clarksdale, both Mississippi.

BY OFFICE OF OPINIONS AND REVIEW

■ Granted petition by Syracuse Television Inc., for extension of time to June 16 to

file responsive pleadings in Syracuse, N. Y., TV channel 9 proceedings. Action June 7.

■ Granted petition by Broadcast Bureau to extend time to June 17 to reply to petition by Star Stations of Indiana Inc., for reconsideration in proceeding on its applications for renewal of licenses of WIFE-AM-FM Indianapolis. Action June 2.

**By Chief Hearing Examiner
James D. Cunningham**

■ Designated Hearing Examiner Jay A. Kyle to preside at portions of commission's inquiry into alleged violations of Sects. 317 and 508 of Communications Act which enjoin "payola" and "plugola" practices in broadcasting to be held at such places as may be deemed necessary for further conduct of inquiry, and vested examiner with all of powers heretofore delegated to chief hearing examiner by commission on May 18. Action June 7.

■ Designated hearing examiners to preside in following proceedings and scheduled prehearing conference and hearing dates as shown. Actions June 6.

Charles J. Frederick—Bay Broadcasting Co. for new UHF TV on channel 38 in San Francisco; prehearing conference, July 12; hearing, Sept. 13.

Millard F. French—Lunde Corp. and KASI Iowa Inc., for new FM's in Ames, Iowa; prehearing conference, July 8; hearing, Sept. 8.

Isadore A. Honig—Olmstead County Broadcasting Co. and North Central Video Inc., for new FM's in Rochester, Minn.; prehearing conference, July 6; hearing, Sept. 8; and Sol Schildhouse—Royal Broadcasting Co. for renewal of license of KHAI Honolulu, and KHAI Inc., for new AM; prehearing conference, July 12; hearing, Sept. 13.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of City Index Corp. and Tele/Mac of Jackson for new TV's on channel 18 in Jackson, Miss., granted petition by City Index for leave to amend its application to bring up to date its financial showing. Action May 31.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Northern Indiana Broadcasters Inc., for continuance of hearing from June 1 to June 15 in proceeding on its application for new AM in Mishawaka, Ind. Action May 31.

By Hearing Examiner Millard F. French

■ Granted request by John B. Walton Jr., db/as KJJJ-TV, for continuance of further prehearing conference from June 7 to July 7 in proceeding on its application and that of McAlister Broadcasting Corp. for new TV's on channel 28 in Lubbock, Tex. Action May 27.

By Hearing Examiner Walther W. Guenther

■ Approved procedural ground rules established at June 3 further prehearing conference and scheduled hearing for July 25 in proceeding on applications of Brown Broadcasting Co., and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, both North Carolina, respectively. Action June 3.

■ In proceeding on AM applications of Abacoa Radio Corp., Rio Piedras, and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, granted request by Mid-Ocean and suspended effectiveness of June 1 date for exchange of exhibits; established June 20 as date for further hearing conference in lieu of hearing. Action June 1.

By Hearing Examiner Isadore A. Honig

■ Cancelled hearing scheduled for June 7 and again closed record in proceeding on application of New South Broadcasting Corp. for new FM in Meridian, Miss. Action June 2.

■ In proceeding on applications of Had-dox Enterprises Inc., and WCJU Inc., for new FM's in Columbia, Miss., ordered WCJU to file within seven days requisite affidavit as to consideration in connection with its notice of withdrawal of its application. Action June 1.

By Hearing Examiner H. Gifford Irion

■ Scheduled procedural dates and postponed hearing from July 13 to July 19 in proceeding on applications of Valparaiso Broadcasting Co., et al., for new FM's in Valparaiso, Ind. Action June 6.

■ Granted petition by Northwestern Indiana Broadcasting Corp. for dismissal with prejudice its application for new FM in Valparaiso, Ind. Action June 6.

■ In proceeding on applications of Keith L. Reising and Kentuckiana Television Inc., for new FM's in Louisville, Ky., granted petition and supplement by Reising to amend his application to reflect fact that he sold ownership interest in Electrocast Inc., licensee of WXVW, Jeffersonville, Ind., and terms and manner of payment; accepted Kentuckiana's late filed pleadings. Action June 1.

■ On own motion, continued hearing from June 20 to June 27 in Des Moines, Iowa, in proceeding on applications of Iowa State University of Sciences and Technology, Ames, Iowa. Action June 1.

By Hearing Examiner Jay A. Kyle

■ Continued from June 21 to June 29 prehearing conference in proceeding on applications of Lamar Life Broadcasting Co. for renewal of license of WLBT(TV) Jackson, Miss. Action June 8.

■ On own motion, scheduled further hearing conference for June 14 in proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new UHF's on channel 29 in Dallas. Action June 7.

■ In proceeding on application for assignment of licenses of WOL-AM-FM, Washington, from Washington Broadcasting Co. to WOL Inc., granted request by WOL Inc., and rescheduled hearing conference from June 8 to June 13. Action June 3.

■ In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co., and Radio Elizabeth Inc., for new AM's in Matawan, Somerville and Elizabeth, all New Jersey, respectively, granted motion by Jupiter and scheduled hearing session for June 9 for purpose of taking testimony, including cross-examination of Dr. Frederick P. Staffinger, under commission's remand order involving Sec. 307. (b) issue. Action June 1.

■ Pursuant to commission's May 31 memorandum opinion and order, scheduled hearing conference for June 8 in proceeding on application for assignment of licenses of WOL-AM-FM Washington, from Washington Broadcasting Co. to WOL Inc. Action June 1.

■ On own motion, scheduled further hearing conference for June 8 in proceeding on applications of WTCN Television Inc., Midwest Radio-Television Inc. and United Television Inc., all Minneapolis. Action June 1.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's in Dallas, granted supplemental petition by Maxwell for leave to amend its application concerning conditions of loan to be made by First National Bank in Dallas. Action June 1.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications of Kansas State Network Inc., and Highwood Service Inc., for new UHF TV's on channel 29 in Topeka, Kan., granted petition by Highwood for leave to amend its application to provide current data relative to its financial proposal, etc. Action June 6.

■ In proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, both Tennessee, denied applicants' joint motion for indefinite continuance of hearing and, on own motion, continued dates for exchange of exhibits from May 31 to July 5 and hearing from June 6 to July 11. Action June 3.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ Denied petition by Impart Systems Inc., for leave to intervene in proceeding on application for assignment of CP of WTVU(TV) New Haven, Conn., from Connecticut Radio Foundation Inc., to Connecticut Television Inc. Action June 6.

■ Granted request by Broadcast Bureau for extension of time to June 10 to file reply findings in proceeding on applications of KXYZ Television Inc., and Crest Broadcasting Co. for new TV's on channel 26 in Houston. Action June 1.

By Hearing Examiner Sol Schildhouse

■ Granted joint request by applicants and continued hearing to July 15 in proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex. Action June 7.

■ Granted petition by Chem-Air Inc., Seattle, for leave to intervene and be made party to proceeding on AM applications of Northwest Broadcasters Inc., and Bellevue

Broadcasters, both Bellevue, Washington. Action June 6.

■ In Lebanon, Pa.—Catonsville, Md., AM proceeding, granted request by Lebanon Valley Radio to extent of scheduling hearing conference for June 10. Action May 31.

**BROADCAST ACTIONS
By Broadcast Bureau**

Actions of June 7

WCHU(TV) Champaign, Ill.—Granted CP to change frequency to channel 15, change trans. location, type trans. and ant., make changes in ant. structure and equipment and increase ant. height to 1,300 ft.; waived sec. 73.610(d) and 73.652(a) of rules to permit station identification as Champaign-Danville.

KAIL(TV) Fresno, Calif.—Granted CP to change ERP to 104 kw vis. and 11 kw aur., change trans. location and type trans., increase ant. height to 1,900 ft., and make changes in ant. structure.

WBTM-TV Danville, Va.—Granted mod. of CP to change ERP to 209 kw vis. and 41.8 kw aur., change type trans. and ant., trans. location, make changes in ant. structure and increase height to 340 ft.

KPAZ-TV Phoenix, Ariz.—Approved engineering data to change frequency to channel 21, ERP to 91.2 kw vis. and 18.2 kw aur., studio location and type trans., and increase ant. height to 1,550 ft.

WPDT(TV) Florence, S. C.—Approved engineering data to change frequency to channel 15 and change type trans.

WECO-TV Pittsburgh—Granted mod. of CP to change ERP to 436 kw vis. and 87.3 kw aur., trans. and studio location, type trans. and ant. and structure, and increase ant. height to 1,000 ft.

WPIX(TV) New York—Granted license covering use of old trans. as alternate main trans.

KOCO-TV Oklahoma City—Granted mod. of license to reduce aur. ERP to 7.52 kw. WPMP-FM Pascagoula, Miss. — Granted mod. of license to specify operation on channel 256.

WRUR-FM Rochester, N. Y.—Granted license for new noncommercial educational FM.

WXQR-FM Jacksonville, N. C.—Granted license for new FM and specify type trans.

WTHI-FM Terre Haute, Ind.—Granted license for new trans. and ant. and change in ERP to 20 kw ant. height to 410 ft.; remote control permitted.

WTBO-FM Cumberland, Md.—Granted license covering change in ant.-trans. location, remote control from studio location, ERP to 4 kw, ant. height 1,400 ft., and installation of new ant.-trans.

WJBK-FM Detroit—Granted license covering installation of new ant.-trans. and change in ERP to 20 kw and ant. height to 500 ft.

WNRO-FM Aurora, Ill.—Granted license covering change in transmission line.

WSTC-FM Stamford, Conn.—Granted license covering use of auxiliary trans. for auxiliary purposes only.

Actions of June 6

WODI Brookneal, Va.—Granted CP to make changes in ant. system.

KFRE Fresno, Calif.—Granted mod. of license to operate trans. by remote control from KFRE-TV studio; conditions.

WVBR-FM Ithaca, N. Y.—Granted CP to install new trans. and increase ERP to 3 kw; conditions.

WMSH-FM Elizabethtown, Pa.—Granted CP to install new type trans. and ant.; install new FM tower at licensed site; change ERP to 20 kw and increase ant. height to 500 ft.; conditions.

WOL-FM Washington—Granted CP to install new ant.; ERP 20 kw; remote control permitted.

WROY-FM Carmi, Ill.—Granted CP to replace damaged coaxial ant. cable from trans. to ant.

Actions of June 3

Universal Missionary Church Detroit—Granted extension of authority to 5/20/67 to deliver audio religious program to CKLW Windsor, Canada.

WERA Plainfield, N. J.—Granted license covering use of former auxiliary trans. at main trans. location to be operated as alternate main trans.

WCAS(FM) Knoxville, Tenn. — Granted mod. of CP to change ant.-trans. location, change type ant. and system, and increase ERP to 100 kw and ant. height to 1,140 ft.

WDYX Buford, Ga.—Granted CP to increase power from 1 kw to 5 kw, change ant.-trans. and studio location, make changes

(Continued on page 91)

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

Outstanding single station Texas, market. Need young man, strong on sales, who will manage this station to its potential. Base salary plus incentive means excellent earnings. Man who can produce has an unlimited future. Send complete details. Box F-41, BROADCASTING.

Part ownership opportunity for a general manager in expanding major market chain operation. Salary and bonus will produce \$30,000 to \$40,000 annual income, plus stock option to a present general manager with successful record in top fifty market. Send complete resume, including present salary and photograph. References will not be checked until after personal meeting. Our present organization knows of this ad. Box F-104, BROADCASTING.

Station managers who want a change can earn money as a Columbia School of Broadcasting franchisee. For example: Bob Graham, our franchisee in LaCanada, California, averages over \$3,000 monthly net profit. And Bob never leaves his office. No teachings involved. It's audio-visual home study program. You'll need \$15M investment. We set you up and get you fully operational. We'll be glad to send you full information: Write R. V. Good, V. P. Marketing, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco, 94118. (Not affiliated with CBS, Inc.)

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

South Florida, 100 kw FM has sales manager position for creative, aggressive, mature man. Good draw. Must be experienced, interested in permanent position & willing to work. Full resume and references, 1st letter. Will wait for the right man. Box F-46, BROADCASTING.

A top billing Kansas station in non-metropolitan market has opening for salesman. Right man can make over \$10,000. Excellent guarantee against commission plus better than ordinary fringe benefits. Box F-67, BROADCASTING.

Salesman. Single market station. Northeast Texas. Assume established accounts. Salary plus commission. Some announcing. Box F-94, BROADCASTING.

Five figure income for sales pro. Northeast. You could be our number one salesman. Good base of active accounts to get you started. Send resume to Box F-110, BROADCASTING.

Salesman needed: Looking for a family man between 25 and 35 years old, who likes radio and loves selling. Good accounts available, fine opportunity to make good income. Contact Ed Carrell, WGAD, Gadsden, Alabama.

Salesman for top 40 station in ever growing market. WJDY Salisbury, Maryland. Call collect Norman Glenn.

Combination salesman/announcer, work morning shift. Must have production ability. Send all information 1st letter. WTAP Parkersburg, W. Va.

Announcers

Air salesman for well established aggressive adult independent Ohio medium market. Top pay, fine future, excellent facilities. Must be experienced and have first phone. Send tape and resume to Box E-204, BROADCASTING.

Wanted: Top 40 disc jockey for immediate opening. Medium market in New England. Salary commensurate with ability and willingness to cooperate. Send photograph, resume and a recent tape to Box E-387, BROADCASTING.

Announcer for adult, good music, Michigan station. Send tape and resume. Excellent opportunity. Box E-392, BROADCASTING.

Announcer for middle road. Bright, fast-paced. Midwestern group station. Must have mature delivery. Send tape, photo & resume to Box E-429, BROADCASTING.

Progressive Florida east coast, good everyday, and occasionally great, expanding staff. Need people strong on board and production. Fringe benefits include hospitalization insurance plan. All replies will be answered. No tapes returned. Send tape, resume, with photo today. Box F-32, BROADCASTING.

Quality western Mass. station, all new facilities; in lovely year-round resort area needs talented air man for night program. First-class ticket required. Great place to live, great place to work. Salary \$125 per week. Box F-48, BROADCASTING.

Wanted—announcer with 1 year experience. Also a qualified program director for daytime, single station market in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter. Box F-77, BROADCASTING.

Pittsburgh area adult format station needs production-minded announcer with at least two years commercial experience. Send resume, tape to Box F-78, BROADCASTING.

Immediate opening—Announcer with first phone. Alabama AM. Excellent conditions. Box F-86, BROADCASTING.

We need top Gospel dj. Send resume, tape, salary requirements. Box F-89, BROADCASTING.

Announcers with first phone, if you're with a no-where station in a nothing market or if your future seems limited, why not consider a move to television. New modern TV station has positions open in Video switching, directing and announcing. Real opportunity to break into television, TV experience not necessary, good starting salary, great staff. Additional opportunity for some dj work at extra pay on affiliated radio station. Located in substantial market in Great Lakes area. An equal opportunity employer. Write Box F-121, BROADCASTING.

Needed now!!! Stable, young, bright, happy professional man for afternoon drive shift on "top 50" operation in sunny gulf coast market. Must know production, news and maintain top ratings—and increase them. 3rd phone required. Rush tape, resume and salary requirements to: Box F-124, BROADCASTING.

Iowa—Small market needs sales manager. Guaranteed accounts, generous commission, plus many benefits. Open only to proven sales record. Box F-125, BROADCASTING.

Five kw, top one-hundred market, one of the nations top rated radio stations wants a swinger who is a mature winner. Must be good in production. If you're good, you can have one of the nations better jobs, with growing chain. Opening—immediate. Rush aircheck and resume to Box F-130, BROADCASTING.

Announcers—(cont'd)

Need now—Top 40 announcer with first—one of five most powerful in state—Airmail resume, tape, photo to Box F-132, BROADCASTING.

Top rated Florida, Gold coast station needs top jock—strong production. Professionals only. Box F-138, BROADCASTING.

Sharp, modern C&W announcer wanted at once by pioneer C&W station in Texas. First ticket required. Top pay, incentives. Tape and resume to KDAV, Box 270, Lubbock, Texas.

Looking for good, experienced announcer or newsmen with news know how that wants to take over news-directors job of radio & TV operation. Could be just what you are looking for. Send complete resume, audio tape, photo to Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Immediate opening for announcer-operator to handle FM board shift. Will replace man going to college. Third class license needed. Minimum announcing shift. Contact Chief engineer or Manager WBCM-FM Bay City, Michigan.

WDBO Radio, Orlando, Florida. We are still looking for the right man. Our station is one of the oldest and influential in the southeast and we need an experienced dj who can handle a middle of road music show. Send tape & resume to Program Director, WDBO, P.O. Box 1833.

Losing rock dj to Army—need announcer with 1st phone for evening show, excellent facility. Wonderful living area. Award winning station. Call Manager, WEMD, Easton, Maryland, TA 2-3301.

Immediate opening for morning man and play by play sports announcer. Please send tapes, references and salary expected to Mr. William Winn, Program Director, WESB Bradford, Pa.

Immediate opening for announcer who can also write news, for good music station on the Jersey shore. One hour from New York city. Phone WHTG, Asbury Park, 531-1410.

Michigan resort area daytimer needs announcer with 1st class ticket. Call Jerry Schroeder, WIOS Tawas City, Michigan 517-362-3417.

Wanted top 40 man with 1st class ticket. WJDY Salisbury, Maryland. Call collect, Norman Glenn.

Bright & lively morning man for middle of road format. Must be able to deliver commercials with salesmanship and maintain No. 1 ratings. Salary commensurate with ability and experience. Contact Wes Richards, WKNY, Box 418, Kingston, N. Y.

Immediate opening for announcer, with bright, lively sound, good on news and 3rd class license. Clean, air-conditioned operation. Need car. Send tape, air resume at once to Manager, WMBT Radio, Shenandoah, Pa.

Immediate opening for experienced announcer. Good pay with fringe benefits. Send tape and resume to Art Martin, WMRN, Box 518, Marion, Ohio.

Attention College graduates! If you have first phone, read well, have good voice, apply now for excellent job with wonderful station. Send tape and resume to WPVL Painesville, Ohio.

Announcers—(Cont'd)

Experienced morning personality for straight or gimmick music show in 5 station market. Talk show experience helpful for strong talk, news & editorial format with middle of the road music. Jingles & contests utilized with modern equipment in air-conditioned studios. Send air-check and resume to WRTA, Altona, Pennsylvania.

Wanted . . . Experienced announcer with first class ticket, by WSMN Nashua, N. H. 24 hour operation, ABC affiliate. Pleasant working conditions, above average pay. Call Frank Teas, 603-882-1590.

Announcer with first phone. Light maintenance. WSYB, Rutland, Vermont.

Immediately—Announcer—some experience—good salary. WVOB Liberty, N. Y.

Swinging station in swinging resort area needs two swingers. Tape, resume. Tom Katt, WWOW Conneaut, Ohio.

Modern format station in 100,000 market looking for experienced 3rd phone announcer. Must be able to cut production spots. Send resume, photo, tape to Robert Vinyard, 610 College, Springfield, Missouri.

Miami area beckons a humorous, energetic, imaginative and creative middle of the road announcer for immediate opening. Send tapes, resume, photo—Box 1610, Hollywood, Florida.

Mature . . . wide awake . . . up-tempo morning man with first phone for middle road show in southern California garden spot . . . benefits . . . immediate opening. Absolutely no floaters. Call now (714) 722-8294. Jim Clawson—Box K-1320, Oceanside, California.

First phone—PD wanted immediately in fast growing Iowa market. Call Manager, 515-842-3161.

Immediate opening for morning-man. 1st phone. Eastern shore award-winning station. Call Dick Lee 301- TA 2-3301.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity. Liberal benefits, good salary. Box D-159, BROADCASTING.

Southeastern AM has opportunity for reliable engineer with directional and maintenance experience. Excellent working conditions. New equipment. No announcing required. If interested please send qualifications and salary requirements to Box E-15 BROADCASTING.

Engineer—1st class license for maintenance. Some announcing included. New York state regional. Top salary Box E-300, BROADCASTING.

Mass, 5 kw-DA-AM/FM needs a replacement for Jerry. He knew equipment and how to maintain it. He enjoyed construction and straight engineering. Can you fill his shoes? Write me and tell me how. Box F-36, BROADCASTING.

Chief wanted by NYC area fulltime station. Write in confidence. Mature, growing, professional broadcasting group. Many, many benefits. Excellent opportunity for the guy who wants more for his family in the future and can use his head for more than scratching. Box F-137, BROADCASTING.

Engineer - announcer needed immediately. Send tape to KEVL, P. O. Box 309, White Castle, Louisiana.

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment. fringe benefits. Call or Write WASA-AM-FM. Box 97, Harve De Grace, Maryland. 301-939-0800.

Immediate opening to work FM transmitter board shift. Must have third class license. Announcing optional. Colleges nearby for someone interested in education. Contact Chief engineer, or Manager, WBCM-FM Bay City, Michigan.

Technical—(Cont'd)

Michigan resort area daytimer needs 1st class engineer immediately. Call Jerry Schroeder, WIOS Tawas City, Michigan. 517-382-3417.

Experienced engineer for 1000 watt AM station in midwest—Require good maintenance background—Contact Bob Olson, WJMS Ironwood, Michigan. Send all information and salary expected.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL, Philadelphia, Pa. 19118.

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-OL8-7127.

Chief engineer position available now at 1 kw directional daytimer. Vehicle and gasoline furnished. Phone or write Don Kern, WSHO New Orleans, La.

First phone operating and maintenance engineer. Light announcing. WSYB, Rutland, Vermont.

Chief for Florida daytimer. Maintenance & relief air-time. Call 613- GL 3-4300; ask for Mr. Benwitt.

Richmond, Va.—10 kw—has opening for a first phone engineer or a first phone combo man. Call: Sam Straus, Technical Director at (703) 266-8787.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota. Contact Robert Ridgeway, North Dakota Broadcasting Co. Inc., Box 1231, Fargo, North Dakota, or call 701-235-4461.

Wanted: Engineer-announcer, strong on both. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Call Arnold Terry, 703-638-7014 day, or 703-647-8493 night.

NEWS

Five-man Missouri news department needs newsmen, or announcer wanting to do news. Will train. Box E-375, BROADCASTING.

Production—Programing, Others

Reference librarian for Washington, D. C. office of network radio news commentator. Send all pertinent personnel & professional background, and qualifications to Box E-428, BROADCASTING.

Young aggressive, ambitious program director for deep south station. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase ratings with one hard hitting promotion after another? If you can, you're our man. We don't want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your past accomplishments. We have the station and the market to prove your talent. Salary is open with a sizable year-end bonus if you are able to produce ratings. A real challenge with real money for the talented PD. Send details including past earnings. Box F-13, BROADCASTING.

Man for production and copy, etc. Salary open. No collect calls. Jim Hairgrove, KBRZ, Freeport, Texas.

Program director—position opening June 15. Well-modulated voice, production ability, and knowledge of good music necessary. Must possess sophistication, insight and mature judgment to coordinate all on-air facets of 10,000-watt operation. Salary in top-four figures to start. Send non-returnable tape, resume and photograph to WRCM, 6001 Wilkinson Road, Richmond, Virginia 23227. Personal interview required.

Production—Programing, Others

Continued

Attention Florida AM or FM good music format program directors that would like to move up, Miami 10 kw AM good music station needs program director. Top salary and profit sharing plan. Must have good references, you will be checked. Send tape and resume to WRIZ, P.O. Box 186, Shendoah Station, Miami, Florida 33145.

RADIO

Situations Wanted—Management

General manager successfully running No. 1 station large southwestern market. Produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable & respected winner, I'm your man. 39, married, family. Want quality operation, Box F-18, BROADCASTING.

Announcer-engineer, PD, sales, chief engineer directional daytimer, general manager. 37, married, children. Ohio Pennsylvania. Box F-65, BROADCASTING.

Owned successful production company. #2 man at three #1 stations (small, medium, metro). Complete knowledge all phases (except engineering). Eleven years in broadcasting. Married. 30, top references. Available July. Box F-68, BROADCASTING.

Canadian stations. Aggressive 38 year old executive seeks opportunity to invest in and manage radio station. 17 years experience all phases. Past 8 years general sales manager for major metro station. Reply Box F-81, BROADCASTING.

Situations Wanted—Announcers

Top jock wants top pop operation. Availability: Immediate. Box D-254, BROADCASTING.

Negro dj—graduate beginner. Tight board, 3rd phone. Box F-8, BROADCASTING.

Announcer, young swinging dj seeks position near N. Y. Box F-24, BROADCASTING.

Nine year contemporary personality seeks winning, stable organization. Box F-30, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box F-54, BROADCASTING.

Attention Philadelphia area. Experienced announcer with B.A. Speech seeks part-time work. Box F-79, BROADCASTING.

Bright personality: DJ-announcer, authoritative newscaster; cooperative, dependable, non-floater, professional attitude. Box F-82, BROADCASTING.

Announcer-1st phone two years experience. Seeking good top 40 format in south or mid-west. Box F-83, BROADCASTING.

Announcer. Negro. Radio personality. Some experience. Tape available. Box F-90, BROADCASTING.

Announcer/dj, capable of handling all markets, willing to relocate. Box F-97, BROADCASTING.

Versatile first phone, sober, reliable, rock or otherwise. Box F-100, BROADCASTING.

Announcer, pro, mature, versatile, family, college, excellent salary. Box F-101, BROADCASTING.

Morning man—bright and smooth. 5 years experience, 33, married, college grad, 3rd endorsed. Prefer upper midwest. \$125.00 weekly. Box F-106, BROADCASTING.

Informal, bright personality, plus authoritative news and production. Over 9 years in good music. \$700 min. Box F-109, BROADCASTING.

1st phone top 40 dj. Strong delivery. Exceptional ability. 5 years experience. Major market only. Box F-111, BROADCASTING.

Attention C&W stations: First phone jock seeking major. Box F-113, BROADCASTING.

Announcers—(cont'd)

Anybody want first phone nightman? (For broadcasting???) Box F-118, BROADCASTING.

Six months experience, third, some college, good voice. Box F-119, BROADCASTING.

DJ-announcer, pleasing personality. Authoritative newscaster. Willing to travel. Experience. Box F-126, BROADCASTING.

DJ-announcer. Authoritative newscaster. Married. Some experience. Want to settle. Box F-127, BROADCASTING.

Combo dj seeks first position. 3rd ticket. NYSAS Graduate. Box F-128, BROADCASTING.

First phone Negro combo man, single, 23, prefer R&B. Draft exempt, hard worker \$150 a week minimum, no maintenance. Presently a week-end man, will travel. Box F-129, BROADCASTING.

Talk star available. This man has debated everyone from Hubert Humphrey to Kim Novak. Will locate top market. Has background of news-sports-world affairs travel. . . . This performer is well known to National Reps. for record on major station. . . . Mature responsibility but tough and knowledgeable. A well groomed pro. to hang your sales on. Call 212-KI 3-3498 or write Box F-133, BROADCASTING.

Negro dj—some experience. 3rd—endorsement. Part-time Pittsburgh, Pa. only. Box F-134, BROADCASTING.

Young man, 23 years old. third class license. Have 2 years experience, including news director, board work. Have worked both top forty and easy listening. Prefer either. Am anxious to settle down. Box F-139, BROADCASTING.

Immediately . . . Popular top 40 rock jock. major market experience. College student seeks summer employment, good news and production. Bright, exciting, solution to all your summer problems. Roger Hillkert, 1925 Harlan Rd., Toledo, Ohio 419-536-7771.

Mature 'MOR' and rock dj, with less than one year experience, having 3rd phone desires announcing position in tri-state area of Ohio. Also striving for 1st. Area code 419-332-2049.

DJ-announcer, newscaster, beginner well trained, will relocate, John Fasulo, 212-266-3532.

Assets: Dedicated, dependable, inventive, punctual. Sober. "Sells & charms" housewives. "Talk to" approach. Motivating copywriter. Interprets commercials. Authoritative newscast, interested part-time sales, college grad. Korean vet. Witty ad libs. "Fantabulous" musical knowledge. Tight board. 3rd. class FCC license w/broadcast endorsement. Liability: 21 months experience. Call Ernest Favaro, 607-MU 7-2884—Write c/o Pass, 118 McMaster St., Owego, N. Y.

First phone. Prefer top 40 or C&W. 1 year experience; willing to learn. No sales. Will relocate in southeast. Paul Bowden, P. O. Box 1183, Clewiston, Fla. 33440.

Technical

Chief engineer seeks: Better working conditions AM-FM-DA—18 years broadcast, 11 years chief engineer. Experienced rewiring and installation. Box F-80, BROADCASTING.

Experienced radio-TV operating and maintenance engineer. Any location considered. Box F-112, BROADCASTING.

Chief engineer-announcer, AM-FM-DA experience. Within 100 miles of N.Y.C. Box F-123, BROADCASTING.

NEWS

Experienced radio newsman. College graduate. Seeks spot with future. Box F-108, BROADCASTING.

Production—Programing, Others

Play-by-play sportscaster-plus any combination . . . sales-news-first phone. Minimum \$150. Box F-105, BROADCASTING.

Photographer. Experienced in news and commercial B&W and color. Optical and magnetic S.O.F. and all lab work. Prefer news work. Will relocate, Jon Hill, 518 A. Palm Ave., Clearwater, Florida. Ph. 446-9622.

Hilarious spots and promos require a real specialist. We are specialists! We write them to fit your requirement. You produce them. Spots guaranteed to sell product and thrill client. Promos guaranteed to build audience. Write: "Ideas Unltd.", 11754 Kiowa, Los Angeles, California 90049.

Clients know that my copy sells. Listeners understand my news writing and special programs. Four years on air. Married, 27, degree. 7308 Taylor Street Ne., Minneapolis, Minnesota.

TELEVISION

Help Wanted

Sales

Management position soon to be available in Sales department of Washington, D. C. Television station. Need go-getter who knows the Washington/Baltimore market, and can turn up business, as well as give service. All replies to Box E-357, BROADCASTING will be given strictest confidence.

Sales, news, announcing. Salary, commission, and talent fee. Beautiful western Colorado. Contact KREY-TV, Montrose, Colorado.

Announcers

Young, aggressive television sports reporter/photographer to prepare and perform on-the-air programs for southeastern TV station. Successful radio sports reporters, ready to adapt to TV, apply also. State education, experience, marital status, salary. Enclose pix. Box F-3, BROADCASTING.

Television sportscaster strong on developing contacts; good on air. Send resume, snapshot and audition to P.O. Box 4146, Atlanta, Georgia 30309.

Help Wanted—Technical

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.

Great Lakes area network station needs two first phone studio engineers. Experience in video switching preferred but not essential. Solidstate equipment, color chain, tape. Expanding organization, above average salary commensurate with experience with frequent increases and good future. Excellent working conditions. If you are above average, please write immediately while these really fine positions are open. Box F-74, BROADCASTING.

Immediate openings for two experienced engineers with first class license at new television station in central Wisconsin's ideal vacation land. Fast growing community. You will enjoy living and working in this beautiful central Wisconsin area. Salary commensurate with ability. Liberal vacation, hospitalization and medical plan. Would also consider AM chief engineer with extensive construction experience. Contact John Gort, Chief engineer, WAOW-TV, Telephone A/C 715-842-2251.

Television recording engineer—to supervise operation and maintenance of television tape recorders. Experience in video, audio and videotape duplication necessary. Contact Indiana University Personnel Division, 1000 East 17th Street, Bloomington, Indiana.

NEWS

TV-Radio news operation in Iowa's second largest city needs sharp man to handle night TV news spot. Must write well and look good on the air. Send resume, photo, tape and financial requirements to: Dave Carter, News director, KCRG-TV, Cedar Rapids, Iowa. 52404.

NEWS—(Con'td)

TV newsmen—2 openings in our expanding staff. One man strong on the air, rewrite, to anchor 10 p.m. half-hour block. Second man to produce SOF, cover beat & air 2 weekend newscasts. Good working conditions, top pay, resume, SOF or VTR, references to Jim Burris, news director, KULR-TV, Billings, Montana.

News director to gather, write and air news. Should be able to handle 16mm camera. Air work for TV, duplicate writing for AM. Send resume, tape and pic, or VTR, and salary requirements to Ed Peiss, Gen. Mgr., KXLF-TV, Box 3500, Butte, Montana. 59701.

Television newscaster minimum 2 years air and news experience. Send resume, snapshot and audition to P.O. Box 4146, Atlanta, Georgia 30309.

Newsman—a qualified airman for radio and television who can gather, write and air news. Journalism educational background preferred, married, veteran; a dependable person capable of top performance in an 8 man news department. Salary commensurate with experience and ability. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

News film reporter accent on ability with camera, but also needs reportorial skill. Send resume, snapshot and sample newscast to P.O. Box 4146, Atlanta Georgia 30309.

Production—Programing, Others

Commercial artist—Educational TV department of large northwestern university requires commercial artist to design and execute drawings, sketches, lettering, and related art work for television presentation. Box F-117, BROADCASTING.

TELEVISION—Situations Wanted

Management

General Manager/general sales manager. In depth experience—national regional local sales. Proven professional and executive ability, all phases. Box F-10, BROADCASTING.

Semi-satellite television manager desires position in Idaho, Montana, Rocky Mountain area or midwest. First phone; presently do own copy writing, taping, promotion, and directing. Can also switch and operate on standby basis. Eleven years prior experience includes radio and TV continuity, traffic and news. 32, Family man. Box F-103, BROADCASTING.

Sales

Creative salesman. Ratings agencies specialist Area's top biller. Interested in bigger billing potential—or in management. \$20,000. East. Employer knows. Box F-75, BROADCASTING.

Announcers

Announcer experienced in all phases of TV & radio, weather, news, sports. Excellent references. Tape picture, resume upon request. Box F-120, BROADCASTING.

Technical

"Total engineer" VTR, color, audio, transmitter. Installation, maintenance, proofs. Management oriented. Box E-332, BROADCASTING.

News

Aggressive young news reporter seeks permanent major market opportunity. Currently employed by award-winning California VHF in medium market, but wants to move up. University graduate with eight years experience. Heavy experience in gathering, writing and on-camera presentation. Box F-35, BROADCASTING.

Experienced on-camera newsmen, mature, \$175 a week. Box F-114, BROADCASTING.

Zealous newswriter-reporter . . . 25, Major market experience. Metropolitan daily paper background. M.A. degree. Can handle film & tape. Interested? I am. Box F-136, BROADCASTING.

TELEVISION

Situations Wanted—News

continued

Still & film cameraman, 10 yrs. experience, TV news and documentary, familiarity all professional equipment. Resumes. Patrick Child, 678 Elm, New Haven, Conn.

Production—Programing, Others

Director: Seven years of TV production experience. Would like to relocate with TV station that has future for man wanting to get ahead. Accept interviews 6/13/66-6/25/66 (vacationing). Box F-60, BROADCASTING.

Production and/or operations manager. Young, experienced production/operations manager, wants position with an independent or UHF station. A take charge man who gets results. (Saleable creativity and conscientious production). Box F-87, BROADCASTING.

Spark your station with proven young producer/director, 10 years network and major market experience. Employed, but eager for challenge. Box F-99, BROADCASTING.

TV program-operations director — experienced, creative. Seeking professional challenge. Midwest or west. Box F-102, 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.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Broadcast Engineering Services—AM-FM-TV; everything from mike to tower to complete station, 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Wanted 5 kw AM transmitter. Box 1875 Monterrey, Mexico.

Need immediately for TRT-1B used RCA color conversion rack c.w. color modules for Prog. Amp. Send price and condition to CFTO-TV, Box 9, Toronto 16, Ontario, Canada. Att: Mr. H. Berger, Director of Engineering.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave. N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolite, 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.

Television studio and television control room equipment. We have been appointed the exclusive selling agent by a major TV and film producing company to dispose of their present operating Television studio and recording installation. Located on the east coast—this installation includes: RCA TR22 video tape recorders, (color & black & white), RCA TK60 camera chains, Ampex video tape recorders, film equipment and film accessories plus many other accessories equipment. Complete details on this equipment can be obtained by writing on your Company letterhead to: Dept. KS 32/4, Herbach & Radman, Inc., 1204 Arch St., Philadelphia, Penna.

Broadcast Engineering Services—your "one-stop stopping center" for new and used AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

FOR SALE—Equipment

continued

Ampex VR1000B videotape recorder and accessories. Excellent conditions, now in network use. Affiliated TV, 164 East 38th Street, N.Y.C.

UHF television equipment. Enough to put station on air from camera to antenna. \$50,000.00 cash. Box F-22, BROADCASTING.

Whatever your equipment needs. Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Helix Coaxial cable. HJ5-50 type, new 59/ft. FOB, E.E.E.E., P. O. Box 2025, La Mesa, California.

General Radio type 1570-ALR automatic line voltage regulator; 6KVA maintained to 0.25%. Good condition; \$125. Box F-72, BROADCASTING.

Four Gates 101 spot tape machines. General Electric AM frequency/modulation monitor, excellent condition. Also, RCA TMV129 crystal for 910 kcs. and Billey BC46T for 910 kcs. Box F-73, BROADCASTING.

UHF 12½ kw RCA transmitter (used). Negotiable sale price to include freight and guarantee of proper operation upon installation. Price does not include fliplexer which is individually required for each specific channel. Transmitter can be converted to 25 kw. Transmitter not being used but available for inspection. Box F-96, BROADCASTING.

General Radio 475-C frequency monitor, Ampex 600. Concertone broadcast tape recorder model 90, automatic. All equipment mint condition. Box F-131, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay 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.

Personalized photo stamps from returnable photographs—\$3/100, D. E. Scutt Enterprise, Box 2367, Philadelphia, Pa. 19103.

One minute packages available: Financial, Dear Myra, selling tips, business opportunities, etc., Box F-116, BROADCASTING.

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.

Learn Radio-TV announcing, programing, production, newscasting, sports casting, 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—KER-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.

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.

INSTRUCTIONS (Cont'd)

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.

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 \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on June 27—Aug. 1—Sept. 5—Oct. 10. 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.

See our display ad under Instructions. Don Martin School of Radio & TV.

RADIO

HELP WANTED

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

EXPERIENCED SALESMEN

We are looking for experienced salesmen only! Preferably men currently calling on radio station management, or who have proven sales experience in radio or TV syndicated program sales. You must be able to travel a multi-state territory, and have your own car. Our product line is well accepted throughout the United States & Canada, and the excellent commission affords a proven high income opportunity. Send complete resume to:

Mr. John P. Fields
Creative Marketing & Communications Corp.
3914 Miami Road; Cincinnati, Ohio.

Is the customer always right?

You bet he is! At least, when he's dealing with us. As an engineer or technician at an AM, FM or TV station, you probably are a customer yourself. You have respect for quality in a product and enjoy seeing new equipment solve long-standing problems for broadcasters. Perhaps you recognize new problems that need solving. If so, maybe it's time to try the other side of the counter.

We are looking for a representative to take over some of the sales responsibility for our rapidly growing line of broadcast equipment. Technical sales experience would be helpful but is not essential. You must, however, be able to communicate effectively by letter and telephone and have a sincere desire to grow and develop products. Very little travel is necessary, but relocation to Connecticut is essential. If you are looking for a change into a more responsible position with a real future, write today and tell us about yourself. All replies will, of course, be kept confidential.

Box F-92, Broadcasting.

Syndicated Radio Salesman Needed

Straight commission or draw against commission. Three successful shows now on air, two more for fall introduction. Exclusive territories. Saturation home office advertising. Send resume or call collect

John H. Wright or Gerry Mulford, King Features Syndicate, 235 East 45th Street, New York, New York 10017. 212-682-5600. Ext. 201, 204.

General Sales Manager

We are an upper Midwest medium market, full time, modern music station. Top ratings and top rates. Prove yourself a leader and move up to manager. Minimum four years in sales or sales management. Top earnings and company benefits in group radio & TV operation. Immediate opening. All replies confidential. Send complete resume, recent photo & salary requirement.

Box F-91, Broadcasting.

Responsible Radio Position

Long established regional station with powerful FM facility looking for capable sales manager. The right man can also move into overall station management. Base salary plus commission. Fringe benefits. Please mail application to:

Joseph K. Close
WKNE Corp.
Box 460
Keene, New Hampshire 03431
Interviews will be arranged later.

Announcers

NEED TESTED TWO-MAN MORNING DRIVE-TIME TEAM

for over one-million metro market. Must be bright, able to work with humor, topical items, and informative on community affairs. Six day week, show preparation full responsibility. Tape & resume.

Box F-71, Broadcasting.

ANNOUNCERS:

Openings available for First Class License holders and Salesmen on Oregon Radio stations. Western applicants preferred. Address:

Oregon Association of Broadcasters
Box 5025
Eugene, Oregon

ONE OF AMERICA'S

most successful modern country stations, KCKN, Kansas City, is searching for a personality for its all-night show starting July 1. If you fit these qualifications, we want your tape.

At least 5 years commercial experience. You must now be working at a country station, resonant voice free of accent, ability to project warmth, and entertain, ability to follow a format and take direction, run a tight board, have a preference for night hours, now employed outside the Kansas City area.

Excellent wages and working conditions await the man who possesses these special qualities. Send non-returnable air check and complete resume to

Ted Cramer, Program Director, KCKN, Box 1165, Kansas City Kansas. No phone calls, please.

Situations Wanted

Sales

Sales—Sales Management
Selling sales manager with excellent fifteen year record wants connection with solid organization. Heavy medium market and metro area experience. Want sales manager or major sales job. Late 30's, stable, family, degree, references. Presently employed. East preferred.

Write Box F-95, Broadcasting

Announcers

IF YOU PROGRAM . . .

TALK-RADIO

But, are not . . . **NUMBER ONE**
Then, you should be **NUMBER ONE**
And, you could be . . . **NUMBER ONE**

Because, I AM (in **NUMBER ONE** a major market)

INTELLIGENT—ARTICULATE
PROFESSIONAL—CONTROVERSIAL
PROVOCATIVE—RESPONSIBLE

Sure, I'm all these things, but more importantly, I combine these abilities into an exciting, entertaining, fast-paced program!

Look—I'll level with you! . . . I'm reasonably happy right now; I make top dollar for the market—I've had consistent **NUMBER ONE RATINGS** against all comers—my boss loves my show and I dig him . . . **BUT:**

WHEN I HEAR TOP MARKET STATIONS AIRING FRANKLY INFERIOR TALK SHOWS, AND HOSTS WHO EITHER "REACH" FOR CONTROVERSY OR SOUND BLAND—THEN I FEEL THAT WE SHOULD TALK ABOUT GETTING THE BEST PHONETALK SHOW IN THE COUNTRY ON YOUR TOP-MARKET STATION.

I have the ideas, guests, topics and talent . . . all ready to bring ratings, excitement and entertainment to you!

LET'S TALK

Box F-135, Broadcasting.

TELEVISION—Help Wanted

Management

TV NETWORK MANAGEMENT

OUTSTANDING CAREER OPPORTUNITIES

REQUIREMENTS: Minimum of 3 yrs. experience in Network Station & Ad Agency contract work. Must be imaginative, aggressive & have administrative capabilities.

Please submit resume and salary desired to:

Box F-84, Broadcasting.

NEED HELP?

Place Your AD in

Broadcasting

where it gets nationwide readership.

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 M/F

RADIO CORPORATION OF AMERICA

EMPLOYMENT SERVICE

ANNOUNCERS—1st NEWSMEN—ENGINEERS DJ's—SALESMEN

If you need a job, we have one for you!
C.B.I. PLACEMENTS
1615 California St., Denver, Colo. 80202
Phone 303-292-3730

ALL JOBS FREE



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645 North Michigan Ave., Chicago, Ill.
Phone area code 312 837-7075
RON CURTIS—President

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

INSTRUCTIONS

Your 1st Class Ticket
in 6 weeks or Less
at America's Foremost

SCHOOL OF BROADCASTING

the
DON MARTIN SCHOOL OF RADIO & TV
Register now for June 13th or Aug. 1st CLASSES. For additional information call or write to:

DON MARTIN SCHOOL OF RADIO & TV
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

MISCELLANEOUS

THANK YOU DOG LOVERS

Response to Cobieco's 1966 Giant Plush Poodle promotion is UP 29 PER CENT over May, 1965. Success stories on file. You can "push-up" spot billings during The Dog Days of Summer with these 42-inch tall'n terrific traffic boosters. Just \$19.95 each; minimum 1st order, 2 dogs. Order before midnight, June 15th, and get 100 window banners at no extra cost. Make checks payable to:

COBIECO INC.

Broadcast Promotions
Box 7060 Lexington, Ky.
Serving 400 Stations Coast to Coast.

Sportscasters

TELEVISION SPORTSCASTER

Group station in top ten market requires an experienced pro with 'something special.' The man we want must know his business—from digging out the stories to delivering them on ten sports shows a week.

This is a great opportunity for the right man.

Please send resume and VTR, which will be returned.

Box F-93, Broadcasting

TELEVISION—Help Wanted—Production Programing & Others

TV PRODUCTION MANAGER

To assume full charge of production for large station located in Southeastern U. S. by firm which also owns other stations. This station produces more than usual number of live shows than stations in similar markets. We are seeking creative individual with 5 to 8 years experience, preferably with a production oriented color station. We offer challenge, good fringe benefits, salary. Our employees know of this ad. Please send resume of experience and salary requirements to:

Box F-25, BROADCASTING

TELEVISION

Situations Wanted

NEWS

South Atlantic, Florida, Gulf coast
News & Public Affairs Specialist
Excellent voice & camera presences. 15 years R/TV. Writer-reporter-producer-cinematographer. talent. Many awards for news & documentaries. Now heading large, Washington, D.C. bureau of international news agency. Want station or group that believes in high quality news & public affairs.
Box F-76, Broadcasting.

BUSINESS OPPORTUNITY

\$ DOLLARS \$

Put your CASH back in your business.

Sell us your land & tower and we will lease it back to you. Long term leases arranged

WRITE:

TOWERS UNLIMITED
120 Flamingo Rd.
Las Vegas, Nevada

FOR SALE—Stations

VHF TELEVISION STATION FOR SALE

Now available half-interest in established VHF station in Southeast. Over 350,000 TV homes and Network affiliated. Full details available.

Box E-447, Broadcasting.

POWERFUL FULLTIMER

For sale in major New England market. High-rated. Principals only.

Box F-122, Broadcasting

Pacific Northwest

Metro market 1 KW daytime facility. Has had management difficulties but offers a great potential to an aggressive operator. Equipment and facilities in first class condition and excellent lease on studio/transmitter location. \$50,000 full price with terms. Reply.

Box F-98, Broadcasting.

SOUTHERN CALIF. SKW

Located less than 75 miles from Los Angeles. Excellent climate. Station grossing approximately \$110,000. Profitable. Asking \$235,000 with 29% down.

Box F-107, Broadcasting

(Continued from page 84)

in ant. system and install new trans.; condition.

WFAA-TV Dallas—Granted mod. of CP to add alternate main vis. amplifier.

WSNS(TV) Chicago—Granted mod. of CP to change ERP to 209 kw vis. and 41.7 kw aur., change trans. location, specify station location, decrease ant. height to 610 ft., and make other equipment changes.

WTFM(FM) Lake Success, N. Y.—Granted license covering use of old main trans. as auxiliary trans.

WHTG-FM Eatontown, N. J.—Granted license covering installation of auxiliary trans. for auxiliary purposes only.

Granted extension of completion dates as shown: WNOO Chattanooga, to Jan. 2, 1967; WNYC-FM New York, to July 15; WPIK Alexandria, Va., to Sept. 15; WYNR-AM-FM Brunswick, Ga., to Sept. 8; WLTH Gary, Ind., to Nov. 10; KWNT-FM Davenport, Iowa, to Jan. 2, 1967; WPAV-FM Portsmouth, Ohio, to Jan. 2, 1967.

■ Remote control permitted WIDG St. Ignace, Mich.; change remote control authority of WHER Memphis.

Actions of June 2

WMBN-FM Petoskey, Mich.—Granted mod. of CP to move FM ant. to AM tower; conditions.

KWPM-FM West Plains, Mo.—Waived sect. 73.210(a)(2) of rules and granted CP to change ant.-trans. location to two miles

west/northwest of city; operate by remote control; install new trans. and ant.; increase ERP to 39 kw and ant. height to 390 ft.

WGSF-AM Ephrata, Pa.—Granted mod. of CP to change type trans., install ant.; ERP 10 kw; condition.

WDOV-FM Dover, Del.—Granted license covering use of former main trans. at main trans. location for auxiliary purposes.

WKPA New Kensington, Pa.—Granted CP to make changes in ant. system.

KCTA Corpus Christi, Tex.—Granted CP to make changes in ant. system; side mount FM ant.; conditions.

Granted renewal of license for WMUR-TV Manchester, N. H.

Action of June 1

WOR-FM New York—Granted license covering installation of new trans. and ant. and other changes.

Actions of May 27

WNXT-FM Zanesville, Ohio — Granted change of remote control operation.

KEVA Evanston, Wyo.—Dismissed application for renewal of license.

Action of May 25

Remote control permitted WAPA San Juan, P. R.

Action of May 23

Remote control permitted WPGC-FM Bladensburg, Md.

BROADCAST ACTIONS

By Commission

Commission adopted report and order increasing minimum power Class IV commercial AM's from 100 to 250 w, effective July 11. Acting Chairman Hyde dissented; Commissioner Cox concurred in result but voted to apply amended rules also to pending applications (5) for 100 w power. Action June 2.

Commission granted renewal of licenses for following stations owned by Richard Eaton: Friendly Broadcasting Co., Cleveland Heights, Ohio; United Broadcasting Co., Washington; United Broadcasting Co. of Eastern Maryland Inc., Baltimore, Montgomery County Broadcasting Co., Rockville, Md., and United Broadcasting Co. of Virginia, Richmond, Va. Action June 2.

Also granted renewal of license of South Jersey Radio Inc., Pleasantville, N. J. Action June 2.

NOTICES OF FORFEITURE

Commission notified following broadcast station licensees that they have incurred apparent forfeiture liabilities as noted:

KEDO Inc., \$1,000, for 21 violations by KEDO Longview, Wash., involving operator, power and maintenance log requirements. Action June 2.

George T. Harnreich, \$1,000, for rebroadcasting programs over KAIT-TV Fort Smith, Ark., without obtaining authorization from originating stations or forwarding such authorizations to commission, and for numerous violations of logging rules. Commissioner Bartley voted for maximum forfeiture. Action June 2.

Licensees have 30 days to contest or pay the forfeiture.

DENIED

■ By order, commission denied petition by Symphony Network Association for rule-

making to add UHF TV channel 52 to Birmingham, Ala. Petition was not supported by strong public interest arguments to warrant institution of rulemaking and, furthermore, Birmingham is in area where remaining available UHF assignments are considered to be scarce and further depletion of reservoir of additional assignments to add sixth commercial assignment to Birmingham cannot be justified on basis of information before commission. Acting Chairman Hyde dissented. Action June 2.

AMENDED

■ By report and order in Doc. 16467, commission amended its TV table of assignments to reserve channel 9 for noncommercial educational use in Bemidji, Minn., and delete educational reservation from channel 26 in that city. Action June 2.

■ By reports and orders, commission amended its TV table of assignments to (1) assign channel 4 to Colby, Kans., and (2) assign channel 8 to Medford, Ore., by deleting that channel from Brookings, Ore. Commissioner Wadsworth dissented to latter action. Action June 2.

■ By second report and order, commission added FM channel 291 to Mason City, Iowa, and rejected conflicting proposals presented in Feb. 28 further notice of proposed rulemaking and terminated proceeding. Action June 2.

■ By report and order in Doc. 16587, commission amended its FM table of assignments to substitute 256 for 223 at Idaho Falls, Idaho, and modified construction permit of Golden Valley FM Inc., to specify operation of station KGVM-FM on 256 at Idaho Falls instead of 233; conditions. Change had been requested by Eastern Idaho Broadcasting and Television Co. to remove possibility of interference it feels likely to occur to reception of KIFI-TV in that city from second harmonic of FM signal on channel 223. Commissioner Cox dissented. Action June 2.

PROPOSED

■ By notices of proposed rulemaking, commission invited comments to following proposals based on petitions to change TV table of assignments:

Assign channel 59 to Waynesville, N. C., which is presently without allocation. Video Cable Co. operator of CATV system in that city, petitioned for assignment.

Assign first commercial channel 21 to Bend, Ore., which now has only channel *15 which is reserved for educational use. Liberty Television Inc., Eugene, Ore., was petitioner.

Add channel 48 to Orlando, Fla. It was petitioned for by Gordon Sherman, applicant who is in comparative hearing for only other commercial UHF channel assigned that city.

Add VHF channel 7 to Dickinson, N. D. Meyer Broadcasting Co., Bismarck, N. D., petition for assignment to enable Colored Tower Inc., which rebroadcasts programs of KFVR-TV on translator station K07GV at Dickinson, to become 100-w station under sec. 74.702(g) of rules. Action June 2.

Commission invited comments to proposal to add VHF TV channel 7 to Dickinson, N. D. Meyer Broadcasting Co., Bismarck, petitioned for assignment to enable Colored Tower Inc., which rebroadcasts programs of KFVR-TV on translator station K07GV at Dickinson, to become 100-w station under sec. 74.702(g) of rules. Action June 2.

PETITIONS FOR RULEMAKING FILED

WPFB-AM-FM Middletown, Ohio — Requests institution of rulemaking proceeding looking toward assignment of UHF channel 58 to Middletown. Received May 26.

KWYR Winner, S. D.—Requests amendment of rules so as to make following change from 228A to 229 to Winner. Received May 26.

WRDB Reedsburg, Wis.—Requests institution of rulemaking proceedings looking toward amending sec. 73.202 of commission's rules so as to assign FM channel 285A to Reedsburg. Received May 24.

CATV REQUESTS FOR WAIVER

CATV of Rockford Inc., Rockford, Ill., requests waiver to carry WFLD-TV, WCUI-TV and WGN-TV, all Chicago.

Lone Star Television Inc., Longview, Tex., requests waiver to carry KRLD-TV WFAA-TV, WBAP-TV and KTVT(TV), all Fort Worth-Dallas.

David P. Mooney db/as Vicksburg Video Inc., Vicksburg, Miss., requests waiver to carry WBRZ(TV) Baton Rouge; KALB-TV Alexandria, both Louisiana; WABG-TV Greenwood; WDAM-TV Hattiesburg-Laurel;

FOR SALE—Stations

continued

RARE OPPORTUNITY

Major market daytime available. Absentee owner offers excellent terms or will consider live wire working partner willing to invest.

Box F-88, Broadcasting.

FOR SALE

DAYTIME—1000 watt—SINGLE
MARKET SOUTHWEST
\$50,000—Includes Bldg.,
and Real Estate—Some terms.

Box F-85, Broadcasting.

Indiana single daytime	\$ 60M	\$15M
Gulf medium Race	136M	terms
South metro AM&FM	160M	29%
Midwest metro FM	128M	29%
N.E. major daytime	200M	50M



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

La Rue Media Brokers Inc.

*is pleased to announce the move to new and distinctive quarters
overlooking Central Park, New York*

*For your records, the new address is
Suite 14 N, 116 Central Park South
New York, N. Y. 10019*

*Would you please note
the new address and telephone number*

Hugh Don La Rue, President

Telephone: 265-3430

WTOK-TV Meridian, all Mississippi, and KTVE-TV El Dorado, Ark.

C & S TV Inc., Belle and Marmet, W. Va., request waiver to carry WHIS-TV Bluefield, WDTV-TV Weston, WBOY-TV Clarksburg and WTAP-TV Parkersburg, all West Virginia.

Whitewater Cable Corp., Whitewater, Wis., requests waiver to carry WGN-TV, WFLD-TV, both Chicago; WUHF-TV, WMVS-TV both Milwaukee, WHA-TV Madison, all Wisconsin.

Meredith-Avco Inc., Leesburg and Fruitland Park, Fla., requests waiver to carry WJXT-TV, WFGA-TV, both Jacksonville; WUFT-TV Gainesville; WLCY-TV, WTVT-TV and WEDU-TV, all Tampa-St. Petersburg, all Florida.

New call letters requested

Joplin, Mo.—Caldwell & Associates Inc. Requests KUHJ-TV.

Kansas City, Mo.—Allied Broadcasting Co. Requests KCRO-TV.

Cleveland—Superior Broadcasting Corp. Requests WAFT-TV.

KPAR-TV Sweetwater, Tex.—Grayson Enterprises Inc. Requests KTXS-TV.

Utica, N. Y.—Carleton H. Freedman. Requests WOUR(FM).

Carlsbad, N. M.—Radio Carlsbad Inc. Requests KCMN(FM).

Andalusia, Ala.—Companion Broadcasting Service Inc. Requests WAAO.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 8. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

Belmont, Calif.—Five firms have applied for franchises. American Cablevision Co. proposes 12 channels for an installation fee of \$15, plus \$5 for additional installations and \$5 for monthly service charges. Belmont CATV Inc. (representative Paul F. Kelly) proposes installation charges of \$9.50 for the first outlet and \$4.50 monthly. Belmont Cable Television Co. proposes a 19-channel system with no installation charges, a monthly service charge of \$4.50 and an extra charge for the at-the-set converter for the extra seven channels. Belvision proposes no installation charges and a \$3.75 monthly service charge. California Cable Communications Corp. proposes a 12-channel system at an initial installation charge of \$15 and a monthly service charge of \$5 on the first outlet.

■ Grover City, Calif.—The city council has granted a franchise to Central California Communications Corp. (Art Hapgood, vice president), but has reserved the right to set fees.

Glenwood Springs, Colo.—Glenwood Cablevision Inc. (William R. Dunaway, Aspen, Colo., president) and Western Colorado Television Co. (Jerry Fitch, manager station KLGW, Glenwood Springs, president) have applied for franchises. Glenwood Cablevision Inc. proposes to pay the city 2% of its gross income plus 10% of net income after taxes, 3% of yearly gross plus 10% of outstanding stock, at the option of the city. Installation fees would be \$15 with a \$5.95 monthly service charge. Western Colorado Television Co. proposes to pay the city 2½% of its gross income and plans a \$10.95 installation charge plus a \$5.95 monthly service rate. Each company is proposing 6-channel systems.

■ Cornelia, Ga.—Multi-View TV Inc. (John Foster, president) has been granted a 30-year franchise.

■ Bartonville, Ill.—General Electric Co. (group CATV owner) has been granted a franchise. GE previously had been granted a franchise in Peoria, Ill. Previous applicant was Peoria Cablevision Inc.

Morrison, Ill.—Morrison Cable Vision Company has applied for a franchise.

Centerville, Iowa—Iowa TV Cable Service has been denied a franchise. The firm holds a franchise in Bloomfield, Iowa.

Mason City, Iowa—North Central Public Service Co., St. Paul, has applied for a franchise. Previous applicants are Mason City Community Cable and North Iowa TV Cable Co.

Mount Pleasant, Iowa—An application for a franchise by the Iowa Telephone Co. has been rejected by the voters.

■ St. Tammany, La.—St. Tammany Community Antenna Television Inc. has been granted a nonexclusive franchise. The franchise is identical to the one already granted to Slidell Cable Television Inc., with the exception that St. Tammany CATV will pay the city 5% of its gross receipts. Slidell Cable has agreed to pay 3% of its gross receipts.

■ Anne Arundel County, Md.—Anne Arundel county council has granted non-exclusive franchises to Chesapeake Antenna Television Inc., Baltimore, and United TV Cable Corp., Annapolis, both Maryland. The

two firms must divide the county between them using U. S. route 50 as a boundary.

Windom, Minn.—Western Telephone Co. has been denied a franchise because the community already has a local translator service. Proposed fees were \$25 for installation and \$5 or \$6 for monthly service.

Mexico, Mo.—Knob Noster Cable Inc. (Tom Gleason, president) has applied for a franchise. See-TV Co. already has a franchise in Mexico.

Westfield, Mass.—Pioneer Valley Cablevision Inc. of Springfield, Westfield Cablevision Inc. and L. P. Cable Corp. of Springfield, all Massachusetts, have applied for franchises.

■ Butler, N. J.—Telemark Communications Co. has been granted a franchise. The city will receive \$500 per year for the first five years or 2% of the company's revenue, depending on which is the greater sum.

Orangeburg, N. J.—Rockland Cablevision Inc. and Good-Vue CATV Inc. have applied for franchises.

Clarkstown, N. Y.—Good-Vue CATV Inc., New City, N. Y., has applied for a franchise, pledging 5% of its yearly gross in Clarkstown to the township in payment for the franchise, and up to 1½% of gross revenues to the schools. Previous application had been made by Clarkstown Cablevision Inc. (Robert Hanna, president).

Corning, N. Y.—Teleprompter Corp., New York (group CATV owner), is seeking a franchise. Newhouse Broadcasting, Syracuse, also is applying, said it proposes to acquire Corning Community Television Co., now owned by Charles W. Fribley, and build a 12-channel system. Teleprompter is offering new 12-channel system and would not use Mr. Fribley's present equipment. In addition, subscribers would be given free hookups to the new system, including new drops and wires.

■ Erwin, N. Y.—New Channels Corp. (Newhouse Broadcasting) Syracuse, N. Y. (group CATV owner), has been awarded a franchise.

Haverstraw Village, N. Y.—Rockland Cable Vision Inc., High Tor Cable Vision Inc., Good-Vue CATV Inc., and Haverstraw-Stony Point Cable Vision Co. are seeking franchises. All four said they could begin operations within six months of the granting of the franchise; each has a construction site available for the antenna and tower.

Newburgh, N. Y.—Hometown TV Co. has applied for a franchise.

Orangetown, N. Y.—Rockland Cablevision Inc. and Good-Vue CATV Inc., have requested franchises. Both firms have applied for a franchise in other towns of Rockland county, with Cablevision holding the only franchise awarded by the town of Haverstraw and the village of West Haverstraw.

■ Patchogue, N.Y.—Brookhaven CATV has been awarded a franchise. Monthly service charge will be \$5 and the installation fee \$25. The company will pay the city 6% of gross revenues on the first \$60,000; 7% on the next \$70,000 and 8% on income above that.

Stony Point, N. Y.—Good-Vue CATV Inc., and Rockland Cablevision Inc., have applied for franchises. Good-Vue stressed the educational advantages and the 1 or 2% of their gross operating income they are offering to the school district.

Wappinger, N. Y.—Time-Life Inc. (group CATV owner), and North East Cablevision have applied for franchises.

■ Deming, N. M.—Sun Cable TV, owned by J. H. Volers Co. of Deming, has been granted a franchise pending passage of a city ordinance. Sun Cable will pay the city 4% of the company's gross revenue during the first four years. The percentage will increase to 5% at the end of that period.

Dover, Ohio—Ohio Cablecasting Corp., has applied for a 10-year franchise, offering the

city \$4 per year for each city light plant pole used, 3% of gross revenue of service charges and 50% of initial connections. The 12-channel system entails \$4.50 for monthly service, and an installation charge of \$9.95.

Midland, Ohio—Centre Video Inc., State College, Pa., has applied for a franchise. If granted, its 10-channel system will include signals from Pittsburgh, Youngstown, Cleveland, Steubenville, all Ohio; Wheeling, W. Va., and Johnstown, Pa. Previous applicant is Viking Industries.

Hempfield, Pa.—WHJB Greensburg, Pa., has requested a franchise.

Leetsdale, Pa.—Color Cable Inc. has been awarded a franchise. The firm will charge a \$4.50 monthly service charge and will waive the \$5 installation fee during the first three months of operation. Color Cable, which expects to make its service available to the community within six months, will pay 3% of its monthly rental fees to the city.

■ Midland, Pa.—Centre Video, College Park, Pa., has been granted a franchise. The firm proposes a 12-channel system. Rego Industries (Viking Industries Inc.), which currently services East Liverpool, Ohio, had also applied for a franchise.

■ Plains Twp., Pa.—Universal Television Cable Systems Inc., Clarks Summit, Pa., has received a 10-year, nonexclusive franchise with renewal option for a second 10 years. Service charge will not exceed \$5 monthly.

■ Rochester, Pa.—Rego Industries, Hoboken, N. J. (Viking Industries Inc.), has been granted a franchise.

■ Upland, Pa.—Delaware County Cable Television Inc. (Robert Kerns, representative) has been awarded a 25-year franchise. Monthly rates will not exceed \$5, installation, not above \$25. The borough will receive 5% of the monthly rentals.

Denton, Tex.—Hill Tower Inc., (jointly owned by KRLD-TV and WFAA-TV both Dallas-Fort Worth) has applied for a franchise.

Terrell, Tex.—Hill Tower Inc., (jointly owned by KRLD-TV and WFAA-TV both Dallas-Fort Worth) has applied for a franchise. Proposed fees are \$15 for installation and \$5 for monthly service. The city would receive 4% of the company's gross profits. Vancouver, Wash.—Total Television Inc. (Richard Evenson, president) has applied for a franchise.

■ McMechen, W. Va.—The city council has granted a franchise to William Higgins, owned of Capitol Radio and TV Co. in McMechen.

■ Point Pleasant, W. Va.—Bettervisions Systems Inc., Charleston, W. Va. (William H. Tucker, representative), has been granted a franchise, pending a public hearing. Proposed fees are \$29.95 for installation and approximately \$5 for monthly service. The city would receive 2% of the yearly gross receipts.

Rivesville, W. Va.—Bettervision Systems Inc., Clarksburg, W. Va., has applied for a 25-year franchise.

Marquette, Wis.—Midwest CATV Inc., M. and M Cable TV Inc., Midland Community Antenna Systems Inc., Tahquamenon Cable Visions Inc. and Marcus Theaters CATV Systems Inc. have applied for franchises. Each of the applicants will provide the same service. Installation cost estimates ranged from \$10 to \$18.75 and estimates of monthly rates from \$4.50 to \$5.

Neenah, Wis.—Prime View Inc. and Wisconsin Community TV Inc., have applied for franchises. They are the ninth and tenth firms to apply.

Oshkosh, Wis.—Television Wisconsin Inc. (WISC-TV Madison, Wis.) has applied for a franchise.

Newcastle, Wyo.—Televents Inc. (group CATV owner) has applied for a franchise.

AS a youngster in New York in the 1940's Don Klauber chased an American dream of many boys of his generation. He wanted to be a slug-ging first baseman in the majors.

Since that time Mr. Klauber has batted his way instead to a clean-up spot in the TV syndication circuit as executive vice president of Seven Arts Associated. But young dreams fade slowly.

"I still have occasional twinges of regret that I didn't get a crack at baseball," he remarked. "I excelled in several sports at Peter Stuyvesant high school in New York, including football, tennis and baseball. I was regarded as a long-ball hitter, ideal for a budding first baseman. I had offers to sign with the New York Yankees and the Cleveland Indians when I was 18 but World War II was on, and I went into the Navy."

By the tender age of 20 Mr. Klauber had learned sadly that boyhood goals often are elusive, influenced by the whimsy of chance. He suffered a shoulder injury during Navy service and the opportunity to follow in the footsteps of his idol, Johnny Mize, bounced away irretrievably.

Mr. Klauber is generally mild-mannered but can display a tough-minded and combative streak when aroused.

The Bargain Hunters ■ He is particularly outspoken on one subject that is frequently irksome to him these days.

"I get annoyed when stations try to bargain on prices for the feature films we handle," he asserted. "We make it a practice here to offer our films at a price we know is reasonable. But there are always some station operators who want to cut our prices sharply.

"What I've done on several occasions is to give the feature package to the station at the price the manager insisted upon, with the provision that we help him program the films and that we share in the advertising revenues above a certain figure. I can assure you that in those cases, we came out considerably better financially than if the stations had paid the prices we had originally requested."

Mr. Klauber's primary preoccupation at Seven Arts Associated is with the acquisition and sale of feature film to stations and networks. The company is in the forefront of feature-films syndicators and has more than 700 post-1950 motion pictures from 20th Century-Fox, Universal and Warner Brothers in distribution in the U. S. and more than 1,700 features (including almost 800 pre-1948) in distribution in Canada.

"Our sales will run from 25 to 30 million this year," he reported. "We probably have the largest number of unreleased-to-TV features in our backlog. We have more than 350 post-

You don't need a bat to be a .400 hitter

1950 features available for future distribution."

He is a 12-year veteran of the TV syndication field. Mr. Klauber left Columbia University in 1949 a few credits short of a degree in business administration ("I was bored with school and wanted to go to work") and was accepted in the executive training program at Cohn-Hall-Marx Co., a textile firm.

Dallas or New York? ■ In 1952, he made a crucial decision. Cohn-Hall-Marx offered him a sales-executive post in Dallas. Mr. Klauber did not want

to leave New York and declined the assignment. Shortly thereafter, he became a salesman for a year and a half with Frankly Fabrics, New York.

"By this time I had become interested in working in television," he recalled. "You might say I had become tired of Seventh Avenue and wanted to make the move to Madison Avenue. Through a friend, I met Eliot Hyman, then with Motion Pictures for Television Inc., who was forming a new company. He asked me to join his staff and I've been with Mr. Hyman ever since, first at MPTV, then at Associated Artists Productions and since 1960 at Seven Arts Associated."

Mr. Klauber soon learned that television is not exclusively synonymous with Madison Avenue. In his first two years as a TV film salesman, he spent about 13 weeks a year in New York and the remainder of the time in such outposts as Springfield, Mo.; Keokuk, Iowa, and Colorado Springs, Colo.

"It was rugged but we received an excellent education in the programing needs of local stations," he said.

In 1956, Mr. Klauber was named station sales manager of AAP, responsible for the operation of a 20-man sales force, and his career was on the ascendancy. Though he still travels extensively on sales and motion-picture acquisition duties, he spends more time these days at the Seven Arts Associated headquarters in New York.

Sights on Future ■ One of his collateral assignments nowadays is involvement in the diversification program of the parent company, Seven Arts Production Limited, Toronto.

"We are very much interested in expanding into both entertainment and nonentertainment areas," Mr. Klauber confided. "Seven Arts already is active in producing motion pictures for theaters; producing and distributing TV series; staging Broadway shows and acquiring and distributing features to TV. We want very much to become active in ownership of TV and radio stations and CATV systems. But we're also interested in moving into areas outside of the entertainment business."

Seven Arts hopes to become active also in producing features primarily for TV. Mr. Klauber added that he had reservations about these projects "a year or so ago, but the projects seem to make sense now." A development that will gain prominence, he said, will be the sale of single "super-special" features to networks. Distributors will hold out outstanding pictures, such as a "Bridge on the River Kwai," for two or three network runs, he prophesied.

The ex-first baseman never clouted a major-league home run, but last Memorial Day he scored his first hole-in-one on the 200-yard sixth hole at the Rolling Hills Country Club in Westport.

WEEK'S PROFILE



Donald Eugene Klauber—executive VP, and general sales manager, Seven Arts Associated Corp., New York; b. Aug. 31, 1926, New York City; aerial photographer, U. S. Navy, 1944-46; studied at Fairleigh Dickinson University and Columbia University, 1946-49; executive trainee and assistant salesman, Cohn-Hall-Marx, New York, 1949-1952; salesman, Frankly Fabrics, New York, 1952-54; salesman, Motion Pictures For Television Inc. and Associated Artists Productions, 1954-1956; station sales manager AAP, 1956-1958; national sales manager, United Artists Associated, 1958-60; VP and national sales manager, Seven Arts Associated, 1960-65; executive VP and general sales manager, Seven Arts Associated since 1965; m. Susan Klein of New York; children—Michael, 10; Tracey, 4; Cathy, 2; member—International Radio and Television Society; Academy of Television Arts and Sciences; Rolling Hills Country Club, Westport, Conn.; City Athletic Club, New York; hobbies—golf, squash, tennis.

EDITORIALS

Sky's no limit

MAN'S accomplishments in space leave us speechless, and we find that we are also running out of words to describe television's coverage of those events. The Surveyor spacecraft's pictures from the moon and the Gemini 9 flight, especially the on-camera splashdown, are the most recent and spectacular cases in point.

Spectacular as it indeed was, television's coverage of these two events might almost have been taken for granted, and we think there's a lesson in there somewhere. Viewers have become so accustomed to turning to television whenever news occurs that they would be surprised only if television were not at the scene, even when the event comes in the middle of the night, as Surveyor's lunar landing did.

It would be easier to describe the excitement and wonder of television's coverage of Surveyor and Gemini 9 if they had been among the first rather than merely the most recent of such events. Television has entrenched itself so firmly that the superlatives wear thin and the mind no longer boggles.

Not as advertised

THERE are times, like the present, when branches of the federal establishment work at cross-purposes.

The underlying business philosophy of both the New Frontier and the Great Society has been to keep the economy moving by making new plant investments, increasing employment and pressing toward new records in gross national product. Tax advantages were given for expansion of industry.

But lately there has been evident both in Congress and in the executive branch a hostile attitude toward expansion with the brunt falling upon big advertisers. It is the old grade-labeling crusade in new dress. Monopoly overtones are heard. There's drum-beating for a new department, of cabinet rank, to protect the consumer.

Some of this must be construed election-year fodder. But there is enough else generating from high places to give pause. Is this an effort to force reductions in advertising in all media by the large purchasers of space and time through the elimination of discounts?

The answer must be an unqualified yes if you accept at face value the observations of Donald F. Turner, assistant attorney general in charge of antitrust (BROADCASTING, June 6). Mr. Turner told the Federal Bar Association, largely composed of government lawyers, that government should devise methods that "would give the consumer much better and more useful information than he now gets and at lower social cost." Such action, he said, "would thus decrease the impact, profitability, and amount of private advertising expenditures, and which would consequently improve competition in many industries by lowering barriers to entry."

Mr. Turner's observations, which, it is learned, followed a meeting with government economists, just happened to coincide with the assault against TV discounts on Capitol Hill.

Those who dismiss this as merely an attack upon TV discounts and pooh pooh the grade-labeling notion had better take another look. It's true that TV, as the dominant medium, is getting the big play. But the assistant attorney general referred to the "frequent description of a product as 'advertised in Life.'" And in echoing the *Consumer Reports* maxim he cited the "phenomenon of unbranded products which sell at prices substantially below those of heavily

advertised products, even where there is little difference between them."

All products were unknown until they were advertised in some form. Many of the products that are now household staples were unknown before radio and, in the last dozen years, TV. Among them are many big accounts of today.

There is no bigger bulk user of time and space than the federal government. Through the Advertising Council billions of "impressions" are made upon the public via radio and TV spots and in print. There are no frequency discounts (and no competition) because there is no rate to be discounted. The media are pleased to give the government the free rides as public-service contributions—something they could not do if the bulk advertiser, those who buy by the ton and sell by the ounce, didn't pay the freight.

Perhaps the President, or the secretary of commerce, should call in those government zealots who think advertising is a waste and tell them the facts of life in a free society if the economy is to be kept moving.

Untying the straitjacket

A loosening of the television code's proscription against derogatory advertising is much to be desired and will, we have little doubt, be voted by the National Association of Broadcasters TV board at its meeting later this month.

This is not to say that derogatory advertising ought to be endorsed. It is to say that a judgment as to whether a certain commercial is tastelessly derogatory or merely competitive cannot be made by general formula. Each situation must be reviewed on its own merits.

The language that the television code review board met last Friday to review and that the main NAB television board will take another look at its June 21-24 meeting is entirely too restrictive. If allowed to go into effect, as originally planned next Sept. 1, the code provision would all but eliminate the chance for meaningful comparisons or legitimate competitive claims.

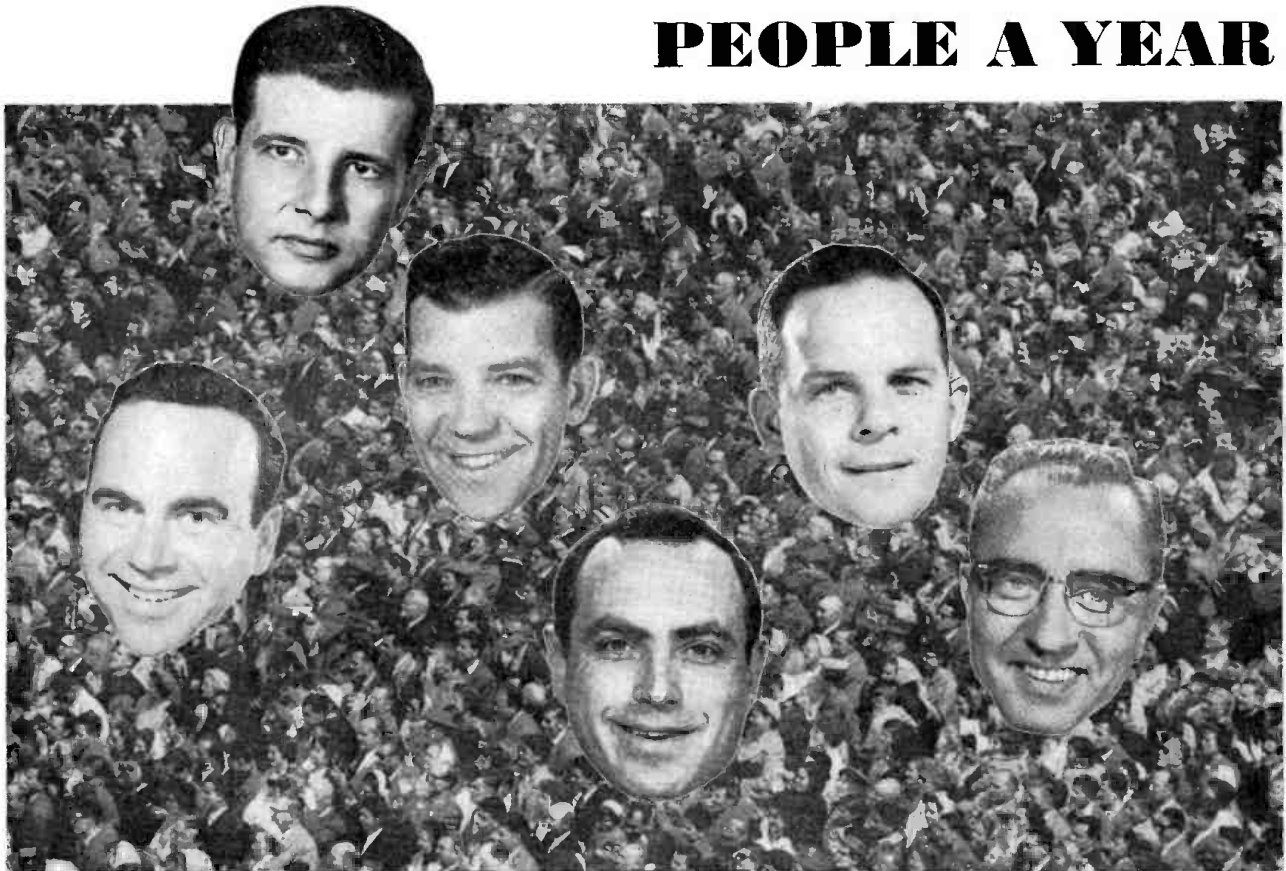
Codes, as we have said before, can serve the useful purpose of establishing general guidelines and broad principles. When they are written to treat specific situations in meticulous detail, they become an apparatus for centralized control that can be as deadly to individual responsibility and initiative when administered by trade associations as when administered by government.



Drawn for BROADCASTING by Sid Hix

"By gad, there's one field where we're ahead of the Russians . . . in power-packed detergents!"

THESE MEN SPEAK TO 168 MILLION PEOPLE A YEAR



LEFT TO RIGHT: BOB RYAN • JOHN MAC DOUGALL • JOHNNY MORRIS • STEVE CANNON • PETE EVENSEN • AL TIGHE

If you like to play the "numbers game," you may as well do it with real experts and numbers that mean something.

During the 6-6:30 pm and 10-10:30 pm News-Weather-Sports blocks on KSTP-TV, seven nights a week, these commentators reach an average of ½ million viewers per night. That figures out to 3½ million viewers per week, 14 million per month and 168 million viewer exposures to these KSTP-TV news presentations per year . . . year in and year out.*

These cumulative audience levels are conclusive evidence of the power and impact of tele-

vision news in general and the dominance of KSTP-TV news in particular.

Through the years, KSTP-TV's early and late evening news blocks reach, on the average, more homes and viewers than *all* the other Twin Cities stations *combined*.

Your nearest Petry office or a KSTP-TV representative will be happy to give more details on the "numbers game" in the Northwest.

*ARB—Nielsen Minneapolis-St. Paul Reports, annual average, 1962 thru 1966. "Audience and related data are based on estimates provided by the rating services indicated, and are subject to the qualifications issued by these services."

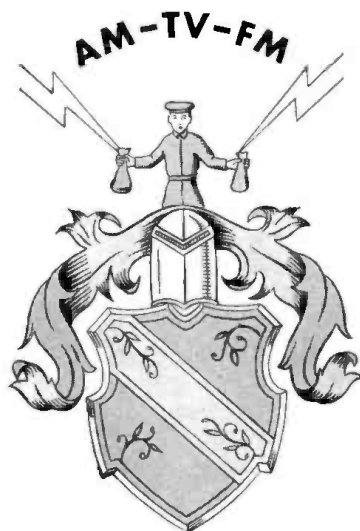
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WJFM
Grand Rapids

WWTV-FM
Cadillac