JULY 4, 1966 50 CENTS 35TH YEAR

Broadcasting

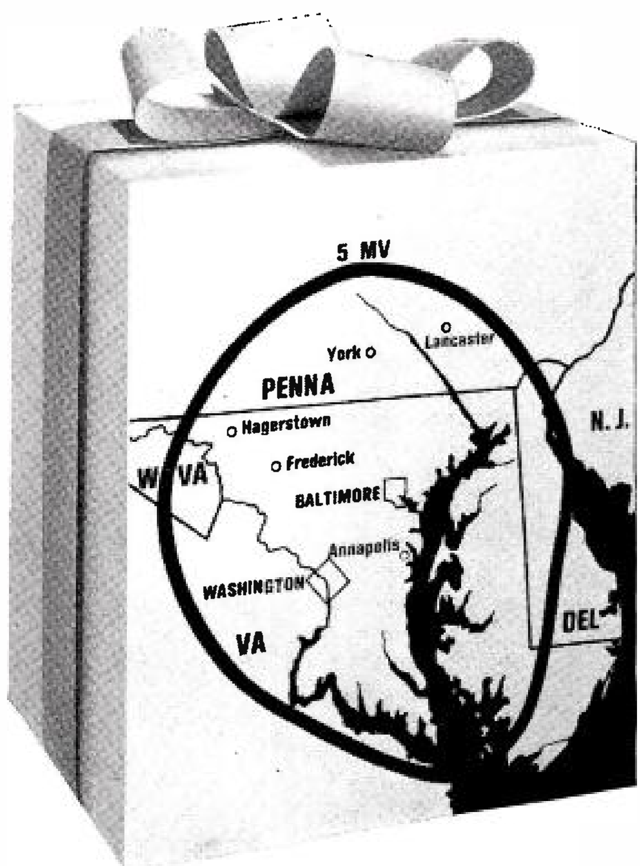
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

Buy WBAL

and you've bought Baltimore!

Your selling job's as good as done with WBAL. That's why in a 16 station market local advertisers invest better than 1 out of every 4 radio dollars on WBAL,* Maryland's <u>only</u> 50,000 watt station.



WBAL BALTIMORE

NBC Affiliate / Nationally represented by Daren F. McGavren Co., Inc. or call 301-467-3000

*Based on latest available FCC Reports

Photographed by Milt Hyman for KRLA's "Sounds of the West" Collection.

"Gracias a Dios que ha vuelto a nosotros un palmito de nuestra tierra."

Here

Olvera Street,
photographed with the forgotten sound
of soldiers, friars, and eleven families
gazing at the mesquite and sage they claimed.
Los Angeles was born.
September 4, 1781.

and Hear

KRLA,
the sort of sound that makes you
want to dig—
like beneath the surface
to grow new roots . . . with
a gracias to the sun.

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

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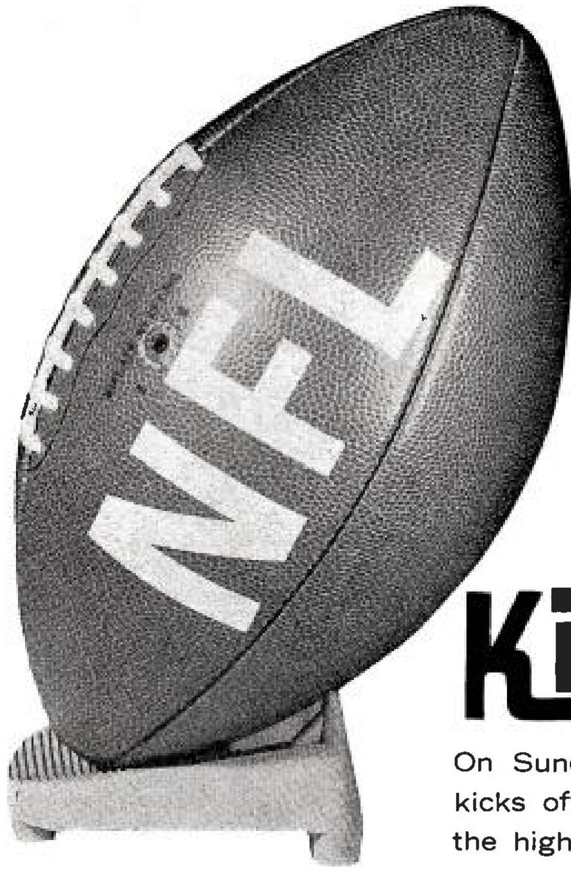

KiCKOFF

On Sunday, August 7, KRLD-TV kicks off the television season of the highly-rated NFL Pro Football games. Channel 4 will telecast the action-packed exhibition games of the Dallas Cowboys in addition to the schedule of the CBS-TV network NFL games to the viewers in the nation's 12th ranked television market.

Choice adjacencies are available for these top attractions—378,000 viewers per average quarter-hour were tuned to the Channel 4 NFL telecasts last season.* Contact your Advertising Time Sales representative for availabilities and a most efficient rate.

*ARB Market Report Oct. 1965
Television Audience Estimate
Sunday 11:45 am-2:15 pm

KRLD-TV

represented nationally by Advertising Time Sales, Inc. ATS

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

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

CLOSED CIRCUIT®

Set tax to feed ETV?

Imposition of excise tax on all new TV set sales, to raise possibly $100 million toward support of noncommercial "Second Service," is major recommendation under consideration by Carnegie Commission on Educational Television, formed last November largely at suggestion of President Lyndon B. Johnson (BROADCASTING, Nov. 15, 1965). Proposal, one of half-dozen advanced to finance nationwide ETV, including inter-connection by satellite, was submitted to 14-man commission by its finance committee at meeting June 23-25 in Dedham, Mass. Commission hopes to complete report by Thanksgiving, with action by year-end.

Proposed excise tax of 4% (or $8 on $200 receivers) to raise estimated $100 million a year would be collected by federal government, but only as conduit for top agency to be created to direct "Second Service." Total local and national ETV bill would be double estimated $100 million but balance would come from conventional sources. Also proposed but lacking enthusiasm was British Broadcasting Corp. format wherein license fees would be levied on receivers. Poorly received was suggestion that commercial television's $2 billion revenue be directly taxed.

OK seen for ABC-ITT

Barring unforeseen complications, ITT-ABC merger should clear FCC processing in next few weeks. Staff report will be completed this week and with no formidable opposition indicated, likelihood is that merger will be approved, based on detailed "paper" presentation filed, and without necessity of oral argument.

Applications have been pending since March 31. Merger will set up $2.5 billion entity with international subsidiaries and with diversified holdings in auto rentals (Avis), consumer finance and life insurance and airport parking, as well as broadcasting, worldwide communications and electronics. Only question has been opposition of Hubbard Broadcasting Co.'s KOB *Albuquerque, N.M., locked in allocations controversy with ABC's* WABC *New York, but this isn't regarded as bar to FCC approval of overall merger since posture of that litigation would remain unchanged, conditioned upon ultimate FCC action.*

'Star's' third V

Sale of ch. 4 WCIV(TV) Charleston, S. C., to Evening Star Broadcasting Co. (WMAL-AM-FM-TV Washington; WLVA-AM-TV Lynchburg, Va.) for in excess of $2 million shortly will be announced. Station, licensed to First Charleston Corp., is NBC affiliated and has been on air since 1962. WTMA Inc., Charleston, owns 32.22% and is also licensee of WTMA and WMBR Jacksonville, Fla. WCIV(TV). one of three commercial VHF's in market, is represented by Adam Young and has $500 hourly base rate. Transaction negotiated by Hamilton-Landis.

Because of multiplicity of stockholders, negotiations for acquisition entailed several months. John W. Thompson Jr., president, Evening Star Broadcasting Co. and Frank Houwink, vice president and general manager, handled transaction with Charles E. Smith, president of First Charleston Corp. It's understood that following FCC approval no major changes in operating staff are contemplated.

Wired shows in N.Y.

Closed-circuit program origination over community antenna systems, developing as one cable-industry reaction to FCC regulation, may be attempted in biggest market of them all —New York. Irv Kahn, chairman and president of Teleprompter Corp., which has antenna franchise in northern half of Manhattan, says he'll originate public service programs there. Franchise for New York operation specifically bars pay TV and includes clause saying it is "granted for the sole purpose of permitting the delivery of all signals broadcast regularly by all TV stations in the metropolitan area." However, Mr. Kahn thinks he'll be allowed to originate programs.

Harnessing runaways

Hollywood AFL Film Council, representing most film craft unions, and Screen Actors Guild, will meet in New York this month with American Association of Advertising Agencies and Association of National Advertisers for discussion of threat of TV production moving overseas. If trend towards runaway program and commercial production continues, Hollywood might become a ghost town. Four of 1966-67's programs will be produced wholly or partly outside of U.S. They are *Tarzan*, in Brazil, *I Spy*, in several foreign locations, *The Man Who Never Was*, in Germany and *Rat Patrol* in Spain. In addition, much of *Love on a Rooftop* will be filmed in San Francisco and all of *The Monroes* will be shot in Wyoming. In past seasons, before move to location work set in, both would have been done in Hollywood.

Still on

What may have gone unnoticed over long Fourth of July weekend was passing of deadline for sale of Mutual Broadcasting System by 3M Co. to newly-formed corporation, Mutual Industries Inc. Insiders say there's nothing ominous about expiration of July 1 target date; apparently there were sundry details to be worked out and not enough time to resolve them by July 1. Sale is expected to be completed some time this week.

New ground

FCC is believed to have broken more than one precedent in conditional approval it gave Gordon McLendon to operate KGAL(FM) Los Angeles, as all-classified ad station (see page 38). Approval of that kind of operation was first precedent set. Second, it's believed, was in granting one-year license, in connection with assignment application, when purpose was to obtain information on operation of station, not to put licensee on probation.

Tracy twist

Announcement last week that TV rights to "Dick Tracy" have been acquired by 20th Century-Fox TV and Bill Dozier's Greenway Productions for showing on NBC-TV (see page 46) was surprising switch. Before ABC-TV had Bill Dozier do *Batman*, it hired public relations firm to do survey to determine which comic-book character people would most like to see on television. "Dick Tracy" won in landslide, but ABC-TV's negotiations with Chester Gould, Tracy's creator, and Henry Saperstein, Mr. Gould's partner, fell apart. Instead, it's understood that NBC-TV made deal with Gould-Saperstein team and in turn it was decided to let Fox and Greenway develop comic strip for television.

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Robert A. Mortensen, WIIC-TV vice president and general manager, with Frank H. Briggs, vice president, The Equitable Life Assurance Society, owners and operators of Gateway Center.

center of interest

Pittsburgh's Gateway Center: looming evidence of leadership in urban renewal. You can lead the way in the Pittsburgh market with top spot buys on WIIC-TV, Pittsburgh's NUMBER ONE COLOR STATION.

Check with General Sales Manager Roger Rice or your Petry-TV man.

Get your Pittsburghers on

WIIC-TV11

Basic NBC Television Affiliate

Cox Broadcasting Corporation stations: WIIC-TV11, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

WEEK IN BRIEF

TV networks planning sharp increase in quantity and lavishness of specials for next season. Some 215 entertainment and news programs already set. Networks expect sponsors to spend record $70 million. See . . .

SOMETHING SPECIAL . . . 21

NCTA convention defiantly buzzes with talk of program origination. Some operators propose pulling commercials from stations and inserting local spots; feel they should have program freedom if stuck on copyright. See . . .

CATV SET ON ORIGINATION . . . 30

Senate plans inquiry into problems of Communications Satellite Corp. Hearing may be used to sound out parties on possible clarifications, modifications of laws as disputes flare up. See . . .

TO AIR COMSAT . . . 52

Wadsworth says FCC should begin preparing for possibility of satellite-to-home broadcasting. Tells Georgia broadcasters developments may occur sooner than detractors predict. Cites past unpreparedness. See . . .

FCC URGED TO PLAN . . . 53

Appellate court rules that past experience should be considered by FCC in renewal hearing. Court agrees with commission that WCKT(TV) Miami's four-month license should be counted as experience. See . . .

TOUGH DECADE . . . 57

FCC approves McLendon's purchase of KGLA(FM) Los Angeles and gives green light on plans to make it first all-want ad station. Commission is 'intrigued' with idea but plans close, continuing study of operation. See . . .

ALL AD FM . . . 38

Hughes Aircraft soars into CATV by acquiring interest in Teleprompter's New York project. Firms also form unit to make, market electronic gear. Plan presentation to FCC soon on short-haul, multichannel system. See . . .

HUGHES, TELEPROMPTER . . . 48

NBC-TV planning increase in number of full-length features made especially for television. Universal City Studios may make up to 12 for first-run showing on network next season. See . . .

INCREASE TV FILMS . . . 40

Storer 'reluctantly' ends 27-year relationship with Katz; moves six of seven radio stations to Major Market Radio; also buys minority interest, along with Golden West, in new rep firm. See . . .

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New York State Broadcasters Association hears speakers foresee ironic possibility of better programing yet smaller audience in TV's future. Rep sees audience 'fractionalization', columnist looks for improved shows. See . . .

BETTER SHOWS . . . 51

DEPARTMENTS

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Broadcasting

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Newhouse buys into Mobile newspaper

S. I. Newhouse, publisher of one of largest newspaper chains in U. S. and group broadcaster, has bought over 50% controlling interest in Mobile Press Register Inc. Price was undisclosed but was understood to be in neighborhood of $16 million to $18 million.

Mobile Press Register Inc., publishes *Mobile* (Ala.) *Register* and *Press* and recently bought *Pascagoula* (Miss.) *Chronicle*. Press Register also owns 50% of WKRG-AM-FM-TV Mobile, Ala. Messrs. J. F. and N. F. McGowin of Press Register firm hold 15% and 7.5% respectively of WGYV Greenville, Ala.

Newhouse properties include WSYR-AM-FM-TV Syracuse, WSYE-TV Elmira-Corning, both New York; WAPI-AM-FM-TV Birmingham: WTPA-FM-TV Harrisburg, Pa.; KTVI(TV) St. Louis and 50% of KOIN-AM-FM-TV Portland, Ore. Newhouse newspapers are in those cities as well as others.

Since Newhouse broadcast holdings are less than full complement permitted by FCC, and since Mobile is not in top 50 market under new FCC policy rule, no complications are expected with commission in this acquisition.

Also announced last week was sale of KHAP Aztec. N. M., subject to FCC approval.

KHAP was sold by Tom Moyer to Louis C. Erck for $52,000. Mr. Erck also owns KRAE Cheyenne, Wyo. Station is fulltime on 1340 kc with 1 kw day, 250 w night. Broker was Blackburn & Co.

Paramount pictures is bought by Gulf & Western

Merger of Gulf & Western Industries, Houston, and Paramount Pictures Corp., New York, has been proposed through exchange of stock valued at more than $125 million. Under plan, Paramount would become wholly-owned subsidiary of Gulf & Western. Stockholders of both companies must approve exchange, basis of which features specified values of various G & W stocks for each share of Paramount stock.

Paramount, which is chiefly in production and distribution of motion pictures and licensor of TV features, holds additional films for television sale and has indicated it will place them on TV by forming its own syndication arm. It also is full owner of International Telemeter, subsidiary that franchises rights for subscription TV systems. Telemeter has announced seven franchises to companies in U. S. In addition Paramount has held rights to single-gun Lawrence color tube and has licensed companies abroad to make tubes and sets.

G & W merger move was no surprise to financial people who had expected it after Charles G. Bluhdorn, president of G & W, and company itself, showed interest in Paramount by acquiring 9% of outstanding stock last April from dissident stockholder group, then increased holdings to 12.5% and gained three seats on Paramount board. Company is wholesale distributor of automotive parts and makes industrial products and components for aerospace industry.

Hertz to Carl Ally Inc.

Norman. Craig & Kummel, New York, is out of driver's seat in handling advertising for Hertz Corp., New York. Account that bills about $8 million in advertising, of which estimated $2.2 million is in radio-TV, moves to Carl Ally Inc., New York, Dec. 1.

Hertz and NC&K jointly announced termination on Friday (July 1). But this does not affect some $2.5 million billed by NC&K for Hertz overseas.

AFTRA threatens to picket all CBS-owned stations

American Federation of Television & Radio Artists threatened last Friday (July 1) to establish "informational" picketing of CBS Inc. stations and facilities through U.S. in move related to local AFTRA strike against CBS-owned KCBS San Francisco.

Donald Conaway, national executive secretary of AFTRA, announced union's national board had authorized picketing action. Main issue in strike, he said, has been KCBS' refusal to grant San Francisco AFTRA right to respect picket lines of another union that is involved in collective bargaining dispute with KCBS. He said CBS has given this right to local AFTRA units in Los Angeles and St. Louis and to International Brotherhood of Electrical Workers nationally. Mr. Conaway declined to reveal when picketing would begin.

William C. Fitts Jr., vice president and director of labor relations for CBS, issued statement stressing that there is no strike against CBS except in San Francisco. He claimed that agreement had been reached on many issues in KCBS negotiations, including "substantial" increase in wages. He noted that AFTRA was engaged in negotiations at same time with both KCBS and KNBR San Francisco, and while union local took same position on issue of respecting picket lines at both outlets it chose to strike only KCBS.

Brotherhood awards go to nets, stations

NBC won two and CBS one of 1966 national mass media brotherhood awards disclosed today (July 4) in New York by National Conference of Christians and Jews. Awards and certificates of recognition follow:

TV awards—CBS-TV *(The Danny Kay Show)* in network dramatic variety; NBC-TV ("Who Can Vote?") in network documentary and KOA-TV Denver ("The Last of the Hyphenated Americans") in local documentary. Certificates in TV went to CBS-TV (Leonard Bernstein's *New York Philharmonic Young People's Concerts* and another for report on "Ku Klux Klan: The Invisible Empire"); National Educational Television (NET) for documentary "America's Crisis: Marked for Failure"); WBBM-TV Chicago ("I See Chicago: Revolution in Religion") and WCBS-TV New York ("Odyssey of Michael Steinberg") in local documentary and WCKT(TV) Miami ("Florida Fo-

TV rights for Clay bouts

Boxing sources close to Cassius Clay predict U.S. TV rights contract is near for upcoming bouts with Brian London (Aug. 6) in London and Karl Mildenberger (Sept. 10) in West Germany.

Insiders say ABC has best chance to carry Early Bird relays, despite scheduled NCAA football game at 4-7 p.m. on Sept. 10. Indication is Mildenberger fight will run early in night to smooth conflict of six-hour time difference. Clay promoters also are said to be seeking TV contracts in Canada, Mexico, South America, and radio wherever available.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Thompson

Melvin J. (Mike) Thompson, sales manager of WTVD(TV) Durham, N. C. (Capital Cities Broadcasting Corp.), appointed VP and director of TV sales, Capital Cities. Mr. Thompson has been with Capital Cities since acquisition of WTVD in 1957. He has been sales manager of station since it went on air in 1954 and will continue in that post.


Mr. Moore

Ellis O. Moore, public relations representative, Standard Oil of New Jersey, New York, will join ABC Aug. 1 as head of press information and is expected to be nominated for a vice presidency. Mr. Moore had been with NBC's press department, starting as a staff writer in 1952. He held various managerial posts in department until his resignation in 1963 as VP, press and publicity. Before his network experience, Mr. Moore had been a newspaper reporter first for *Pine Bluff* (Ark.) *Commercial* and later with *Memphis Commercial Appeal.* At ABC he will report to Edward Bleier, VP in charge of public relations and planning.


Mr. Dinsmore

Richard W. Dinsmore, who resigned as president and general manager of Desilu Sales Inc. in May, has formed North American Television Sales Inc., new film production and distribution company, with himself as president. Company will be division of North American Television Associates, founded by Tom Miller, former VP and general manager of WBKB-TV Chicago, five months ago. Offices will be in New York, Chicago and Los Angeles, with Mr. Dinsmore in last-named city. North American TV Sales will handle both domestic and foreign syndication of feature films as well as TV series and will be active in talent management and film production areas.

Jack K. Sauter, VP, product planning and development for RCA Sales Corp., elected to new position of executive VP, sales operations. He will be responsible for sales, distributor operations services, advertising and sales promotion, and consumer products merchandising of RCA Victor home entertainment products. **Richard W. Hanselman,** VP, consumer products and merchandising, appointed to succeed Mr. Sauter. Mr. Hanselman will supervise design and development of all home entertainment products for RCA Victor. **David E. Daly,** manager, product line development, radio-"Victrola" and tape, becomes manager, consumer products merchandising.


Mr. Smith

Raymond M. Smith, general sales manager of Mutual since 1963, named VP for sales. Previously, he had been with National Advertising Co., subsidiary of 3M Co. in executive capacities, including eastern regional sales manager and general manager of its Poster Division. 3M Co. owns Mutual but new corporation, Mutual Industries Inc., has option to buy network (BROADCASTING, May 16).

Robert E. Benson, VP of Equitable Life Assurance Society of U. S., New York, appointed executive assistant to Harold S. Geneen, chairman and president of International Telephone and Telegraph Corp., that city.

For other personnel changes of the week see FATES & FORTUNES

rum") in local panel.

Radio awards—NBC Radio ("Poverty in the Inner City") for network documentary: WBGO-FM Newark ("Harriet Taubman") in local dramatic: WNEW New York ("Stalemate in Selma") local documentary, KMOX St. Louis ("Sounding Board") local panel. Certificates in radio went to NBC Radio ("Ghandi", co-produced with Jewish Theological Seminary, and "Can Law Protect Human Rights"); CBS Radio ("The World of Religion") and RKO General Broadcasting ("Blowing in the Wind") in network documentary: WMAQ-AM-FM Chicago ("Adventures in Compassion," co-produced with Jewish Federation of Metropolitan Chicago) in local dramatic; WBBM-AM-FM Chicago ("Crisis in Selma") and KLZ-AM-FM Denver ("Prejudice—Religion") in local documentary, and KNX-AM-FM Los Angeles, ("Selma Freedom Marches") and WCAU-AM-FM Philadelphia ("Subject: Religion") in local panel.

McLendon sees spread of want-ad stations

B. R. McLendon, chairman of McLendon Stations, predicts "every major market" will have its own all-want-ad station once experiment in Los Angeles "has proved itself successful."

Mr. McLendon made comment Friday (July 1), shortly after FCC gave conditional approval to McLendon application to purchase KGLA(FM) Los Angeles and transform it into country's first classified-ad station (see page 38).

Mr. McLendon, while predicting spread of such stations into other markets, said commission decision would not result in change in FCC's commercial regulations.

Grant was made "only for a specific type of radio station to be operated for a specific service," he said. He added KGLA switch to all classified ads is at least 60 days off.

Deadline extended for FM's

Maintaining that equipment is available to implement rule effective July 5, FCC backed off slightly Friday (July 1) when it granted four-month extension of rule requiring FM stereo and SCA stations to have frequency and modulation monitors in operation. New effective date is Oct. 31. National Association of Broadcasters had requested six-month extension, saying equipment was not available and wouldn't be for some time (BROADCASTING, June 27).

Stereo FM's form group

Four seperately owned and programed FM stereo stations in upstate New York have formed Stereo Radio System, offering Albany to Rochester coverage and centralized billing. SRS stations are: WCMF Rochester, WONO Syracuse, WUFM Utica and WHRL Albany.

Starring Roger Smith as Mister Roberts, Steve Harmon as Ensign Pulver, Richard X. Slattery as Captain Morton and George Ives as Doc. 30 half-hours. Available for fall start.

MISTER ROBERTS

...the only off-network half-hour service comedy available in

COLOR

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BROADCASTING
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DATEBOOK

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

■Indicates first or revised listing.

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—Golf outing sponsored by The National Academy of Television Arts and Sciences and the International Radio & Television Society. Willow Ridge Country Club, Harrison, N. Y.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology, 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. to elect eleven directors and to transact other business. 1906 Highland Avenue, 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 22—Meeting of the Advertising Club of Memphis, featuring Stephen B. Labunski, president. NBC Radio, as guest speaker. The Summit Club, Memphis.

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

July 25—New 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.

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, WCBS-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.

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.

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

■Aug. 5-6 — Meeting on bar news media relations sponsored by the National Institute on Bar Public Relations. Hotel Queen Elizabeth, Montreal.

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. 18 — Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kuler, KRLD-TV Dallas-Ft. Worth. Sheraton-Dallas hotel, Dallas.

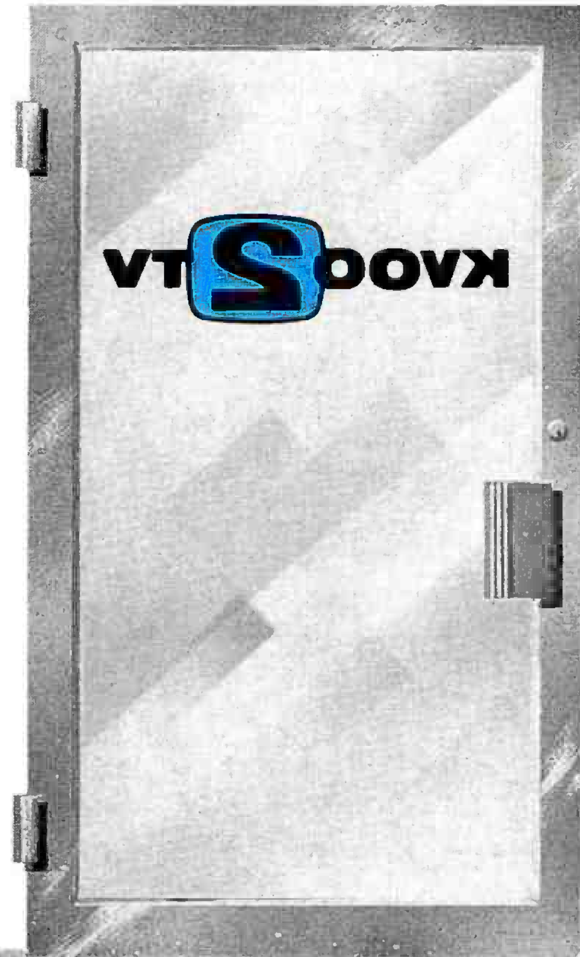
Aug. 19-21—Annual summer meeting of West Virginia Broadcasters Association. Greenbrier, White Sulphur Springs.

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



"Who's Behind Tulsa's Craze for Color?"

KVOO-TV, that's who! 99% color, 5:30 p.m. 'til midnight! (including local live color,) keeps the color boom booming in Tulsa. But, unlike the turtle and the hare . . . we're still running the race.

KVOO 2 TV NBC

TULSA

Represented by Edward Petry & Co., Inc. *The Original Station Representative* 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. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

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. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

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

Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Holiday Inn, Norfolk.

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. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio 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. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel Chicago.

Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Stafford motor hotel, Tuscaloosa.

■Indicates first or revised listing.

OPEN MIKE®

Says professor is wrong

EDITOR: While I don't want to become involved in the question of whether NBC is, or is not, within striking distance of CBS since the start of the second season which controversy has occupied your "Open Mike" column should be commented on. The facts seem to be these: Over the seven Nielsen reports from February through 1 May, CBS had a nighttime average audience of 19.9 to NBC's 18.7. Professor Royal D. Colle of Ithaca College, in

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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.

"Open Mike" June 20, suggests that "there is probably a sampling error of plus or minus 2, so that the CBS average really is somewhere between 17.9 and 21.9 and the NBC figure is somewhere between 16.7 and 20.7. Actually either could be 'ahead,' and under the system of sampling we have, no one can tell which is."

I am afraid that Professor Colle has been misinformed.

First of all, the sampling error (standard error of estimate, to be more precise) is nowhere near plus or minus 2; it is more like 0.3. What Professor Colle has missed is the fact that what is involved here is not a single rating of 19.9 compared to a single rating of 18.7. Rather, for each of the networks involved, the figure is an average of the ratings for approximately 500 shows (roughly 35 shows over a period of 14 weeks). As a matter of fact, the standard error of the Nielsen estimated rating on a *single* show with a rating of about 20.0 on a *single* week is 1.3—only two-thirds of what Professor Colle suggested it is for the approximately 500 shows. However, the standard error goes down substantially as we consider the average of many programs and many weeks. Without reference to the original data, it is impossible to state exactly what the standard error would be on a nighttime network average over a 14-week period, but it is certainly much less than 1.3. The most reasonable estimate of it seems to be about 0.3.

The second way Professor Colle has gone astray is the manner in which he uses the standard error. Of course, you can put ranges around the 19.9 and the 18.7, as Professor Colle did. But under no circumstances should you say that simply because those ranges overlap, one may as well regard the two figures as identical. With that kind of reasoning one could have concluded up to a few days ago that the Mets were as good as the Giants. There is a better way to consider the question. By a simple statistical process (which is, unfortunately, a little too much for this column), if we are given this information:

	Average Rating	Estimated Standard Error
CBS	19.9	0.3
NBC	18.7	0.3

we can conclude that the probability that the average rating of CBS was really higher than NBC's was 99.8%, and the probability of the reverse was only 0.2%.—*Name Withheld.*

He liked the soap box

EDITOR: I hardly know where to begin thanking you . . . for the opportunity to use your much-respected publication as a soap box for some of my thoughts on TV programing and, in particular, program promotion. . . .—*Jackson Little, advertising manager, Bank of America, San Francisco.*

(Mr. Little was author of the June 20 "Monday Memo" in which he explained how and why his bank tossed out some archaic rules in its successful use of TV)

Eastman TV's computers

EDITOR: I read with great interest your feature on computers (BROADCASTING, June 9).

I note the omission of Eastman TV Inc. from the section on representatives. We have been using computers for audience measurement analyses, programing trends, audience additives, cumulative studies, etc., for over three years. We have probably utilized computers from a sales standpoint more comprehensively than any other of the representative companies you surveyed . . .—*Albert B. Shepard, president, Eastman TV Inc., New York.*

Says WTOP belonged in story

EDITOR: We knew well in advance that BROADCASTING was planning a heavy coverage issue on talk radio for the June 27 issue.

Since we believe that WTOP is one of the important stations in the country now broadcasting news and information from 6 a.m. to 11:30 p.m., we tried to interest [you] in including WTOP in the talk issue.

Our promotion director, Charles LeMason, was told . . . on two occasions that WTOP was ruled out because its program schedule was not 90% talk, even though, I repeat, we are just about 100% during the important hours between 6 a.m. and 11:30 p.m. . . .

All of us at WTOP . . . are extremely distressed that our station was excluded from this important issue.—*Lloyd W. Dennis, Jr., vice president and general manager, WTOP Washington.*

(The standard for the all-talk stations used in BROADCASTING's special report was 90% or more talk programing. WTOP and a great many other fine stations using a major amount of this new programing did not come up to the 90% standard and were therefore not used as illustrations of the talk programing format.)

Much-needed examination

EDITOR: Your June 27 special report on talk radio was informative reading and a much-needed examination of a too often neglected medium. Special thanks for your coverage of all-news.—*Gerald M. Goldberg, Westinghouse Broadcasting Co., New York.*

What the buyers and sellers of Spot TV now know:

Sandra Sullivan, "The Girl from MGM-TV" is all woman!

Dr. Kildare is for all women!

Is he on your Fall Schedule yet?
Contact your MGM-TV representative for the facts...and the figures.

METRO-GOLDWYN-MAYER TELEVISION

NEW YORK / CHICAGO / CULVER CITY / ATLANTA

Some of Sandra's contacts in Chicago were: D'Arcy Advertising, Young & Rubicam, Blair Television, WMAQ-TV, H-R Television. In Philadelphia: N. W. Ayer, Weightman, Inc. In Detroit: W. B. Doner. And in Minneapolis: Luncheon at Charlie's.

MONDAY MEMO from EARL C. ALBRIGHT, Jos. Schlitz Brewing Co., Milwaukee

'When you're out of beer . . .' think radio!

In 1961 the Schlitz brand began an advertising campaign called "Real Gusto" that ran successfully for four straight years. During that time we were on radio but in a very small way.

In late February of this year the Schlitz brand replaced Real Gusto with a new campaign based on the theme: "When you're out of Schlitz, you're out of beer." Simultaneously we moved back into radio in a big way.

Why we went to the Out-of-Schlitz campaign and how this new campaign put Schlitz back into radio apparently has interested so many people it seems to be worth an explanation.

Market Brightens ▪ Note that Schlitz had been running successfully with Real Gusto for four years and sales had increased each year the campaign ran. So why change? Because there were indications of changes going on in the market place, changes that could benefit Schlitz considerably.

What we saw was this: The disposable income of our target consumer continued its sharp rise. And that means that many beer drinkers—even those traditionally conscious of price—can now afford to look past the price sticker and into the bottle. In short, they can afford to look for quality.

This opens up a genuine opportunity for Schlitz because, as one of the three premium beers in this country, Schlitz quality is unsurpassed. Knowing this we concluded that Schlitz quality properly advertised would have a natural appeal to the growing market of affluent beer drinkers.

Working with us from this premise, the Schlitz agency, Leo Burnett Co., came up with a quality claim that directly addressed the objective we had set up. If you think about it, it's just about the biggest quality claim any brewer—maybe any advertiser—has ever made "When you're out of Schlitz, you're out of beer."

Why did radio suddenly appear on the Schlitz media plan at this time?

Radio's Values ▪ You all know what radio can do for an advertiser. It can single out your target consumer. It can deliver high frequency at relatively low cost. It can give you heavy coverage when and where you need it.

The only catch is that you've got to have the right kind of advertising for radio to make it pay off.

That's why we used relatively little radio during the days of Real Gusto. That campaign simply did not lend itself to a strong radio expression.

And that's also why we are back in radio with the new Out-of-Schlitz advertising. We think this new theme will work on radio, so radio can again work for us.

What is it about the new theme that leads to good radio? First of all we have a new song. We think it's a good song. And because radio is the medium of music—among other things—we're using the new Schlitz song as the foundation of our radio effort.

We began the campaign with what we call the standard arrangement and this still carries the bulk of the broadcast effort. This year, however, we planned such a broad exposure on radio that we thought we would need more variety. We wanted to appeal to more tastes and reach more different people. Happily the song works well in any number of arrangements and we've done 16 so far.

Story Sells ▪ Apart from good musical expression as one reason Schlitz is back in radio there are other reasons inherent in the theme itself. "When you're out of Schlitz, you're out of beer" sets up a situation, a human situation, the premise for a story.

What happens when different people run out of Schlitz? Think of the answers and you've got a series of stories. Radio from the beginning has been a natural medium for story telling. So on radio an advertising campaign that includes interesting stories about the product has a definite advantage.

If you can tell your stories and smile too you're that much farther ahead. So we have been using funny 10-second dialogues. We've also been running a heavy schedule of 30's. The longer length gives us a chance to combine both elements of the campaign in one commercial—story and song.

We think this unabashedly wacky approach is a natural for radio—where the Great Gildersleeve, Colonel Stoopnagle and Senator Claghorn romped in years gone by, where today some of the wildest personalities in show business, the rock-and-roll disk jockeys, command by far the biggest followings in the medium.

The remarkable part of this new campaign is that it lets us take advantage of radio's uninhibited side and at the same time drive home the quality story we want to tell.

Hitting Target ▪ Just who are we trying to reach with all this music and all these zany little dialogues? We have a pretty good picture of him. He's a young man, between 25 and 35. He listens to radio some two hours a day and hears maybe 60 spots.

But too often he really doesn't listen. He may be within hearing range yet be talking, reading, driving or thinking about something else entirely. The only way to get to him is to cut through the barrage of competing stimuli and make him want to pay attention.

How well are we doing? According to the trade we're billed as a success. After only some four months of exposure however I must admit that it's still a little too early to tell.

I can say one thing though. Our elusive target consumer seems to like what he's been hearing. He talks about the new Schlitz campaign and he writes us complimentary letters. And he's also buying more Schlitz than ever.

If you want to find out for yourself how well we've penetrated, walk up to the first man you see and say "When you're out of Schlitz. . . ." If he doesn't shoot back with "You're out of beer" tell him to turn on his radio.

We have a message for him.

Earl C. Albright has been manager of Schlitz brand advertising and merchandising since January 1965. Before that he was national account executive on Schlitz for three years at Leo Burnett Co., Chicago. Earlier he had been with G. Heilman Brewing Co. after an initial nine years with Schlitz in advertising and marketing. Published estimates of Schlitz brand radio spot spending in 1965 totaled just under $1 million and Schlitz this year is more than double 1965's billing.

This could make a great birthday present for the Peace Corps.

When everybody hears it.

We cut this disc because it's the Peace Corps' fifth birthday. And wmca thought it'd be a good time to let Americans know just how effective the Corps is.

And maybe interest a few people in joining.

So we sent Good Guy Dan Daniel to Africa to interview Peace Corps Volunteers .Then we edited the interviews into a campaign of incisive 60-second spots.

And we're playing them.

But the Peace Corps and wmca feel that people throughout the rest of the country should hear the spots, too. That's why the Corps is sending the discs to every radio station in the country.

We hope that all stations will play them. It's a great way to wish the Peace Corps a Happy Birthday.

Requests for additional or replacement records should be addressed to: Radio-TV Department, Peace Corps, Washington, D.C.

wmca turns people on.

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.

"BIG MOVIE OF THE WEEK"
SATURDAY
11 PM to conclusion

"FRIDAY'S BIG MOVIE"
FRIDAY
11:20 PM to conclusion

"CHANNEL 2 THEATRE"
SUNDAY THROUGH THURSDAY
11:20 PM to conclusion

BUY YOUR TICKETS EARLY FOR BALTIMORE'S BEST MOVIES —14 EVERY WEEK!

"TWILIGHT MOVIE"
MONDAY THROUGH FRIDAY
5 to 6:25 PM

"SATURDAY'S TOP MOVIE"
SATURDAY
6 to 7:30 PM

"PICTURE FOR A SUNDAY AFTERNOON"
SUNDAY
12 NOON to 1:30 PM

NEW!

SEVEN ARTS VOLUME 11 HAS JUST BEEN ADDED TO THE WMAR-TV MILLION DOLLAR MOVIE LIBRARY!

Movies are BIG in Baltimore . . . and WMAR-TV gives WMARyland the biggest! Just added to Channel 2's vast and colorful library is television's newest film group, Volume 11 issued by SEVEN ARTS. Fifty-two new titles, with starring casts including Ingrid Bergman, Alan Ladd, Rock Hudson, Pat Boone, Yul Brynner, William Holden, Clifton Webb, Ethel Merman, Donald O'Connor, Fred MacMurray, Glenn Ford, Carol Lynley, Rhonda Fleming, Rod Steiger, Sal Mineo, James Mitchum and many others. These fortify WMAR-TV's already formidable collection of first-line films from MCA-Universal, Screen Gems, Seven Arts, and United Artists.

In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 4, 1966, Vol. 71, No. 1

Something 'special' for 1966-67

Three networks expect advertisers to spend $70 million for 215 or more specials they have already scheduled; more entertainment programs than before

The 1966-67 network TV season is evolving into "the year of the specials" in terms of quantity, lavishness of production and record-breaking advertiser support.

With the new season still more than two months away, the specials schedule is by no means locked in. But approximately 215 entertainment and news programs are already set to enliven the networks' prime-time periods—and the number is likely to grow before 1966-67 fades away.

An estimated $70 million of sponsorship money is earmarked for news and entertainment specials next season, at least $15 million more than the investment for 1965-66.

All Three Networks Up ▪ Preliminary information obtained from network officials last week indicates that NBC-TV will present at least 95 and perhaps as many as 100 entertainment and news special productions, as compared with 85 this season; CBS-TV, approximately 85 as against 75 in 1965-66 and ABC-TV at least 36 as compared with 30 this broadcast year.

But the number of specials is only part of the story. In the vital area of entertainment presentations, which are costly to produce and accordingly command top dollar from advertisers, the accent this year is more pronounced at ABC-TV and CBS-TV particularly.

ABC-TV is planning at least 22 entertainment specials, as compared with 18 this season, while CBS-TV intends to present at least 35 as against 26 during 1965-66. Significantly, the productions are on a more lavish scale. Many run to 90 minutes, two hours and longer.

ABC-TV, for example, is lighting up its prime-time showcase with two-hour versions of *Porgy and Bess, Brigadoon, Guys and Dolls;* the three-hour film classic, *Bridge on the River Kwai,* and a three-and-a-half-hour program on Africa examining the cultural and economic facets of life on that continent and encompassing sports and entertainment activities there.

CBS-TV is accentuating the extravaganza type with two-hour presentations of *The Glass Menagerie, The Crucible* and *Death of a Salesman* (repeat); 90-minute productions of *Ivanov* (with John Gielgud and Claire Bloom), *S. Hurok Presents* and *Cinderella* and the two-hour perennial *Wizard of Oz.*

NBC-TV, which has been pre-eminent with specials during years when the other two networks were de-emphasizing them, is continuing with this programing approach. Its long-standing specials formula spotlighting such luminaries as Bob Hope, Danny Thomas and Perry Como will be in force again, and rescheduled are such traditional programs as *Mr. Magoo's Christmas Carol* and the 90-minute Hallmark drama productions. Among the new entertainment specials will be the 90-minute *Alice Through the Looking Glass* and a two-hour presentation of *Othello,* contributing to a total of 45 to 50 such programs planned by the network.

Sponsors Eager ▪ Understandably the sharpest gains in sponsorship will be achieved next season by CBS-TV and ABC-TV, resulting from their expansion in the specials sphere. Sales at CBS-TV in this category should rise from an estimated $15 million this season to about $23 million, while ABC-TV's figure should jump from $10 million in 1965-66 to approximately $15 million. NBC-TV expects sales from prime-time specials to attain the $33 million mark, as compared with about $30 million this season.

In the news specials sector, NBC-TV will carry approximately 45 presentations (not including its "instant news specials") and will cover such subjects as air pollution, the state of American justice, organized crime in America, air safety, cancer, the domino nations, space, the Hungarian revolution of 1956, the Soviet Union and Buckingham palace.

NBC-TV will carry news specials at the rate of four a month and will introduce a new type during the year called the "topical special," an examination of a significant event in the news that would take only a week or two to produce. (This format was described as an intermediary step between the instant special, done on

William W. Firman, ABC-TV, reports advertisers have been moving more toward special programs during the past two years.

Thomas H. Dawson, CBS-TV, says advertisers are inclined to put a major effort in an excellent pre-emptive time period.

John M. Otter, NBC-TV, believes advertisers are attracted by an element that is different from the week-in, week-out series.

virtually a moment's notice, and the planned special, which can take from four to 12 months to complete.)

CBS-TV plans to telecast approximately 50 news specials under the umbrella title *CBS News Hour* (Tuesday 10-11 p.m.). Included in this time period will be topical and cultural documentaries; audience-involvement test programs, periodic *Town Meetings of the World* and *CBS Reports.* In preparation by CBS News are *The Young Eisenhower, Ten Days That Shook The World* (the Russian Revolution on its 50th anniversary), and specials on homosexuality, the state of the labor unions, air pollution, and mainland China, among others.

ABC-TV's planned news specials in-include nine to be sponsored by the 3M Co. on such subjects as Cortez, legacy of Rome, retarded children, college football, drugs, Tin Pan Alley, and three to five hour programs in the *Cosmopolis: The World City Series.* Others are expected to be added.

As in their regular series, the networks will produce virtually all specials in color; the sole exceptions will be footage or sequences not obtainable in multichrome.

The field of special programing on the networks has had a checkered life. They began as "spectaculars" in 1954 and the purely entertainment program proliferated in ensuing years; by 1959 and through 1962 approximately 100 were carried each year on the three networks. But they suffered at the time for lack of sufficient advertising interest so that many were sold at severely reduced rates or for time costs only.

Rapid Comeback ▪ Entertainment specials dwindled in number between 1963 and 1965 (particularly at ABC-TV and CBS-TV) when the networks became more selective and embarked upon a policy of seeking sponsorship interest in advance. By 1965-66 there was a resurgence of interest in the entertainment special and this momentum has accelerated for the upcoming season.

The news special, on the other hand, started to take root in the late 1950's and early 1960's and has grown gradually through the years. ABC-TV in particular, with the growth of its overall news operation, is enacting a stronger role in this sphere and for 1966-67 will itself produce the 3M specials (which heretofore have been handled by Wolper Productions).

Why the emphasis on specials for the new season? Here are some reasons suggested by network and advertising agency officials:

▪ A desire on the part of networks to add balance to their schedules, often criticized as bland and imitative, by injecting doses of quality to impress more favorably the general public, the government, Wall Street and the decision-making segments of the population.

▪ The stronger sellers' market for regular programing has whetted the networks' appetite for experimenting with specials.

▪ The desire on the part of a growing number of advertisers to associate themselves with specials for reasons of prestige, corporate image and program identity, leading to exploitation, merchandising and public relations opportunities.

Specials also provide a way of developing classic programing that can be rerun at least once a year, enhancing a network's position and providing a stockpile at a reasonable investment (examples: NBC-TV's *Mr. Magoo's Christmas Carol, Rudolph The Red-Nosed Reindeer, Amahl and the Night Visitor;* CBS-TV's *Wizard of Oz, Cinderella* and *Death of a Salesman*). As a corollary a relatively untried performer or program format can be tested as a special (*Sing Along With Mitch* is a prime example).

The reasons for advertiser investment in specials were outlined recently by Lee Currlin, vice president and director of programing for Benton & Bowles, before a seminar of the Association of National Advertisers. He advanced these reasons for sponsorship interest: announcement of a new product, new model or change in product; need to present a "deep sell" message; support for a special promotion; enhancement of corporate image; emphasis for seasonal purposes and building up interest among the sales force and distributors.

Mr. Currlin injected one cautionary note. He pointed out that a few years ago, entertainment specials cost about $250,000 net per hour for production and now have risen to approximately $350,000. He projected the cost would be closer to $450,000 for 1966-67. Mr. Currlin acknowledged that some specials undoubtedly are worth the price.

The Influentials ▪ William W. Firman, director of sales for news and special programs ABC-TV, voiced the view that advertisers have been moving increasingly in the direction of special programs for the past two years. He attributed the trend to a desire on the part of both networks and advertisers to present more quality programing to fulfill the needs of an increasingly sophisticated audience.

He disputed the notion that specials fail to attract substantial audiences. He cited a recent study made for ABC-TV which showed that its 18 news documentaries this season had an average 22 share and an audience of 9.25 million. He added that these specials were telecast in pre-emptive time periods, rotating throughout the schedule.

Mr. Firman claimed the thrust toward special programing is pointed up by ABC-TV's scheduling of ABC *Stage 67* next fall, which he described as "actually a full lineup of specials on a weekly basis," and by plans to telecast during 1967-68 a group of six to eight two-hour TV adaptations of stage successes titled *Sunday Night At The Theater.*

"We're aiming for more creativity and quality, which perhaps has been

Partnership to produce drama specials

An unlimited number of major drama television specials for presentation in the U. S. and Britain and subsequently throughout the world will be produced over the next two years under a partnership of Talent Associates Ltd., New York, and Rediffusion Television of England.

A joint announcement of the co-production venture was made last Wednesday (June 29) by the two companies and pointed out that the agreement will include all productions previously announced for U. S. television by Talent Associates for the next two seasons. The first joint production will be Jean Cocteau's "The Human Voice," with Ingrid Bergman, which will be taped at Rediffusion's studios in Wembley, England for showing on ABC-TV's *ABC Stage 67* series. Others in preparation for 1966-67 wil be *Glass Menagerie* and *The Crucible* for CBS-TV and *Noon Wine* for ABC-TV.

Additional planned productions are two-hour plays including *The Diary of Anne Frank, Dial M for Murder, A Streetcar Named Desire,* and *You Can't Take It With You* for ABC-TV, apparently for 1967-68, and an original Richard Rodgers television musical, *Saturday Night Around the World* for NBC-TV next season.

Programs will be produced in color both in the U. S. and England. Executive producer of the programs will be David Susskind, who is a partner in Talent Associates Ltd. with Daniel Melnick and Leonard Stern.

These programs are scheduled for 1966-67

In various stages of preparation at the three television networks are approximately 215 prime-time entertainment and news specials intended for telecasting during the 1966-67 broadcast season.

Other programs undoubtedly will be added as the season progresses. A rundown of specials and sponsors as of last week follows:

ABC-TV

King Kong, one hour; *Bridge on the River Kwai*, three hours (Ford); *We Are Not Alone*, one hour (B. F. Goodrich); *Tony Bennett*, one hour (Singer Sewing Machine); *Hans Christian Anderson*, two and one-half hours (Eastern Air Lines); *We Are Not Alone*, one hour (repeat) (B. F. Goodrich); *The First Christmas*, one hour (B. F. Goodrich); *Brigadoon*, two hours (Armstrong); *Beauty and the Beast*, one hour.

Cosmopolis: The World City, one hour (it will be a three-to-five part series); *Woody Allen Special*, one hour; *Porgy and Bess*, two hours, *Guys and Dolls*, two hours; nine 3M Co. one-hour specials (subject matter includes Cortez; Legacy of Rome; retarded children; college football; Medivac; Scott; Tin Pan Alley, drugs); *Honeymoon Mexican Style*, one hour.

Alice in Wonderland, one hour; *Soupy Sales*, one hour; *Emmy Awards*, two hours; *Oscar Awards*, two hours; *Africa*, three and a half hours; *Holiday on Ice*, one hour; *Little Red Riding Hood*, one hour.

CBS-TV

Glass Menagerie, two hours; *The Crucible*, two hours; *Ivanov*, with John Gielgud and Claire Bloom, 90 minutes; Emlyn Williams dramatic readings of Dickens, one hour; four *Young People's Concerts*, one hour each (Bell System); *S. Hurok Presents*, with Van Cliburn, Isaac Stern, Marian Anderson, 90 minutes.

Four National Geographic specials, one hour each (Aetna Life Insurance, Encyclopaedia Britannica); two Carol Burnett specials, one hour each (Chemstrand for one); two Lucille Ball specials, one hour each (Chemstrand for one); three Charlie Brown specials, half-hour each; *Friends and Nabors*, one hour (American Motors), *Clown Alley*, with Red Skelton, one hour (Top Value Enterprises).

How The Grinch Stole Christmas, 30 minutes (Foundation for Commercial Banks); *Miss Teen-age America*, 90 minutes; *Miss U.S.A.*, 90 minutes; *Miss Universe*, 90 minutes; *Dick Van Dyke Special*, one hour (Chemstrand): *Cinderella*, 90 minutes (repeat), (Procter & Gamble); *Wizard of Oz*, two hours (Procter and Gamble).

The Nutcracker, one hour (Sylvania Division, General Telephone & Electronics); *Wonderful World of Wheels*, one hour (duPont); *Pinocchio*, one hour; *Death of a Salesman* (repeat), two hours; *Jack and the Beanstalk*, one hour; approximately 50 one-hour *CBS News Hour* presentations (General Telephone & Electronics for 10 programs).

NBC-TV

Class of '67, one hour (Timex watches; *Miss America*, 90 minutes (Toni, Pepsi Cola, Oldsmobile); *Danny Thomas Specials* (four), one hour each (Timex watches); *Perry Como Specials* (seven), one hour each (Kraft Foods); *Bob Hope Specials* (six), one hour each (Chrysler Corp); *Shipstads & Johnson Ice Follies*, one hour (sponsored by Timex watches).

Alice Through the Looking Glass, 90 minutes (American Gas Associations); *Lorne Greene's Christmas Show*, one hour (American Gas Associations); *The Law and the Prophets*, one hour (American Gas Associations); *Jack and the Beanstalk*, one hour (American Gas Associations); *It's A Dog's World* (approximately five), one hour each (Timex); *Rudolph, the Red-Nosed Reindeer*, one hour (General Electric); *Mr. Magoo's Christmas Carol*, one hour (Timex watches).

Ringling Brothers Circus, one hour (Timex watches); *The Best on Record*, one hour (Timex watches); *Smokey the Bear*, one hour (General Electric); *Golden Globe Awards*, one hour; *Hallmark Specials*, five, 90 minutes each (Hallmark cards); *Jack Benny Specials*, one hour; *An Island Called Ellis*, one hour (Institute of Life Insurance); *End of the Trail*, one hour (Institute of Life Insurance); *Ice Capades*, one hour (Institute of Life Insurance); *Saturday Night* (Richard Rodgers), one hour; *Othello*, two hours; *Tommy Steele*, one hour.

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lacking to some extent in television," Mr. Firman observed.

Advertiser Demand ▪ Thomas H. Dawson, vice president, sales, CBS-TV, reported that the comfortable increase in specials on his network next season is an outgrowth of advertiser inclination to "put on a major effort in an excellent pre-emptive time period." The pendulum swung away from specials a few years ago, he pointed out, at a time when these programs were slipping in quality.

The emphasis has returned now to quality productions which are attracting advertisers interested in an association with "star names and presentations that get a lot of attention." He cited CBS-TV's scheduling of *Glass Menagerie*, *The Crucible* and *Ivanov* as examples of a move toward quality drama which is likely to be stepped up in 1967-68. In this connection, CBS-TV recently announced it is setting aside a fund of $500,000 for writers of original drama for its projected *CBS Playhouse* series, which can begin as early as the 1966-67 season (BROADCASTING. June 27).

Mr. Dawson said advertisers are becoming more keenly aware of the residual values of specials in terms of prestige, excitement and corporate image enhancement. He noted that General Telephone & Electronics is returning for another season of sponsorship on CBS-TV, having ordered 10 programs in the *CBS News Hour*.

Basic at NBC ▪ John M. Otter, vice president, national sales, NBC-TV, stressed that specials have been a key ingredient in the network's program mix for more than five years.

Mr. Otter maintained that there has always been advertiser interest in special programs "when and if they are specials and have an element that is different from week-in, week-out series." He agreed that some years back "a lot of one-time shows were labeled 'specials' that did not fit into this category."

A vital factor often overlooked, according to Mr. Otter, is the cumulative audience attracted by specials. A study made for Timex, which invested about $4 million on NBC-TV during the past season, showed that the Timex specials reached more than 90% of the homes in the U.S. and almost eight of the Timex commercials were seen in these homes over a period of time.

"For the cumulative audience factor to be significant," Mr. Otter observed, "it's important to scatter the specials in different time periods."

Storer radio hires new rep

Major Market Radio to handle six of group's seven radio stations

Storer Broadcasting Co. has named Major Market Radio to represent six of its seven radio stations for national spot sales, effective Jan. 1, and also has acquired a minority interest in MMR, a new firm.

The six stations, currently represented by The Katz Agency, are WHN New York, WIBG Philadelphia, WJW Cleveland, WJBK Detroit, WGBS Miami, and WSPD Toledo, Ohio. The seventh Storer radio station, KGBS Los Angeles, will continue to be represented by Venard, Torbet & McConnell.

MMR, which is set to begin operations Aug. 1, already had signed to handle KMPC Los Angeles, one of the four Golden West Broadcasters stations that were instrumental in setting up the new rep firm.

Both Storer and GWB will be minority owners of MMR in the new arrangement, according to last week's announcement. It was understood that their combined interests in the company will amount to a little more than 50%. The rest of the stock will be held by MMR employes, headed by Wilmot H. Losee, president, and Jerry Glynn, vice president.

Mr. Losee

Mr. Baxter

Mr. Losee is a former president and Mr. Glynn a former vice president of AM Radio Sales Co., which has represented GWB group for 14 years. Steps toward formation of MMR were started by GWB early this year when Westinghouse Broadcasting signed to buy KFWB Los Angeles. Westinghouse owns AM Radio Sales and presumably would assign it to represent KFWB, rather than KMPC, upon FCC approval of the sale. Approval is still pending. Other GWB radio stations, all to be handled by MMR, are KSFO San Francisco, KEX Portland, Ore., and KVI Seattle.

Lionel F. Baxter, vice president in charge of Storer's radio division, said in announcing the appointment of MMR that the new firm's personnel selection, office location and other basic decisions would be left "entirely" to Mr. Losee and Mr. Glynn. He said that neither Storer nor Golden West had any plans or wishes to shift people between the rep firm and its stations, and that all future information on MMR and its plans would come from Mr. Losee's office.

Reluctant Move ▪ Mr. Baxter said Storer's decision to terminate its long-standing relationship with the Katz organization, a relationship that started in 1939, was made "most reluctantly."

"Only the opportunity to help develop a high-quality, limited-list national representative firm, such as we are doing with Major Market Radio, could have

Soft drinks put most of ad budgets in TV

First-quarter TV investment by soft drink companies and their franchised bottlers is up 18% over the like quarter of 1965, a year that itself saw a 10% rise of such investment over 1964.

According to figures reported by the Television Bureau of Advertising, 1966 first-quarter totals for network and spot expenditures combined were $14.2 million vs. $12 million last year. In 1965 TV's total for all soft-drink advertisers was $72.3 million, which was divided $62.5 million in spot and $9.7 million in network. TV accounted for 58.5% of the total soft-drink ad budget.

Factors in the increased use of TV, said Mr. Morton, are the increased demand for low-calorie soft drinks, traditionally a TV-oriented product, and the expansion of the 10-29 age group. Low-calorie drinks' market share has gone from 1.6% in 1961 to 15% in 1965. In addition, the 10-29 age group, which consumes 45-50% of all soft drinks, has expanded from 28.5% of the population in 1955 to 31.2% of the population in 1965.

1965
Soft drinks (manufacturers and bottlers)—top-10 advertisers
(Ranked by total TV investment for carbonated soft drinks only)

	1965 Network TV	1965 Spot TV	1965 Total TV	1964 Total TV	TV % change	Magazines	Newspapers	Radio	Combined Media	% TV
Coca-Cola	$2,170,100	$23,856,100	$26,026,200	$24,603,200	+ 5.8	$ 6,653,300	$1,591.800	$ 9,217,000	$ 43,488,300	59.8
PepsiCo	2,024,500	14,545,100	16,569,600	14,650,500	+ 13.1	1,956,100	1,413,000	4,827,000	24,765,700	66.9
Royal Crown	—	6,440,100	6,440,100	7,629,800	— 15.6	1,702,200	646,400	2,467,000	11,255,700	57.2
Seven-Up	390,500	5,480,600	5,871,100	4,157,700	+ 41.2	2,909,000	509,500	3,131,000	12,420,600	47.3
Canada Dry	—	3,445,500	3,445,500	1,001,300	+244.1	2,780,200	462,900	1,808,000	8,496,600	40.6
Dr. Pepper	573,600	741,200	1,314,800	1,221,200	+ 7.7	534,800	122,200	—	1,971,800	66.7
Schweppes	—	781,500	781,500	837,500	— 6.7	336,500	181,700	—	1,299,700	60.1
Kirsch	—	485,000	485,000	*	+ Inf.	—	90,200	—	575,200	84.3
Squirt Co.	—	363,500	363,500	327,300	+ 11.1	267,700	98,600	—	729,800	49.8
Yoo Hoo	—	263,900	263,900	42,600	+519.5	—	—	—	263,900	100.0
Totals:	$5,158,700	$56,402,500	$61,561,200	$54,471,100	+ 13.0	$17,139,800	$5,116,300	$21,450,000	$105,267,300	58.5

*TV investment less than $20,000
Sources: Network TV (net time & program costs)—TVB/LNA-BAR
Spot TV (gross time)—TVB/Rorabaugh
Magazines—Publishers Information Bureau
Newspapers—Bureau of Advertising
Radio (Network & Spot)—Radio Advertising Bureau

persuaded us to entertain the thought of leaving The Katz Agency. We have been most pleased with the representation of The Katz Agency down through the years, and we certainly hope to maintain the close personal relationship we have established with their people. They are a fine firm and wonderful people."

Mr. Losee welcomed the Storer stations "with a great deal of pride." He said that "the operating and sales philosophies of Storer Broadcasting Co., Golden West Broadcasters and Major Market Radio Inc. form a complete blend of compatibility which can only mean success for all in the future. We at Major Market Radio assume this challenge with boundless enthusiasm and verve for the future."

Major Market Radio was scheduled to open offices Friday (July 1) in New York at 12 East 46th Street. Telephone: Murray Hill 2-8500.

Kansas group gets waiver of sponsor rule

The Kansas Association of Radio Broadcasters last week received an FCC green light that will allow association members to broadcast certain nonprofit spot announcements without identifying the sponsor.

The association had previously informed the FCC that certain nonprofit organizations, such as the National Conference of Christians and Jews, the American Legion and the Arthritis and Rheumatism Foundation, make cash contributions to KARB. In return, according to the association, various KARB members broadcast spot announcements on behalf of these and other nonprofit organizations. KARB then asked the FCC to waive the sponsorship identification rules if the commission decided that the rules were applicable to announcements by nonprofit organizations, which contributed to the association.

The sponsor identification rules stipulate that broadcasting stations must identify the sponsor of a paid announcement. The rules, however, may be waived if the commission determines that the public interest does not require the sponsor identification.

The FCC determined that the rules applied to KARB's situation, but decided, as it had previously on a similar request from the Southern California Broadcasters Association, that the public interest didn't require KARB members to identify organizations as sponsors.

The commission last week said that it "was concerned about the possibility that some of the nonprofit organizations mav be promoted to contribute to KARB by an erroneous belief that they will be discriminated against if they fail to contribute. However, on the basis of the representation made to us, we expect that in such eventuality KARB will take effective action to dispel such misapprehension."

Bates opens new commercial facility

Ted Bates & Co. announced last week that its new TV commercial broadcast production facilities have been completed and are in operation. They cover 13,000 square feet of floor space on the 10th floor, at 666 Fifth Avenue.

Robert Margulies, senior vice president, commercial broadcast production for Bates, said the new facilities include a closed-circuit TV system for viewing color commercials and four screening rooms, all controlled from one projection booth. He noted that new video-tape facilities will be added to the department.

At preview of Bates's new production facilities (l to r): Lou Melemed, vice president of TV Graphics; Robert Margulies, Bates senior vice president, commercial broadcast production; Al Mendelson, vice president and general manager, Screen Gems EUE, and Don Hershey, executive secretary, Directors Guild of America.

Strong and simple ads are the best

Advertising today ought to reflect the changing face and taste of the American consumer and keep its aim high and its voice low and talk to people one at a time.

According to Whit Hobbs, senior vice president, Benton & Bowles, New York, and speaker at an annual Insurance Advertising Conference in Williamsburg, Va., last week, the personal, friendly message that says something "special, strong and simple" is what's in mode today.

Advertising no longer can be good but must be better than good, Mr. Hobbs said. He noted the changes in the United States, including a face-lifting that has been caused by changing values, increased leisure time, higher standards of living, stepped-up mechanization, the influence of affluence and the rise of the youth market.

Youth, he said, no longer wants to be talked down to by "dull advertising" that beats it on the head, is silly, and fails to be "friendly." He suggested it credit youngsters with having "sense" and not think that all they do is "dance the frug and the monkey and the swim."

Suburban radio stations may form trade group

Big-city timebuyers may bed down in suburbia but when it comes to buying radio for national advertisers they are most likely to take the easy way and buy the city behemoths. A manager of a suburban station in New York —William F. O'Shaughnessy, general manager of WVOX New Rochelle, N. Y. —believes it's time that New York suburban stations got out from under the net the city stations have spread to catch national ad dollars.

Mr. O'Shaughnessy in a letter to 18

Can a Chicago radio station that cares help the fight against cerebral palsy?

WLS did.

They solicited the help of sports and entertainment personalities like Chicago Bear's fullback, Rudy Bukich, Ernie Banks of the Cubs, "The Supremes" and others to host "Celebrity Day" on the station. Throughout the day these celebrities and others joined with all the WLS radio personalities to discuss and promote the annual "53-Minute March" of 40,000 volunteer workers for United Cerebral Palsy.

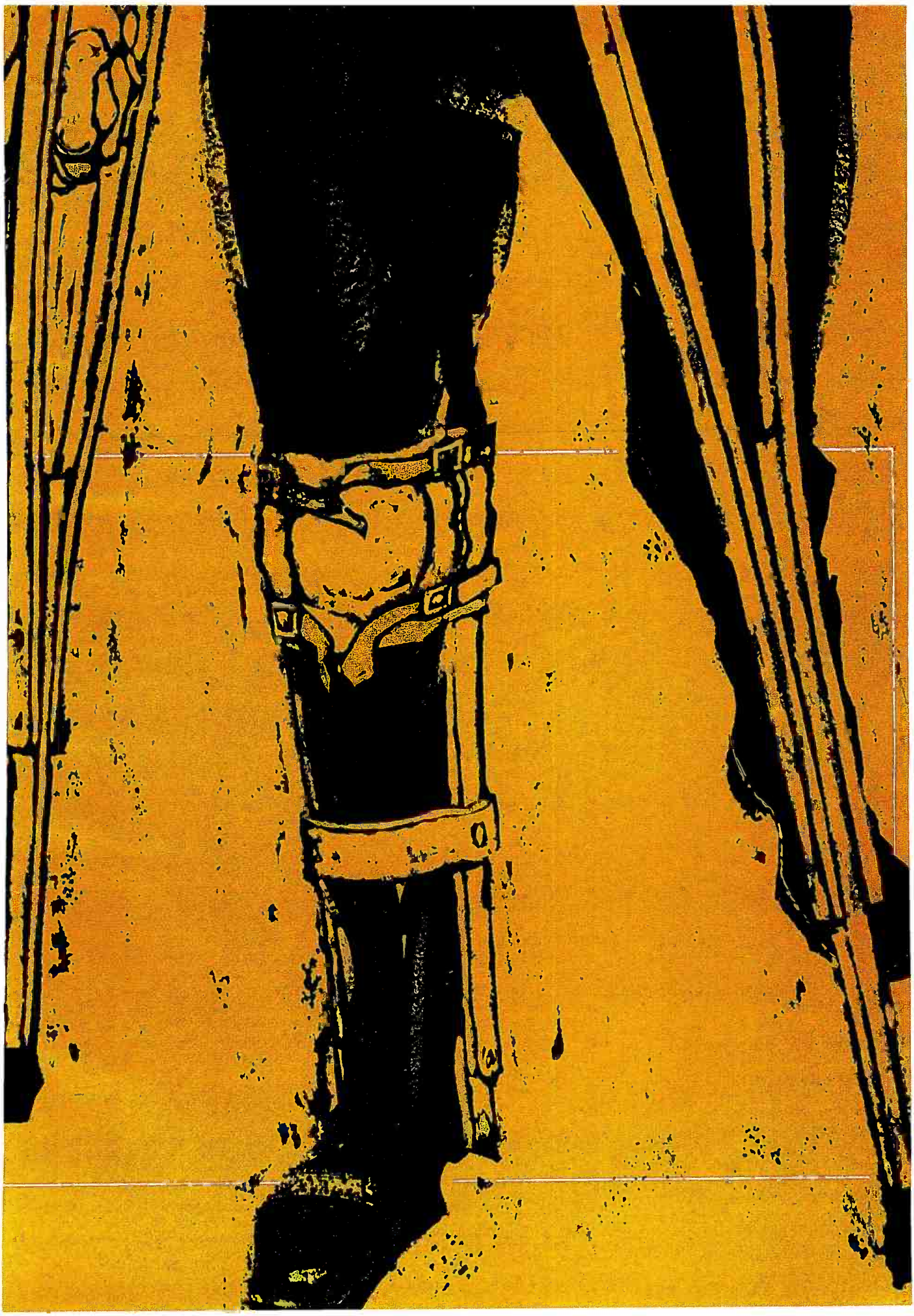
Their enthusiasm spearheaded one of the most successful drives in the history of the Chicago unit's fund drive—topping the goal of $ 400,000.

The funds contributed by generous people and business concerns will help care for the 21,000 persons with cerebral palsy in the Greater Chicago Area. The fund also supports extensive research and educational programs, a development center, recreational programs for children and adults, as well as family counseling.

When people in their communities need help, they often turn to WLS or one of the other ABC Owned Radio Stations for assistance. They know that ABC Radio Stations care—enough to make things happen.

WABC New York **KQV** Pittsburgh **WXYZ** Detroit
WLS Chicago **KGO** San Francisco **KABC** Los Angeles

ABC Radio Stations



suburban radio stations in the greater New York area suggests the outlets band together, form a trade association and perhaps "hire a bright guy to operate it and tell our story." He said that if WVOX can drum up enough interest, the station will host a dinner or luncheon meeting for representatives of the suburban stations to talk things over and start the ball rolling. Several stations already have shown interest, he said.

FC&B keeps tab on code dropouts

The National Association of Broadcasters Code Authority, which has been claiming a growth in advertiser and agency acceptance of its principles, has come up with tangible proof.

Peter M. Bardach, vice president and associate media director of Foote, Cone & Belding, New York, has been writing to stations that withdraw from the TV code telling them he is "distressed" by their decision. To the stations joining the TV code, he is "pleased to note" their move.

Mr. Bardach

The letters, which also tell the stations that FC&B's buyers are being advised of the in-and-out moves, have been going out for about six months. In at least one situation, Mr. Bardach's "distressed" letter appears to have been enough incentive for a station that withdrew to change its mind and rejoin the code.

To stations that withdraw, the FC&B executive says that, while he doesn't know the circumstances that brought the move, "I think you should know that we endorse the aims of the code. May we respectfully urge that you consider your position. Meanwhile, we shall advise our buyers that you are no longer a code subscriber."

In a brief note to the joiners, Mr. Bardach says: "I want you to know that we endorse your support of the code, and our buyers will be advised accordingly."

The one-man code drive had been on for more than five months before the NAB office learned about it.

Grey gets Ford's corporate account

The Ford Motor Co., Dearborn, Mich., last week assigned its corporate advertising account amounting to an estimated $6 million to Grey Advertising, New York. TV-radio billing is now approximately $2 million but is expected to increase during 1966-67.

The selection of Grey ended four months of searching by Ford for a new agency. Last February the auto manufacturer announced it would move its corporate business out of Keynon & Eckhardt, New York and Detroit, which has handled the account since 1945, because of a new policy. Ford decided at the time to have its corporate account handled by an agency separate from those employed by the division.

K&E has been the agency for Ford corporate as well as the company's Lincoln-Mercury division, which it will retain. Billing for Lincoln-Mercury is approximately $20 million. K&E will continue to handle the corporate account until early fall, according to E. F. Laux, Ford vice president—marketing.

For Grey, the acquisition of the Ford business marks its initial automotive account and extends its new business streak to $40 million in added billing since the first of the year. Since January, Grey has added billing from General Foods, Celanese Corp., Seven-Up Co. and P. Lorillard & Co.

In addition to Grey, finalists for the Ford corporate business were the Leo Burnett Co. and Sullivan. Stauffer, Colwell & Bayles.

Humble buys sports series in 80 markets

Humble Oil & Refining Co., through McCann-Erickson, both Houston, has purchased *Sports World*, a new weekly color-TV series that starts July 21 on 80 stations from Portland, Ore., to Portland, Me.

The series, running for eight weeks, was coproduced by Sports Network Inc. and Tel-Ra Productions Inc., both New York. Each program will contain highlights of national and international competitions and a brief feature portion.

Jim Leaming will serve as anchorman and local play-by-play reporters will appear in filmed inserts rushed to New York on a daily basis.

Stereo-tape editing offered by LaBrie

LaBrie Associates Ltd., New York, radio program producer and distributor, has begun an audio-tape stereo editing service for radio producers and advertising agencies on a 24-hour rental basis.

Gene LaBrie, president, said the new service is backed by some $40,000 in editing equipment suitable for radio program and commercial work, movie sound tracks, industrial films and TV commercials. LaBrie Associates has two radio programs in national distribution, *The World of Adventure in Music* and *Stage 3*, and operates subsidiary, TV Sound, a radio-TV commercial production house.

NAB radio code monitors listen more

The radio code of the National Association of Broadcasters is living up to its promise to substantially step up station monitoring. The vow came from the code staff when it requested and got a 50% increase in code dues (BROADCASTING, Jan. 31). The increase figured to bring the code income for the current fiscal year to $173,000 compared to $110,000 it received last year.

On April 1 the increased rates went into effect and in the first two months of the fiscal year 76% more stations have been monitored 110% more hours than comparable 1965 figures.

It is anticipated that the number of hours monitored in 1966-67 will be up 91% from the 37,605 hours covered in 1965-66. Of the 37,605 monitored hours, 36,464 (96.9%) were in compliance with the code.

In 1965-66 1,652 stations were monitored, 625 on tape and 1,027 through review of logs. The projected 1966-67 figures call for monitoring 1,000 stations on tape (50% gain) and 2,000 stations through logs (95% increase). The total hours should reach 72,000.

Business briefly . . .

The Foundation for Commercial Banks, Philadelphia, through Dancer-Fitzgerald-Sample, New York, has signed to sponsor *How The Grinch Stole Christmas*, 30-minute animated musical special in color narrated by Boris Karloff. The holiday special will be presented on CBS-TV, Sunday, Dec. 18, 7-7:30 p.m. EST.

Chemstrand Co., Decatur, Ala., will sponsor the CBS-TV color special, *Lucy in London* (Oct. 24, 8:30-9:30 p.m. EDT) with Lucille Ball and Anthony Newley. Doyle Dane Bernbach, New York, placed order.

SCM Corp., through BBDO, both New York, has purchased 14-week sponsorship in NBC Radio's *Monitor* to advertise typewriters.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, is supporting with spot TV the introduction of Jell-O parfait mix in Ohio, Indiana, Oklahoma and Arizona. **The Kool Aid Division of General Foods**, through Ogilvy & Mather, New York, is backing the impending national introduction of Great Shakes, new chocolate and vanilla shake mixes, with radio, network and spot TV.

Liggett & Myers Tobacco Co., through J. Walter Thompson Co., both New York, for Lark cigarettes has bought one-half sponsorship of the 41 TV-station schedule set for the July 4 Suburban Handicap and Sept. 5 Aqueduct Stakes, both $100,000 races syndicated by RKO General Productions, New York. L&M's Lark in a concurrent buy will sponsor one-eighth of TV-station lineup (approximately 100 outlets) of slated Emile Griffith-Joey Archer July 13 middleweight bout, which is to be held in New York and syndicated by Madison Square Garden-RKO General Sports Presentations, New York. Earlier, **F&M Schaefer Brewing Co.**, Brooklyn, N. Y., **C. Schmidt & Sons,** Philadelphia, and **Household Finance Corp.**, Chicago, had purchased sponsorships in the Griffith-Archer telecast [BROADCASTING, June 27].

COMMERCIAL PREVIEW: Parker creates a lion

A spot television campaign in 23 major markets will be run by Parker Pen Co., Janesville, Wis., to "abolish wispy handwriting" through use of its new Touché pen with a Fibex porous point. The spot-TV effort begins Aug. 15 for 12 weeks.

The 60-second commercial to introduce the soft-point pen spotlights a character called Herman, who had been using a pen that went "squeak, squeak" and made "wispy, mouselike little marks." Then he tried the Touché, which writes "strong, smooth as silk," and now Herman "is a lion when he talks . . . a lion when he writes."

The commercial was produced for Parker Pen by TV Graphics, New York. The concept and copy were by the Leo Burnett Co., Chicago. Parker reported it will spend $750,000 on the campaign, largely in spot television.


'Squeak, squeak'

'A lion when he writes'

AAW members approve merger with AFA

The Advertising Association of the West, the western counterpart of the Advertising Federation of America, voted unanimously last week to unite the two associations into a single national organization. The action was taken at the AAW's 63d annual convention held in Spokane (June 26-30). Earlier in the month, the AFA, convening in Miami Beach, took similar steps to assure the approval of the long-awaited and expected merger of the two advertising associations.

It's estimated that the new organization created by the merger will encompass about 30,000 members in some 180 advertising clubs across the country. A name and a president for the new advertising organization are yet to be determined. Ratification of the merger by the boards of both AAW and AFA is expected to take place before the beginning of next year.

In a separate action, the some 500 AAW members attending elected R. K. (Jack) Foley of the Pacific Power & Light Co., Portland, Ore., chairman of their association. Other officers elected were Frank Karsh, Advertising Display Co., Denever, vice-chairman; Gertrude Murphy, Long Advertising, San Jose, Calif., second vice-chairman; Robert Light, Southern California Broadcasters Association, Hollywood, secretary, and Louis C. Reynolds, *Phoenix Republic Gazette*, treasurer.

Mennen drops GMB

Mennen Co., Morristown, N. J., announced Thursday (June 30) that it is dropping Geyer, Morey, Ballard Inc., New York, as agency for Afta-aftershave lotion and conditioner, Quinsana foot products, and Speed stick deodorant. Billing on these products is estimated at $1.5 million, of which about $1 million is in TV-radio. Mennen said the change is being made to consolidate all of its advertising at two agencies, Grey Advertising and Warwick & Legler, both New York. The products will be reassigned to these agencies at a later date.

Rep appointments . . .

- KTNT-TV Tacoma-Seattle, Edward Petry & Co., New York.
- WHTN-TV Huntington-Charleston, W. Va. and KHFI-TV Austin, Tex., Eastman TV, New York.
- KALI San Gabriel (Los Angeles), KOFY San Mateo (San Jose-San Francisco) and KXEX Fresno, all California: National Time Sales, New York, for areas east of the Mississippi.
- KPUG Bellingham, Wash.: Avery-Knodel, New York.
- KBTR Denver: H-R Representatives, New York.

Agency appointments . . .

- Marquette Corp., Minneapolis, has named MacManus, John & Adams, Minneapolis-St. Paul, to handle advertising for its new subsidiary, Setchell Carlson Inc., maker of TV and stereophonic sets. All Marquette's advertising, including its appliance and automotive divisions, are now concentrated at MJ&A.
- The Borden Foods Co., New York, has appointed Ross Roy Inc., with offices in New York and Detroit, to handle a group of new products.

CATV set on originating shows

Reasoning is that if cable systems must pay copyright fees then they should be able to do what they want in the program field

From speakers' podiums to exhibit halls and through the corridors the National Community Television Association convention in Miami last week rang with a new emphasis—program origination.

The keynote address of NCTA President Fred Ford called for it, a panel of CATV operators stood four-square behind it, industry attorneys defended it and exhibitors displayed equipment to facilitate it.

While formal presentations stressed public-service originations by CATV systems, it seemed clear that much more was being spoken for. The convention halls were alive with talk carrying far beyond service presentations into a thoroughgoing programing right that embraced entertainment and commercial origination. There was some talk, though less prevalent, about deletion of commercials from CATV pickups and insertion of spots sold by antenna systems.

The spirit of independence appeared to be a direct reaction to recent adverse developments for the CATV industry, in particular the limitations of the FCC's new rules governing cable television operation and the U. S. District Court ruling that declared antenna operators liable for copyright payments to program owners.

A Gold Mine ▪ Representative of this defiant attitude was the private comment of a small Tennessee cable operator who said: "If we're going to have to pay for programs then we can do what we want with them," and this he explained includes the deletion of commercials from programs picked up by CATV's and insertion of local ones in their places. He said his system had already sold commercial slides successfully and that this could be "a regular little gold mine," but denied he had ever deleted commercials.

A larger Texas-based CATV operator, whose systems serve 50,000 subscribers, thought the result of the FCC's recently promulgated rules was bound to be a move to more program origination by cable companies.

NCTA President Ford attacked the FCC for its recommendation that it be given power to prevent CATV systems from originating programs, a recommendation that has been adopted in a bill (H.R. 13286) already reported out of the House Commerce Committee (BROADCASTING, June 13, 1966).

Mr. Ford chided the commission for what he suggested was inconsistent policy, asking in effect how it could reconcile this aspect of CATV control with its long history of interest in. even insistence upon, local programing efforts by radio and television stations.

Small-Town Needs ▪ He went on to say that television stations, particularly network affiliates have not discharged their local-live programing responsibilities for the simple reason that they serve too large an area to meet the needs of small communities.

"Cablecasters can do the job in the 4,389 communities where there are operating systems, franchises granted, or applications pending," he contended, "but the broadcaster cannot." Mr. Ford estimated that 150 antenna systems already originate programs of some type.

Referring to opponent broadcasters he went on: "They do not want you to cablecast the proceeding of the local city council. They do not want you to cablecast the discussion of public issues. They do not want you to cablecast the local public-service programs. Why? Because they do not want even a small portion of the public to be drawn away from their commercial programs."

Mr. Ford advised community antenna operators to complement their "service to the public as master antennas," with assumption of "public service responsibility."

A Future Trend ▪ Communications attorney Harry Plotkin, speaking on a panel treating the industry's legal difficulties, described the FCC's intercession in the cable television origination matter as "running against the trend of the future," a trend that he said favored expansion of public information sources, not a contraction of them.

Mr. Plotkin said CATV operators, unlike commercial broadcasters, have no conflict of interest in live originations because the size of the audience for specialized community antenna presentations doesn't have a direct economic impact on CATV's as it does on television stations. Cable operators can present local live programs without having to delete any of the regular TV programs from their channels, he noted, unlike broadcasters who cannot present a local public-service program and a popular entertainment program at the same time.

Five community antenna men whose systems have been involved in local program origination and a city manager, very favorably disposed to their operations, participated in a panel discussion of the subject. The very existence of a panel on originations was regarded as symbolic of a new concentration both for the NCTA and the industry it represents (BROADCASTING, June 27).

Richard Evanson, president of Total Telecable, Seattle, Wash., a panel participant, suggested that CATV's almost complete dependence on broadcasters for programs had been responsible for much of the criticism aimed at the CATV industry and that origination of public-service programs by antenna systems was a good way to remedy the situation. He spoke of a "communications gap" in the television industry

Record attendance

The Miami convention of the National Community Television Association drew by far the most participants of any of the 15 held by that organization. There were precisely 1,850 registered in Miami, which is about a score more than attended the Denver convention last year. The next NCTA convention is scheduled to be held June 25-28, 1967 at the Palmer House in Chicago.

BEELINE® COUNTRY . . .
AWFULLY BIG IN MILITARY BUSINESS

. . . and BEELINE RADIO KFBK is a proven way to reach this important market

Military and civilian employees for the armed services earn over $275.2 million each year in the 21-county Sacramento market. Add that to income from other sources and you have an area with over $3.44 billion to spend. Cash in on this rich market. Put your message on Beeline Radio KFBK . . . just one of four Beeline stations and the key to California's rich Inland Valley.

Data Sources: Sacramento Chamber of Commerce, U.S.A.F.
Sales Management's 1966 Copyrighted Survey (Effective Buying Income)

McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KFBK • Sacramento **KMJ** • Fresno **KBEE** • Modesto **KOH** • Reno

Mr. Ford
Chides FCC for policy

surrounding local community activities that stations can't afford to cover.

Other panelists who described their own local origination of community service programing were Barry Stigers, of Pittsfield TV Cable, Pittsfield, Mass.; Tennent Hoey, Chillicothe Telcom, Chillicothe, Ohio; Melvin Pitts, of Southeastern Trans-Video, West Point, Ga., and Richard Cox of Naples Tel-A-View, Naples, Fla.

Vincent Wood, city manager of Naples, offered his strong endorsement of local-system originations, especially in their coverage of politics. He said elimination of such service would be tantamount to "telling the press it couldn't cover city hall."

Panel moderator Bill Daniels of Daniels & Associates commented on the growing number of suppliers of news, weather, sports and financial news to CATV operators, noting the abundance of their exhibits at the convention (see page 36).

One of the legs may be wobbling

Deletion of FCC rules, based on free program source, called for

An intriguing proposal that the FCC consider doing away with the bulk of its CATV regulation if one of the two foundations for issuance of its Second Report and Order last March is deleted was made last week.

The proposal was made at the Miami convention of the National Community Television Association, by E. Stratford Smith, Washington lawyer and special counsel to the NCTA. It was received less than enthusiastically by Henry Geller, general counsel of the FCC.

Mr. Smith observed that there are two grounds used by the FCC to justify regulation of CATV. One is economic impact on television stations; the other, unfair competition, since CATV operators do not pay for the programs they pick up from TV stations.

Mr. Conroy
Concerned about phone companies

If CATV owners begin to pay for programs, as the decision by a New York federal judge in the United Artists-Fortnightly Corp. suit would require them to do and as the prospective revision of the copyright law might have them do, this would undercut one of the foundations of the FCC's assumption of jurisdiction over CATV, Mr. Smith noted. Would the commission continue to assert authority over CATV on economic impact grounds alone, he asked. He questioned whether the commission could do so legally.

Originations ▪ And, he added, certainly if CATV operators begin to pay for programs, there is no ground for prohibiting originations. The commission has asked Congress to forbid pro-

Regional program center set for CATV in the Southwest

The first move to establish a program-origination source to feed CATV systems on a regional basis was announced at the Miami convention of the National Community Television Association last week. The announcement came the day after NCTA President Frederick W. Ford urged cable operators to start program originations (see page 30).

A Texas group plans to furnish three channels of programs to CATV systems in Texas and ultimately to Oklahoma, with a potential 200,000 subscribers. Programs will consist of feature movies, sports and news, and educational features. All will originate from the Dallas-Fort Worth area, under the name Dal-Worth.

Organizers of the project are John G. Campbell, president of CAS Manufacturing Co., Dallas (CATV equipment); Thomas Creighton, Mineral Wells, Tex.; Charles Herrin, Austin, Tex., and John P. Cole, Washington attorney. Messrs. Campbell, Creighton and Herrin were the principals of TV Cable of Austin Inc., which fought a long and sometimes bitter battle with Capitol Cable Co. for CATV primacy in Austin. Capitol was associated with the Texas Broadcasting Co. which held an option for 50% ownership, since exercised. Capitol finally bought out TV Cable of Austin for a reported $600,000.

Dal-Worth has applied to the FCC for permission to establish its own microwave relay links to Tyler, Abilene, Waco, Brownwood, Lubbock. It is planning to spend $350,000 to $400,00 for these facilities. It also hopes to interconnect its system with other microwave relay facilities to ultimately serve 200,000 CATV homes.

The Dal-Worth group intends to offer no off-the-air presentations, Mr. Champbell emphasized last week. It will deal only with its own orginations.

Mr. Campbell acknowledged that his group has not made any arrangements for program material, but he said he felt there would be no problems in securing product.

gram originations by CATV owners and the House Commerce Committee's bill (HR-13286) would prohibit such a move by the CATV industry.

Mr. Geller's response was that both the copyright suit appeal and the congressional action on copyright must come to a final action before the commission would consider revamping its CATV regulations.

Mr. Geller stated, in addition, that the FCC was sympathetic to the CATV industry's moves to have Congress revise the copyright law now, without waiting for the general revision of the Copyright Act, and would support the CATV-supported drive to exempt from royalty payment those CATV systems carrying programs from local TV stations on which copyright fees are already paid.

In other remarks, Mr. Geller justified the FCC's requirement that CATV systems give same-day protection to local TV stations on the ground that this gives local stations some "leeway" and is urgently required to protect TV stations in the Mountain Time Zone. Otherwise, he said, TV stations in the mountain states, all would have their programs seen before they themselves broadcast them.

UHF Protection ▪ The FCC general counsel agreed that the major-market policy, whereby CATV's in the top 100 markets may not bring in distant signals without a waiver from the FCC, is basically a protection for UHF stations. If experience shows that CATV systems do not harm UHF stations, he added, the commission undoubtedly will relax this rule.

John D. Matthews, Washington attorney, recommended that the FCC immediately revise its top-100 market policy by using more realistic criteria. He suggested that only the top-50 markets be brought under this regulation; that the city grade service contour of local stations be used as the dividing line, rather than the grade A contour under present regulation; that the existing "patterns of viewing" by local TV viewers be used as the guide on protection in the major markets, not what grade signal they put over the CATV served community.

The last suggestion brought a comment from Mr. Geller that CATV operators have shown such "ingenuity" in picking up "local" signals, that he would not want to be bound by that recommendation.

Staff Set ▪ Arthur Stambler, legal assistant to the FCC chairman, reported that a CATV staff is now established at the FCC and that it would endeavor to handle CATV matters as expeditiously as possible. He asked for sympathetic understanding by the CATV industry as the commission begins to cope with cable problems.

The legal panel was moderated by Robert H. L'Heureux, NCTA general counsel, who, apparently anticipating a hostile audience, stressed the dedication, sincerity and zeal for the public interest of the members of the FCC staff participating on the panel.

Mr. Smith reported that the Second Circuit Court of Appeals in New York had agreed to review the copyright ruling by U. S. District Judge William Herlands that CATV is a performance under the meaning of the existing Copyright Law (BROADCASTING, May 30).

Stern is NCTA's choice for chairman

Alfred R. Stern, president of Television Communications Inc., New York, and former NBC vice president, was elected chairman of the National Community Television Association last week at the association's Miami convention. He defeated Robert J. Tarlton, Lansford, Pa., pioneer CATV owner-operator, who was nominated by petition.

Other officers elected: Jack R. Crosby, GenCoE Inc. president and owner of KDLK Del Rio and KTEO San Angelo, both Texas, vice chairman; Ralph L. Weir, Kansas group CATV owner and president of KJCK and KSLN-TV Junction City, Kan., secretary, and Harry Butcher, Santa Barbara, Calif., CATV owner and one-time vice president of CBS, treasurer. They were unopposed.

Before the elections were held, Terry H. Lee, Storer Broadcasting Co., withdrew as a nominee for the board of directors, leaving 12 nominees (four by petition) for the 10 vacancies.

Elected were: M. William Adler, Weston, W. Va.; Yolando Barco, Meadville, Pa.; Marcus Bartlett, Cox Broadcasting; Robert H. Beisswenger, Jerrold Corp.; Byron D. Jarvis, National Trans-Video; Robert F. Jernigan, Mississippi CATV Systems Inc.; Bob J. Magness, Western Microwave and Mountain Microwave, president of KBIL-AM-TV Helena, Mont., all for three year terms; Richard A. Moore, Southwestern Cable Co., Los Angeles; John J. Morrissey Jr., Durango, Colo., for two year terms, and Monroe M. Rifkin, Daniels & Associates, Denver, one year.

Chosen to represent the associate members on the board was John G. Campbell, president of CAS Manufacturing Co., Dallas.

Front row: Messrs. Conroy, Stern and Crosby. Back row: Messrs. Butcher and Weir.

Advice from beyond the border

Canadian and British CATV operators tell NCTA delegates how they lick regulation problems

U. S. CATV operators got a few words of sympathy and a few more of advice last week from Canadian and British cable television entrepreneurs whose problems with government regu-ation appear to make them qualified counselors.

Ken Easton, secretary of the National Community Antenna Television Association of Canada, characterized federal regulation of CATV in the U.S. as "the dead hand of government," guided by commercial broadcasting interests.

He said the situation is similar to that which developed in Canada where a system of "informal referrals" from the Board of Broadcast Governors to the Department of Transport has resulted in a number of denials for CATV franchise applications.

However Mr. Easton noted there are now 300 CATV's in Canada with a total of 310,000 subscribers representing 6.5% of all television sets in the country. He said the BBG had been advising denials of franchises on two principal grounds: that proposed antenna systems might have an adverse effect on television broadcasters and that they might inhibit introduction of a second network service in an area.

The Department of Transport would gladly give the BBG clear control over CATV he said, but the NCATA is vigorously opposing such a move.

Hugh Dundas, executive director of Rediffusion Ltd., London, which lists close to 500,000 CATV subscribers throughout England, described the philosophy with which his company has met stringent antenna industry regulation.

Sets, Too ▪ In England no CATV originations are allowed and no programs that are not available to subscribers by conventional means may be brought into a community.

A basic tenet of Rediffusion's operation has been that the TV set is an integral part of the cable system. Thus the company leases both sets and wire connections. A "wired receiver" made to go with the antenna system, according to Mr. Dundas, is about one-third cheaper than a conventional TV set.

Rediffusion, he explained, sells itself on the ability to deliver the most economical clear reception and without unsightly antenna arrays, a significant factor in dealing in bulk quantities with local government housing projects.

Don J. Paynter, an operator from Vancouver, B. C., outlined a successful system promotion technique that involves bulk billing in multiple dwelling units.

Mr. Paynter suggested that bulk billing might be anathema to most American cable operators but that for him it has resulted in a Vancouver system with 31,000 connections and "absolutely no collection problems."

Charging building owners a single monthly fee depending on the number of dwelling units per building, he said, clearly simplifies the billing procedure and the threat of disconnection and resultant tenant outcry keeps the bills coming in right on time.

Mr. Paynter also explained that pressure exerted through tenants is a major tool in selling the antenna service to building owners in the first place. When calculated per set connection, rates for the Vancouver system range between \$1.40 and \$2 per month depending on the number of dwelling units per building.

FCC's tack called 'reasonable if not perfect'

FCC Commissioner James J. Wadsworth cast himself in the role of a "somewhat reluctant regulator of CATV" last week. He criticized a history of vacillation by the FCC in its approach to the community-antenna industry, but at the same time defended the commission's recent rules for CATV as a reasonable if not perfect path out of a thicket of uncertain regulation.

Specifically he said the rules of the Second Report and Order had effectively "thrown the matter into Congress where it really belonged in the first place and . . . essentially maintained the status quo of CATV until further disposition by legislative mandate."

Commissioner Wadsworth called the FCC's handling of the community-antenna situation a prime illustration of inadequate planning up to the point of the Second Report and Order.

FCC's Wadsworth
'A reluctant regulator'

He outlined the rationale behind his vote for the commission's CATV rules in a luncheon address at the Miami meeting of the National Community Television Association. He said that in light of congressional inaction there was greater likelihood of legislative guidance if the commission proceeded in the matter in spite of jurisdictional doubts. The commission, he stated, felt CATV had "reached the point of great change and threatened soon to reach the point of no return."

Phone companies get raking over at NCTA

Although the FCC is now the enemy to most community television operators, an old ogre was still very much in evidence at last week's convention of the National Community Television Association in Miami.

The old foe is the telephone companies and their increasing move into the field of leasing facilities to CATV systems.

The topic was a significant one in the annual report given by Benjamin J. Conroy Jr., outgoing chairman of NCTA, and received more than 50% of the time and attention during the legal panel on FCC regulatory matters.

Mr. Conroy expressed continued concern about the telephone industry's expanding activities in the CATV field. The Bell System now leases CATV

facilities in 18 cities and is building 56 more such systems, he said. For the CATV entrepreneur, he said, leasing cable facilities from the telephone company is an "economically inferior mode of operation."

Mr. Conroy was especially critical of newcomers who "without adequate knowledge, are choosing the tariff route." Most of these newcomers, he said, are broadcasters, and he said he couldn't understand why commercial broadcasters have this "blind side." "Their experience in broadcasting should," Mr Conroy said, "lead them down the ownership trail" not the lease trail.

But it was during the discussion of FCC regulation with members of the FCC staff on the panel that the telephone issue came alive and found the 700-odd CATV spectators in the audience most responsive.

Serious Threat ▪ The CATV viewpoint was pointedly and pungently set forth by E. Stratford Smith, Washington communications attorney and special counsel to the NCTA:

The telephone companies' entrance into CATV service is the "most serious" threat to CATV independent ownership, he said. The tariffs filed by the Bell System and independent telephone companies offer a complete plant for lease. At the same time, the great bulk of the CATV operators rent telephone poles on which they place their cables and equipment. Isn't this leading to a conflict that might run afoul of the antitrust laws, he asked.

He also questioned whether CATV was a proper service for a common carrier and suggested that the FCC order a hearing to determine whether the Bell System has the legal right to engage in this business. The commission should, he indicated, also determine whether it should exercise jurisdiction over pole rentals by the telephone company. This is all in addition to the basic questions of the reasonableness of the AT&T and independent companies' tariffs filed with the FCC.

What he feared, he said, is that the telephone companies might expand their service to furnish CATV service from headend to subscriber, leaving nothing at all for the CATV franchise holder to own.

Bernard Strasberg, chief of the FCC's Common Carrier Bureau, responded that the commission is the appropriate forum to hear complaints and questions about the telephone companies' activities in the CATV field, and he promised prompt and serious consideration would be given to any questions raised in this matter.

Edward Shafer, CATV consultant, told one panel at the NCTA meeting that notwithstanding the belief that the leaseback arrangement with the telephone company requires less capital, his studies have shown that a CATV franchise holder would still have to invest between 40% and 60% of what he would have had to spend if he built the CATV system himself. This is because, he said, the CATV operator still has to build the headend where the TV signals are picked up off the air, and the inside wiring in the subscriber's house. Belief that a maintenance technical crew is unnecessary under the leaseback arrangement, is also erroneous, he noted, because the CATV operator must have a crew for maintenance of his element of the system.

Over a 10-year period, Mr. Shafer said, cash flow for an owner-built operation is generally 30% to 50% greater than the comparative cash flow under a leaseback contract.

CATV sponsors TV special

WLYH-TV Lancaster-Lebanon, Pa., last week reported an unusual TV sponsorship. A two-hour special covering the Ephrata (Pa.) Silver Jubilee Parade over WLYH-TV was sponsored in full by the Denver & Ephrata Telephone Co. to promote its recently-launched CATV system in Ephrata.

Equipment sales brisk

FCC rules dampened the action, but cleared the air at same time

Record breaking sales of equipment during the annual convention of the National Community Television Association in Miami last week were announced by Jerrold Corp., Philadelphia.

Over $6 million in new orders was signed during the four days of the show, Jerry Hastings, manager of Jerrold's CATV systems division, announced last Thursday. The $6 million figure does not include contracts for the construction of complete new CATV systems, he explained; "turnkey" sales figures cannot be determined until systems have been engineered.

Jerrold sales at the convention exceeded expectations, Mr. Hastings said, and exceeded previous show sales records.

No other firm exhibiting at the convention issued formal sales figures. It was obvious, however, that all were pleased at the amount of business that was generated. Typical of the relaxed attitude among the 60-odd exhibitors were the comments of many who said business was remarkably good considering the cloud placed over the CATV business by the FCC's regulations.

Different Character ▪ It was apparent that the commission's CATV regulations had dampened sales, but they had also done much to clear the air. A salesman for a major equipment maker noted a difference in the character of those who came to shop at this year's convention and those who attended last year's equipment show in Denver.

Business was strong last year but there was a more cautious outlook, he explained. "This year, those who came, came to buy," he said.

All the major community antenna equipment manufacturers in Miami had at least an outward air of bullishness at a time when they might have been expected to be bearish. If business was slightly depressed, many were ready to blame the condition on the tight money situation that has developed in recent months.

However major manufacturers such as Jerrold, Ameco, Entron, Kaiser-Cox and Viking as well as those selling new lines of distribution equipment such as American Electronic Labs and Anaconda Astrodata, all reported highly favorable response at the show.

Buyers at the show described a heightened competition among the principal trunk-line and amplifier suppliers, resulting in more attractive price and delivery offers.

An Entron representative explained that some manufacturers are still developing equipment that had been sold at last year's convention. He said Entron had experienced record sales in one recent month, that volume was good, though not as good as it could be.

Closed-circuit program origination for CATV, which seemed to be on everyone's mind at the Miami show, was also having an effect on the equipment exhibitors.

Telemation, which has been marketing a low-price Ampex video-tape recorder to the CATV industry for three years without much response, said it expects to sell a large number of them as a result of this convention.

Switchers Sought ▪ Perhaps the most sought after and looked at new equipment was the switching apparatus shown by a dozen manufacturers. This is used for duplication protection where the CATV must blank out a channel when the local station is showing a program that is duplicated by an outside TV station.

Many of the nonduplication switchers provide for automatic switching for from six to 12 channels on a minute-by-minute, hour-by-hour basis for seven days a week.

Jerrold showed its Program Commander PC-6, selling for $2,175; Viking Industries, a seven-day switcher capable of carrying 60,000 commands, for $2,000. Others showing switchers: Telemation Inc.; International Good Music Corp., sold through Ameco Inc., and Dynair.

Test equipment of more sophistication was also shown to the convention goers. Telemet showed a TV test signal generator and Anaconda Astrodata an all solid state electronics system analyzer for $3,400.

Advanced amplifiers were featured by Anaconda Astrodata Inc., a new firm in the CATV business; called extended dynamic range amplifiers which range up to 87 db in gain, they are said to permit the feeding of 1,104 subscribers from a single trunk location.

In the field of originations, most of the conventional time-weather equipment was shown again, although several all-electronic systems were shown by a number of exhibitors, including American Cable Electronics and Electronic Systems Development Inc.

Telemation offered a color generator for the use of the three primary TV colors for use with weather programing.

In the field of microwave relay, Collins showed its new 1-w remodulator; a single channel costing $5,500, with its companion receiver costing $4,000.

CAS Manufacturing Co. introduced the industry's first completely transistorized headend system, the company claimed.

Entron exhibited a new solid-state FM converter for use at headend sites in CATV systems.

For long-distance reception, Scientific-Atlanta Inc. showed a new 16- and 36-element master antenna system for headend use that pulls in what are said to be clear, good quality pictures from 110-130 miles away.

Jerrold showed its new Parabeam series UHF antennas in modular parabolic grid-type dishes, providing high gain with minimum windload.

Kaiser-Cox featured its new Phoenixian series amplifiers as well as a distribution line amplifier offering up to 20 db gain.

Spencer-Kennedy Laboratories showed a new line tailored for color TV and including a filter permitting efficient separation of co-channel signals.

No retreat

Are CATV operators downhearted? Not on your life, if two actions taken at the Miami convention of the National Community Television Association are any criteria.

In one case, the NCTA board recommended and the membership agreed, to undertake a $175,000 public relations campaign to refute, it's said, "the unusually virulent publicity" emanating from its opponents.

The membership also agreed to an assessment of 10 cents a subscriber to raise a war chest to battle for congressional legislation and for court actions, which is expected to raise $150,000.

All-ad FM intrigues FCC

McLendon given green light for classified ad format in L.A.

In the next few weeks, Los Angeles area residents with FM radios may begin hearing all day programing something like this: "Wanted. Electrical engineer for aero-space industry. $10,000 to start. Generous fringe benefits." "For rent. Office space. 7,000 square feet, Miracle Mile location."

For the classified ad, until now chained to the long, gray columns of newspapers, is about to become the chief, almost the sole, program fare of KGLA(FM) Los Angeles.

The FCC last week approved the sale of the station to multiple-station-owner Gordon McLendon, whose announced intention is to transform KGLA into the country's, if not the world's, first classified-ad operation (BROADCASTING, Dec. 20, 1965).

The commission acted unanimously, but it attached conditions to the grant, all of them designed to permit close and continuing examination of the unprecedented operation.

Mr. McLendon will be required to file an application for renewal of the stations license in one year (on Aug. 15, 1967) to permit an early review of the station's operations. The next regular license-renewal date for California stations is Dec. 1, 1968.

Reports ▪ In addition, he will be required to file special reports on the station's operations at the end of the year as well as from time to time during it, as requested by the commission. The reports will cover audience reaction to the station as well as financial data—and because of the experimental nature of the operation, they will not be kept confidential.

Finally, the station must limit its programing to classified ads and public service announcements, as Mr. McLendon proposed in his application to acquire the station. He plans to operate the station from 6 a.m. until 10 p.m. daily.

The commission, in a letter to Mr. McLendon, indicated it was intrigued with the idea. It said it did not feel he had provided a satisfactory basis in his application for the kind of operation he proposes. Nor has it decided that the service is "for the long run" in the public interest. But, it said it regarded the idea as a novel one that it would like to see tested "in as broad a scale as possible."

The commission overrode a staff recommendation that Mr. McLendon be required to furnish additional evidence of his effort to determine community programing needs (CLOSED CIRCUIT, June 20). Mr. McLendon made three surveys of programing needs before proposing the all-classified-ad format.

Unique Need ▪ Mr. McLendon, in proposing his format, said in his application he wasn't attempting to fill "a need" but "a unique need." And Los Angeles is heavily served by radio—20 FM's and 12 AM's are located in the city.

The commission's approval of a format that is virtually 100% commercial comes at a time when the agency's case-by-case policing of broadcasters' commercial policies and practices is moving along in high gear.

But the commission, in its letter to Mr. McLendon, stresses that its approval has no bearing on that case-by-case approach. It said it understands the ads the McLendon station will broadcast are not the kind of commercial continuity or spot announcements that interrupt conventional programing.

Mr. McLendon, who is buying the station from Edward Jacobson for $400,000, has pioneered other programing ideas. He was one of those who popularized the top-40 format and, when he operated the Liberty Radio Network after World War II, baseball-game recreations. He also helped break new ground in transforming his Chicago stations, WNUS-AM-FM into an all-news operation.

Mr. McLendon's other stations are KLIF-AM-FM Dallas, KILT and KOST(FM), both Houston; KABL Oakland-San Francisco and WYSL-AM-FM Buffalo, N.Y. He also owns the U.S. sales right to X-TRA Tijuana, Mexico, which has been serving Southern California in an all-news format since 1961.

Phone calls galore

The seven CBS-owned radio stations last week reported a record 1,070,009 attempted phone calls to their audience involvement programs during the month of May. This beats the previous CBS record of 1,045,725, set during the five-week month of March.

The record was established by tallying the busy signals on the phone lines of talk-radio personalities.

Fred Ruegg, vice president, station administration, CBS Radio, commented: "It has become obvious that radio listeners like the idea of being the stars of their own programs. We, in turn, find that advertisers like the idea of audience-connected radio."

3 CBS-owned TV's refuse Schick show

The Schick Safety Razor Co., a division of Eversharp Inc., revealed last week that several CBS-owned-and-operated TV stations have declined to carry a taped, one-hour musical production Schick is sponsoring this summer on outlets in 31 cities.

A spokesman for the CBS-Owned TV Stations Division said the one-hour songfest, titled *Up with People*, had been scheduled on KMOX-TV St. Louis on June 27 and on WBBM-TV Chicago and WCAU-TV Philadelphia later this month. When officials of KMOX-TV previewed the program prior to the scheduled telecast, they decided that the show was unacceptable because, in their opinion, it fostered a particular viewpoint. They referred it to division officials in New York, who agreed with the evaluation.

The division spokesman explained that the CBS-owned TV stations have a policy of "not accepting programs from the outside that are produced for the purpose of expressing a particular viewpoint."

The program, featuring Pat Boone as host, was produced under the auspices of the Moral Re-Armament movement and was designed to inspire feelings of patriotism in viewers, according to an MRA spokesman. It has been on TV stations in Los Angeles, Cleveland, Dallas and New York, among other cities, and telecasts in other areas will be carried this month.

The program has been termed a "sing out" of young America by Patrick J. Frawley Jr., chairman of Eversharp. It has a cast of 130 young men and women and is described as espousing the cause of freedom, racial understanding and patriotism.

Mr. Frawley has earned a reputation as an outspoken anti-Communist. Several years ago Schick sponsored on

TOGETHER AGAIN!

WHTN 13 TV

AND

EASTMAN TV

THE MARKETING REP

NATIONAL REPRESENTATION BEGAN JULY 1, 1966

NBC-TV plans increase in made-for-TV movies

Like the tail that wagged the dog, tailor-made movies for television may soon provide as many as three out of every five feature film programs on NBC-TV. A consistent percentage of them also may be spun-off as pilots for new network series.

This was what a news conference of TV editors from across the country was told in Beverly Hills, Calif., last week by Grant Tinker, NBC-TV vice president in charge of programs, and Jennings Lang, senior vice president in charge of television production at Universal City Studios. Universal, it was said, may make as many as 12 movies for first-run showing on NBC-TV during the 1966-67 season. The giant production company already has 16 properties selected as possible feature-film product for the network, with 10 of the pictures now filmed or scheduled for filming.

At this production rate, the features, which will be shown in the network's Tuesday and Saturday night movie series, will account for about one of every five movie presentations in the coming season. These two-hour color motion pictures, made available to TV prior to theatrical release will be shown under the title of *World Premiere.*

The Messrs. Tinker and Lang further revealed that budgets for the features range from $600,000 to $1 million, with an average cost of $700,000 per picture. Shooting schedules, to date, have run from 24 to 85 days, schedules comparable to, and in some cases exceeding, those of features aimed at conventional theatrical release.


Mr. Tinker


Mr. Lang

It also was pointed out that NBC-TV has the option to run each feature twice during the first year after production. Subsequently, control of the film will revert to Universal.

Casting for the tailor-made movies is being made with the television audience in mind. Talent that made reputations on television, as well as long-time movie names, is being employed. In some instances, it was claimed, the performing talent involved in the production of the movies for TV are of greater stature than is found in 50% of the features made specifically for theatrical releases.

It was emphasized that as a matter of policy for both Universal and the network, *World Premiere* features will be shot on location if necessary. One movie to premiere on NBC-TV already has been filmed entirely in the Philippines and another will be shot in New York City.

The *World Premiere* concept is an extension of a collaboration made between NBC-TV and Universal in

television the *Christian Anti-Communist Crusade* of Dr. Frederick Schwarz in which a number of Hollywood entertainment personalities appeared.

Last week Mr. Frawley said: "CBS showed defective judgment. It is a terrible injustice to try and ban this show. The only ideology in it is that favoring morality. It's inconceivable that morality would become a subject banned for television presentation."

There were reports that Mr. Frawley would take his protest to the FCC.

Another football league organizes

Still another football league burst onto the scene last week and with it came the claim that it is "studying an offer from one network" and is in the "midst of very serious conversations" for showing its games on other continents via satellite.

The United States Football League, with former Notre Dame Coach Frank Leahy as chairman, announced it would be in operation in 1967 and was ready to compete with the American and National football leagues.

ABC-TV said it had not negotiated with the USFL; NBC-TV said it is "quite delighted" with the four years still to run on its AFL contract; CBS-TV said it is "quite happy" with its NFL contract, now in its second year.

There appeared to be discrepencies among top management of the new league as to just where it stands regarding a TV contract.

The *Chicago Daily News* quoted Mr. Leahy as saying "in three years our teams will be sufficiently talent (sic) that a network will make a lucrative offer."

The *Washington Post* said: "Leahy said the league will depend upon television revenue, which he estimated would exceed $350,000 per team for the first season."

Norman F. Hecht, a banker from Rockville, Md., who is president of the league, told BROADCASTING that the league would depend on stadium attendance and use TV as an adjunct, not as the primary source of income. He said the seven incorporators of the league are studying several plans for TV, including setting up their own syndication arm. If this plan goes through it would probably put the games on independent VHF's where available and on UHF's in other markets.

Four cities already chosen for the 12-team league are Washington, Cincinnati, Philadelphia and Anaheim, Calif. Six more cities are to be announced on July 20 and additional ones on Aug. 15 and Sept. 1.

Although the USFL intends to match the AFL and NFL in player performance, one network official noted that the minor leagues of football, notably the Continental, are also pulling talent and getting local TV contracts in several cities.

Comte hits criticism of news clearances

George Comte, general manager of radio and television for the *Milwaukee Journal* stations, has criticized an article in the Columbia Journalism Review (BROADCASTING, June 20) purporting to show that substantial numbers of radio and television stations had failed to carry network public affairs and Vietnam programs.

In a letter to James Boylan, editor of the *Review,* published by the Columbia University graduate school of journalism, Mr. Comte branded the study as "biased" and "lop-sided" and added that it did not tell the whole story and contained interpretations taken out of context.

He also chastised the article for citing

1963 on an experiment in making movies especially for television. Called *Project 120* then, because the films were to be 120 minutes long, the experiment got underway in 1964 and was initially responsible for three productions. The first, "The Killers," was thought to be too violent for TV's taste and was diverted from the home screens into the theaters. The other two, "See How They Run" and "The Hanged Man," were shown on the network, scoring ratings and share-of-audience averages slightly below the average of other movies shown on the network. Thought of first to be only a stopgap to the diminishing stockpile of first-run movies for TV, the *Project 120* type of feature now seems on the way to mass production. Both Mr. Tinker and Mr. Lang indicated that if *World Premiere* lives up to the ratings of the theatrically-released movies to be shown on NBC-TV this coming season, they may well start to provide the bulk of the network's movie programing by the following season.

that the network offering of the Senate Foreign Relations Committee's hearing on Vietnam Feb. 10 had been blacked out in the Milwaukee area when WTMJ-TV, the *Milwaukee Journal* station, had carried four hours and six minutes of this programing.

He also took issue with what he called the article's implications that local stations are doing less than their public duty if they do not carry network offerings in their entirety. He observed that all stations are obliged to operate in the public interest and that only the stations can judge what is in the public interest.

The article also failed to say what programs the local stations carry when they don't broadcast network news or public affairs reports. He said that his station, instead of carrying NBC's *Frank McGee Report* on Sundays, airs a half-hour program of local public affairs and controversy that it deems in the public interest. He added that too often some persons "interpret the public interest as what they think the public ought to be interested in." In this context he mentioned Fred W. Friendly, who resigned earlier in the year from his post as head of CBS News over the network's decision not to televise part of the Senate Vietnam hearing. "There are some of us who believe," Mr. Comte continued, "after many years of serving the public, that, at least to a degree, the public interest is served by giving the public what the public is interested in. Perhaps we could even get you to feel that way if you were to sit with our telephone operators and listen to the vehement protests when such coverage as we are being erroneously castigated for not carrying comes on the air."

While praising the work done by the networks, he went on to say that local stations are also doing the same type of work. He said that his station's half-hour news program at 10 p.m. is among the top-five rated shows in its area. "To thousands of people this is the fulfillment of what they want in the way of news. To try and cram more down their throats in a waste of good time," he concluded.

Safer expands his Sylvester criticism

The war between newsmen and Arthur Sylvester, assistant secretary of defense for public affairs, was on again last week.

Morley Safer, CBS News correspondent, charged in an interview on WCBS New York's *WCBS Radio Looks at Television* that Mr. Sylvester—who has been long and widely accused of managing news—had told newsmen at a briefing in Saigon last summer that he expected them to be the "handmaiden of the government" and that they were "stupid" if they expected "any American official" to tell them the truth.

"We sat there agape listening to the man," Mr. Safer told Ed Joyce, host on the weekly series.

Mr. Safer had made the charges before, in an article in the Overseas Press Club's *Dateline* publication. On the program he was questioned about them and about Mr. Sylvester's challenges to their accuracy.

He told Mr. Joyce that a few hours after the Sylvester meeting in Saigon a government official who was "a fairly high-ranking member" of the U. S. mission there, had told him: "Look, I apologize for what happened. Now you know what we have to put up with."

Asked about "pressures" on newsmen, Mr. Safer said that a Marine Corps officer "called me one day from Danang and said: 'Look, you better stay away from here because we won't be able to guarantee your security. One of our boys might come up and shoot you in the back.' "

Mr. Safer attributed this to "one hothead," not to the Marines as a unit.

"It was a ridiculous statement for an officer, presumably a gentleman, presumably sober, to say to a reporter because, of course, the way we reacted was to go right back up to Danang and just sit there a week," he continued. "Show the flag."

Mr. Safer said that despite Mr. Sylvester's claim that he could deal with newsmen "through your editors," he knew of no correspondent in Vietnam who had been asked by an editor to "ease off" or "follow any kind of official line."

But, he said, "certain American officials in Washington" had tried to "vilify certain correspondents, among them this one."

Mr. Safer said the relationships between reporters and public information officers in Saigon "has been a good healthy one"; that "the relationship in the field is better" and that in "dealing with the men who fight the war it is very good indeed."

Mr. Safer's coverage in Vietnam has won him an Overseas Press Club award, the Sigma Delta Chi award for distinguished service in TV reporting and the Peabody Award.

Russian films set for U.S. television

A group of 100 motion pictures originally produced in the Soviet Union for international theatrical release is headed for showing on U.S. television in English-language versions.

Alvin Bojar, vice president of Golden Arrow Films, announced in New York last Thursday (June 30) that his company has acquired the exclusive U.S. TV distribution rights to the films from Artkino Films Inc. and Sovexportfilm of Moscow. He expressed the view that this will mark the first time that Soviet feature films will be available to TV stations on a regular basis, though an occasional Russian feature has been on TV in this country.

Golden Arrow, Mr. Bojar said, has prepared an intial package of 30 features for TV syndication, two of which already have been sold to the NBC owned TV stations ("The Cranes Are Flying" and "Dimka") and a third has been licensed to National Educational Television ("Lady with a Dog"). Other films in the package are "Don Quixote," "Resurrection," "The Duel," "Peter the Great," "Twelfth Night" and "Volanta."

In addition, Golden Arrow will distribute to theaters in the U.S. a group of new Artkino features, which will be made available later to TV.

Mr. Bojar added that Edward Gray, Golden Arrow president, and other company officials, will visit the Soviet Union this summer to obtain additional product for theaters and TV and to discuss a co-production project—a group of musical half-hour and one-hour specials spotlighting outstanding Russian musicians. Mr. Bojar said that the Soviet Union is "eager to crack the U.S. television market."

Jack (of all sports) Cooke gets soccer team

Jack Kent Cooke, president of American Cablevision Co., added a third major league franchise last week to his growing sports portfolio. The U.S. Soccer Football Association, at its 50th annual meeting in San Francisco (June 25), awarded Mr. Cooke the right to bring professional soccer to Los Angeles as part of its proposed eight-team North American Soccer League. Other cities included in the league, scheduled to begin operating in May 1968, are New York, San Francisco, Chicago, Boston, Washington, Toronto and Vancouver. Pittsburgh and St. Louis may join the league before it starts, while other teams may be formed in Philadelphia, Cleveland, Detroit and Houston by 1970.

George Fleharty, president of Shasta Telecasting Corp., which owns KJEO (TV) Fresno, and the Ice Follies and recently acquired Subscription Television Inc., is the franchise-holder for San Francisco. Each of the team owners has pledged up to $500,000 to finance the new league. According to Mr. Cooke, the league is negotiating with two of the three TV networks for television rights to the soccer games.

Endorsement of the North American league left supporters of the National Professional Soccer League and a third league in the cold. RKO General, which would have had the New York franchise, headed the NPSL. In the Cooke-backed NASL, Madison Square Garden, RKO General's partner in many sports productions, has the New York franchise.

CBS-TV last week said it had been approached by all three prospective leagues before the endorsement was given. It said there has been no specific arrangement on any details.

Mr. Cooke is a millionaire broadcaster and sportsman who makes his headquarters in Beverly Hills, Calif. He owns the professional Los Angeles Lakers in basketball and earlier this year was granted a National Hockey League franchise in the same city for a team that will be called the Kings. He is also minority owner of the Washington Redskins pro football team. Currently, Mr. Cooke is involved in a controversial search for a home for his basketball and hockey teams. If he doesn't find one by September, he stands a chance of losing the hockey franchise. American Cablevision Inc., Mr. Cooke's community antenna television company, claims considerably more than 50,000 subscribers.

A little more range

Traffic reports from helicopters may be old hat but would you believe jet plane air-to-ground radio bulletins? This service will be provided by KGIL San Fernando, Calif., on a one-day try-out basis on July 4. The station will report holiday traffic on freeways covering the entire Southern California and Nevada area. A new Pacific Lear Jet plane will be used.

More testify in L.A. payola probe

The closed-door hearing by the FCC into alleged widespread payola activities among certain record companies and rock 'n' roll radio stations in Southern California went into its second week in Los Angeles last week (BROADCASTING, June 27). A steady parade of witneses entered the secret chamber at the U.S. courthouse to testify before Assistant Chief FCC Hearing Examiner Jay A. Kyle and FCC Broadcast Bureau attorney Joseph Stirmer.

Included among witnesses appearing at the hearing so far were John Fisher, former record promoter for Park Avenue Records; Peter Gram, owner of Park Avenue Records; Al Bennett, head of Liberty Records; Robert Skaff, vice president in charge of promotion, artists and repertoire for Liberty Records; singer Johnny Fortune; Russ Reagan, former record promotion man and Sam Laine, free-lance song promoter and brother of singer Frankie Laine. Reportedly some witnesses have accused disk jockeys and radio station executives of accepting payola ranging from free car repairs to romantic favors of beautiful women for favorable play of certain records.

Still to appear at the hearing are most of the prominent disk jockeys that have been subpoenaed. The investigation was triggered by Al Husky and Currie Grant, former record promoters, who filed suit in April, 1964, asking $230,000 damages and naming 25 defendants who work for record companies and distributors and Southern California radio stations.

It has been indicated that any incriminating evidence disclosed at the closed-door sessions will be turned over to the FCC in Washington for evaluation and then may go to a federal grand jury for prosecution. The Communications Act calls for a $10,000 fine, one year in jail, or both, for payola participants. It was pointed out, however, that witnesses cannot be prosecuted on the basis of evidence they give.

FCC chided for Negro program policy

An FCC effort to define the issues between two competing applicants for an AM facility in Washington has laid the agency open to charges of applying racial standards in evaluating the applicants programing proposals.

Representative Frank Horton (R-N.Y.) last week cited a commission hearing order which noted that one applicant in the hearing proposed "specialized" programing aimed at the Negro audiences while the other proposal "does not appear to be similarly specialized."

He said it was "inconceivable" that a federal agency would consider "racial reasons in deciding the merits of a radio station application. . . . To suggest that the radio listening likes of Negroes are any different from those of other American men, women or children is patently patronizing. That a federal policy should support a stereotype so false and misleading is obviously offensive. It amounts to refined intolerance."

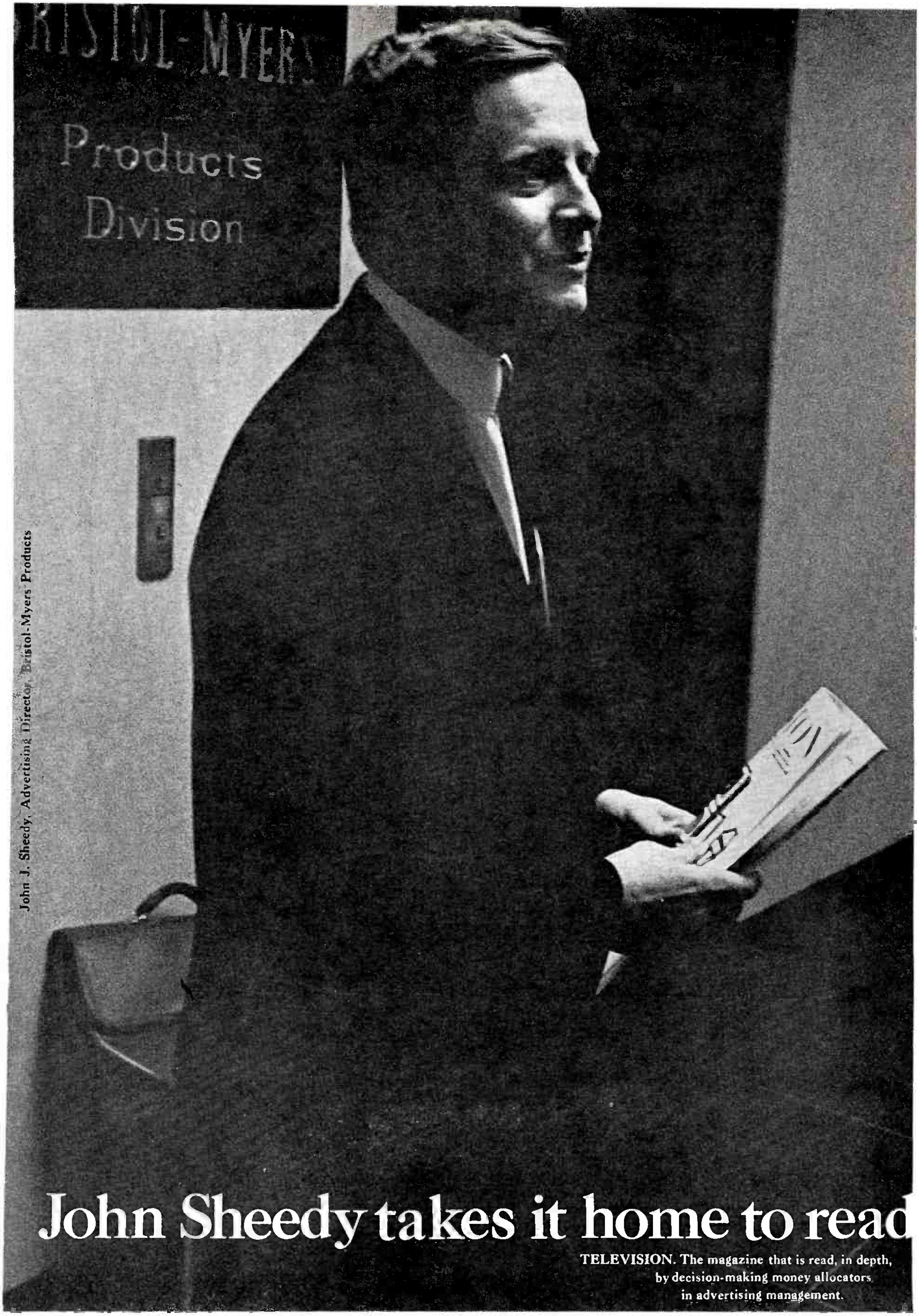
Representative Horton didn't mention the case involved, but he was referring to the contest between WUST, which is seeking a renewal of its license, and Bethesda-Chevy Chase Broadcasting Inc., a Washington area group that is seeking a permit for a station on WUST's facility.

WUST, which now follows a Negro-oriented format, is the applicant proposing the specialized programing for Negroes.

The question of Negro-oriented programing has been a touchy one with civil rights groups in the past. A delegation of such groups discussed the matter with then Chairman Newton N. Minow when WOOK-TV Washington, went in the air in 1963 with programing directed at the Negro audience.

But commission officials last week said the agency was not setting any standards or implying any preference in the case. They noted that the applicants had designed their own programing proposals and that since they were different the commission would have to take evidence on them.

The commission's policy on comparative criteria says that decisional sig-


Products
Division
John J. Sheedy, Advertising Director, Bristol-Myers Products
John Sheedy takes it home to read
TELEVISION. The magazine that is read, in depth,
by decision-making money allocators
in advertising management.

'Therapy' to present unrehearsed psychological sessions

Local television programing in Los Angeles is likely to be shot out of the summer doldrums next month by the introduction of a startling program concept. This new kind of television will be unrehearsed, undirected, unplanned and largely unedited. It's a one-hour weekly series called *Therapy*, which, as the title implies, holds actual group therapy with real people, not actors, up to the camera's unblinking eye. The psychological sessions will be presided over by noted psychiatrists and psychologists.

The series starts on KHJ-TV Los Angeles, an RKO General station, July 19, at 10 p.m. It then will become a regular part of the station's programing on that day and time for an initial run of 13 weeks. If audience and advertiser reaction is favorable, it's probable that the series will be shown on some, if not all, of the other five-owned RKO General stations and also subsequently may be offered in syndication to other TV stations.

KHJ-TV screened a sampling of the series for the local consumer and trade press in Los Angeles last week. What was seen was a session of therapy with an entire family. A practicing doctor, relentlessly tearing away the masks of self-delusions, proded his patients to the roots of their problems. Viewers were given a penetrating, withering look into other people's lives. The flood of personal inadequacies and fears let loose seemingly threatened to engulf the screening audience in a wave of painful self-identification. In one of television's harshest, most candid moments, the mother of the family, claiming to be in deep mental turmoil over the conflict between her religion and her desires is told that it's her "stinking conscience" that's really in the way.

The pilot program gives certain evidence that whatever its popular impact, the series is going to come in strong, undiluted doses and be a sure-fire topic of controversy. For while full identification of the people involved was withheld, little else was. Faces were not hidden and first names were used. In some sessions, it's possible that silhouette lighting will be employed to shadow the faces of patients who prefer complete anonymity.

The sessions are being taped in a KHJ-TV studio. But television's part in the proceedings is played down. Lights and microphones are muted. The director and his production crew are totally out of sight. Only cameras and cameramen are in clear evidence.

Observe Progress ▪ Plans call for programs to follow a group or individual through several sessions of therapy so that progress can be noted along the way. Individual, and husband-and-wife therapy will be shown as well as the group sessions. Patients will not be compensated for participating in the programs. The presiding doctors, however, will be

nificances will be given to programing proposals only if there are "substantial differences" between competing applicants on that point (BROADCASTING, Aug. 2, 1965).

Officials also pointed out that other specialized programing, such as that aimed at foreign-language groups, has been a key factor in past commission decisions. Some grants have also been made to applicants proposing Negro-oriented programing.

Program notes . . .

Watts echo ▪ NBC-TV has scheduled a one-hour news special called *The Angry Voices of Watts: An NBC News Inquiry* in prime time in August. Featured will be writer Budd Schulberg and his work in a creative writing workshop that he started last year for Negroes in Watts. Mr. Schulberg's brother, Stuart, will produce and direct the program.

ABC fills reps in ▪ Approximately 200 station representatives in New York were given a preview last week of ABC-TV's plans for the fall of entertainment shows, sports and news. Donald S. Shaw Jr., ABC's director of station relations, was host. Speeches were made by Elmer Lower, president, ABC News, and Donald Foley, vice president in charge of advertising and promotion.

Begins with a laugh ▪ The first program in new *ABC Stage 67* weekly color series will be "The Love Song of Barney Kempinski," a comedy about New York by playwright Murray Schisgal. The program was produced entirely in New York by Marc Merson and will be carried on ABC-TV on Sept. 14 (10-11 p.m.).

Boating I.Q. test ▪ In conjunction with National Safe Boating Week (July 3-9), WBZ-TV Boston, presented *S.O.S.: Safety Off Shore*, 7:30-8 p.m., on July 5, with WBZ-TV meteorologist Don Kent and newsman Gene Pell as co-hosts. Robert Markowitz wrote and produced the show which was designed to test the viewer's knowledge of boating regulations and safety. Cooperating in the production was the U. S. Coast Guard and the Massachusetts Division of Motorboats.

Movie for TV ▪ Shirley Booth, TV's erstwhile "Hazel," will star in Universal City Studios' "Package Deal," the 10th announced two-hour movie the production company is making for NBC-TV for the 1966-67 season. Earlier this month, Universal announced two other feature pictures for the network, "The Borgia Stick" and "Midnight Oil," with Jonathan Winters. All of the features for NBC-TV will be shown under the title *World Premiere* on the network's regular Saturday and Tuesday night movie programs.

Vietnam specials ▪ WQAD-TV Moline, Ill., has sent Jim King, news director, and photographer Leland Kenower to South Vietnam to film more than a thousand on-the-spot interviews with area residents' friends and relatives serving in civilian and military capacities. The team also plans to visit other Southeast Asian countries for supplemental information. Interviews will be aired in color on WQAD-TV's 10 p.m. news. Local sponsors for the Vietnam tour include Eagle Food Stores, Community Savings and Loan of East Moline, Learner's Sales and Rock Island and Chicken Delight Inc.

Tips to women drivers ▪ The Motor and Equipment Manufacturers Association (MEMA), New York, is offering radio stations, free of charge, a series of 10-minute scripts, *Car Topics for Lady Pedal Pushers*. Material is designed as a public service and emphasizes safety aspects and good economy of regular auto maintenance, and is free of technical jargon. The association reports that stations are programing the series with women's fashion and recipe shows. Scripts can be obtained from Betty Anderson, public relations department, J. Walter Thompson Co., 535 Griswold, Detroit 48226.

Banking series ▪ The American Bankers Association, New York, is offering a free 3½ minute radio series, *The* paid their usual consultation fees by the station. The doctors, too, will have the right to edit the completed tape.

Therapy will be produced by Lawrence Schwab, who most recently created and produced *Cineposium*, an analyatical series about filmmakers shown on educational station KCET(TV) Los Angeles. Mr. Schwab first became interested in producing a series about therapy after undergoing treatment himself. He's been trying to sell the program concept for the last two years. Reportedly the networks rejected the series because they questioned the consistent availability of patients willing to expose their psychological problems in front of the cameras.

Mr. Schwab claims to have found, however, that many patients undergoing therapy are either extroverted to the point of being latent exhibitionists or deeply introverted to a point where they become no longer aware of anything happening outside of themselves.

Asked if having a camera on patients during a session would tend to inhibit them, Mr. Schwab replies: "If you're bleeding to death you don't care who watches while you're being bandaged."

The producer, off camera, will introduce each program. His regular reminder to the audience also serves as his purpose in making the series: "If you aren't willing to become involved . . . don't watch this program." Audience identification is the key to the program concept.

A maximum of five breaks is being left available in the hour program for commercial interruptions. There'll be no break in the therapy session. Instead the technique calls for a soft musical dissolve into the commercial messages, followed by an equally subtle fade-in. The station, according to the producer, is attempting to sell the program only to advertisers of top-quality products.

Financial Filberts, about the money management problems of a fictitious family portrayed by Eddie Bracken and Peg Lynch. Programs, also featuring such radio-TV personalities as Parker Fennelly and Margaret Hamilton, are distributed by A. P. S. Inc., 48 West 48th Street, New York.

New negative cutters ▪ Collier's Editorial Service Inc., a new corporation formed earlier this year, has opened negative cutting rooms at Technicolor Corp.'s television division laboratory, 140 Universal City Plaza, Universal City, Calif. The company services film producers on both coasts.

Big start ▪ TV Cinema Sales Corp., distributor of Golden Arrow Films for television, reports more than $500,000 in feature sales during its first two months in business. The sales come from 10 domestic TV markets ranging from Pittsburgh to Honolulu. Announcement of the record performance was made by Jerry Weisfeldt, president of the new syndication firm.

'Monkee' business ▪ Screen Gems, New York, has signed the comedy writing team of Gerald Gardner and Dee Caruso as executive writers for its new 1966-67 NBC-TV comedy series *The Monkees*, on Mondays (7:30-8 p.m. EDT).

New feature ▪ KDKA-TV Pittsburgh June 25 began *Newswatch*, a weekend service of five-minute newscasts on Saturday and Sunday afternoons. *Newswatch* features Vince Miles, in reports of late news development, weather and traffic conditions on Saturdays at 2 and 3:25 p.m. and Sundays in the break of *Double Feature* and at 5:30 p.m.

30 sales ▪ ABC Films has sold *Midwestern Hayride* color series in 30 markets during the past two months. The series, produced by Avco Broadcasting, has been sold including Los Angeles, Washington, Indianapolis, Pittsburgh, Denver, Dallas-Fort Worth, Cincinnati, Houston and other markets.

Women's world ▪ The radio-TV arm of the Executive Council of the Episcopal Church has announced that *Women are News*, a 15-minute program conducted by Cynthia Wedel in New York, will be available to stations in the top 300 markets on Sept. 1. The program will focus on "achievements of women and their role in contemporary society."

Movie for TV ▪ Production will start this month on the ninth two-hour feature to be made by Universal City Studios specifically for NBC-TV. A spy drama, *The Borgia Stick*, will be filmed in New York.

City beautiful ▪ "Design for a City," a 28½-minute color film focusing on Philadelphia's massive urban renewal program, is available to TV stations by Reynolds Metals through Association Films Inc., New York.

Catch them later ▪ WPIX(TV) New York will telecast an 11-game football schedule of National Collegiate Athletic Association teams on a delayed basis. The schedule includes eight Notre Dame games.

Going color ▪ Three of four NBC News five-minute reports presented weekdays on NBC-TV will be colorcast beginning today (July 4). They are: *Sander Vanocur with the News* (10:25 a.m.), *Floyd Kalber with the News* (1:55 p.m.) and *Nancy Dickerson with the News* (4:25 p.m.). The fourth program, *Edwin Newman with the News* (12:55 p.m.), will go to color later.

Nod to Koplan ▪ Harry Koplan, production executive at Screen Gems, will develop game and audience participation shows for both daytime and prime-time programing. Mr. Koplan, a former TV packager, continues as SG's supervisor of daytime programing.

First at tee ▪ The British Open will be telecast live for the first time in the United States when ABC-TV carries the tournament from Scotland this week via Early Bird satellite. Video-tapes of the third round and highlights of the first two rounds will be seen Friday, July 8 (7:30-8 p.m. EDT) and the final round will be live Saturday, July 9 (11 a.m. to conclusion). Commentators will be Jim McKay and Byron Nelson.

Tributes ▪ A live one-hour series in which top show business personalities will pay surprise tributes to important figures in the entertainment field is being prepared by NBC-TV for 1967-68 under the working title of *Salute*. Bob Finkel, who will be executive producer, said the only regular performer will be a continuing host. It will be reminiscent of *This Is Your Life*.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions): KYJC Medford, Ore.; KIMA Yakima, Wash.; WSIC Statesville, N. C.; KFRB Fairbanks, Alaska, and WSMG Greeneville, Tenn.

Dream World Series (Triangle): WLUV Loves Park, Ill.; WMRF Lewistown, Pa.; WDUX Waupaca, WFHR Wisconsin Rapids and WOBT Rhinelander, all Wisconsin.

Audio Program Service (Triangle): WNDB-AM-FM Daytona Beach, Fla.; KUDU-FM Ventura and KJML(FM) Sacramento, both California; WKEI-FM Kewanee, Ill.; WCHA-FM Chambersburg, Pa., and WTCH-FM Shawano, Wis.

Tom Anderson's Straight Talk!

(Jonathan Kirby Enterprises): WAZF Yazoo City, Miss. and WGSR Millen, Ga.

Anniversaries in Sound (Triangle): KXIV Phoenix.

The John Doremus Show (Functional Media Inc.): WOSC Oswego, N. Y.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood): WAYN Rockingham, N. Y.; WJCM Sebring, Fla., and WLOP Jesup, Ga.

July 4, 1776 (Woroner Productions): KPAC Port Arthur, Tex.; WQUA Moline, Ill., and KVFD Fort Dodge, Iowa.

Close-Up (Woroner Productions): WBRI Indianapolis; KIMA Yakima, Wash., and KEED Eugene, KGRL Bend and KACI The Dalles, all Oregon.

The First Christmas (Woroner Productions): KFVD Fort Dodge, Iowa.

AI-TV expands its TV program list

An expansion in production and program acquisition activities at American International Television was announced in New York last week by Stanley E. Dudelson, vice president, AI-TV.

Three program series are in various stages of preparation, according to Mr. Dudelson. They include *Archie*, a half-hour animated series to be produced in New York; *Solarnauts*, a half-hour space fiction color series to be produced in London with ABC Television Ltd. there and a half-hour untitled adventure series to be produced in color in Africa.

AI-TV will aim these programs for network sale but syndication "has not been ruled out," Mr. Dudelson stated.

In the product acquisition sphere, AI-TV now has the syndication rights to ABC Television Ltd.'s *The Avengers* series, currently on ABC-TV here, effective October 1967. In addition, AI-TV has acquired various properties from Henry Saperstein for foreign distribution. They include 130 *Mr. Magoo* cartoons; 130 *Dick Tracy* cartoons; 77 UPA cartoons, 20 theatrical features and 142 one-hour shows.

Mr. Dudelson reported that business at AI-TV this summer is "running at about 300% higher than last year at this time."

HEW releases mental health radio series

A series of 13 five-minute radio programs dealing with mental health has been released to 650 stations.

Dr. Dale C. Cameron, M.D., superintendent of St. Elizabeths hospital, Washington, Department of Health, Education and Welfare, is host and commentator for the series entitled *What Do You Know About Your Mind?* Prominent medical and lay personnel, and members of the clergy, appear on the same programs.

The series was produced with the cooperation of the National Institute of Mental Health, Washington.

AFM to seek 'manna from heavenly airways'

The 69th annual convention of the American Federation of Musicians, held in Las Vegas last week, heard the rattle of sabers pointed at the broadcasting industry. Calling attention to negotiations with the networks due to take place this month, International President Herman Kenin took a tough stance and promised that the AFM would battle for an equitable share of the "manna from the heavenly airways" that he claims makes for glutted broadcast profits. "The federation is prepared to take on any fight that must be waged with the broadcasters," he vowed.

Later Mr. Kenin was returned without opposition to office for his ninth term. Also unopposed for re-election was Stanley L. Ballard, international secretary-treasurer.

During the convention, attended by about 1,000 delegates, the Jos. Schlitz Brewing Co., Milwaukee, was given a citation for its sponsorship of free live music concerts by the New York Philharmonic Orchestra in New York City's park system.

KWHK lashes out at censorship attempt

A KWHK Hutchinson, Kan., editorial lashed out at the attempt of a local lawyer to stem the flow of information from local governmental agencies concerning the arrest of two teen-agers charged with rape and murder. The lawyer cited the Supreme Court's decision in the Sam Shepard case, which stated that the defendant had not received a fair trial because of adverse publicity from the communication media.

The lawyer said he was not trying to tamper with free press, but merely to regulate the flow of available information.

Two district judges, not ruling directly on the matter, proposed guidelines for local officials, similar to those suggested by the attorney general's office, but which go somewhat further toward censorship.

In the editorial, David Mackey, station manager, said: "The regulations . . . will obstruct the honest, objective efforts of the news media" who are trying to keep the public well informed. The editorial went on to say that KWHK will continue to fight censorship of the news media.

WOR-FM changes July 31 to contemporary sound

RKO Radio's WOR-FM New York, currently duplicating the basically talk programing that WOR has featured for many years, will switch to a new policy emphasizing contemporary music in stereo, beginning July 31.

The contemporary sound, including rock 'n' roll, country and western, and ballads, was chosen as a logical counterpoint to WOR programing, according to Robert S. Smith, vice president for the WOR-AM-FM-TV division of RKO General. At the outset, separate FM programing will be presented from 9 a.m. to midnight during the week and 5 a.m. to midnight on weekends.

WOR-FM is seeking sales personnel to work with Burt Lambert, station manager, and also plans a $100,000 outdoor advertising campaign throughout the New York market to promote the programing change. The campaign will start July 15 and run through mid-September.

Buick Open reports fed to 152 radio outlets

More than 3,900 live news feeds went out to 152 radio stations in 40 states during the Buick Open golf tournament in Grand Blanc, Mich., last month. About 1,000 feeds went to 100 stations the previous year.

The 1966 tourney marked the third straight year the tournament committee had provided the service to stations. A total of 107 hours and 30 minutes in 3,914 separate feeds averaged out to just under 28 minutes per station. Additional feeds went to networks.

A survey of the stations taking the feeds showed that 70% of their broadcasts were being locally sponsored by Buick dealers.

Greenway-Fox puts Dick Tracy in lineup

Greenway Productions and 20th Century-Fox TV, the production team that buzzed the *Green Hornet* series on the heels of *Batman*, has landed another comic strip hero for television. Greenway President William Dozier and Fox TV Executive Vice President William Self announced last week that they had acquired TV rights to "Dick Tracy" for possible showing as a weekly series on NBC-TV. The series would be geared for a 7:30 p.m. time slot as either a second-season replacement in 1966-67 or as a starting entry for 1967-68. The Greenway-Fox forces also are considering production of "Wonder Woman," still another comic book show for the season following the coming one.

Mr. Dozier revealed that if a pilot is necessary to sell the "Tracy" series, he will personally produce it. He also will be executive producer of the series. He carries the same responsibility for both the *Batman* and *Green Hornet* programs.

Made-for-TV movies scheduled by ABC-TV

Three motion pictures made expressly for TV by Metro-Goldwyn-Mayer Inc. will be shown this season on ABC-TV and three in the 1967-68 season in *The Sunday Night Movie* period.

The movies will be produced by MGM in association with the network. ABC announced last week titles of the three to be seen in the coming season: "Fifty-Two Miles of Terror," starring Dana Andrews and Jeanne Craine; "Return of the Gunfighter," with Robert Taylor and Chad Everett, and "The Dangerous Days of Kowa Jones," including in the cast Robert Horton, Diane Baker and Sal Mineo.

All of the motion pictures will be produced in color.

Seven in governor race tape broadcast at GAB

Georgia viewers and listeners got a taste of a mass great debate last week as the seven candidates for governor (six Democrats and one Republican) appeared at the Georgia Association of Broadcasters convention for a special one-hour program. The show was carried live from Jekyll Island, Ga., 10-11 a.m. on Monday (June 27) on about 100 radio stations. It was taped by WALB-TV Albany and played back at 10 p.m. that night on an eight-station network: WAII-TV and WAGA-TV, both Atlanta; WJBF(TV) and WRDW-TV, both Augusta; WRBL-TV Columbus; WMAZ-TV Macon; WALB-TV, and WCTV(TV) Thomasville. Two other stations, WTOC-TV and WSAV-TV, both Savannah, carried it at a later date.

On June 28, the three candidates for lieutenant governor took part in a one-hour broadcast on more than 100 radio stations. Past presidents of the GAB questioned the candidates on both programs.

Hughes, Teleprompter link

Aircraft company enters into New York CATV project; two form electronic equipment firm

The giant Hughes Aircraft Corp., a leader in space technology and communications electronics, entered CATV last week, acquiring a major interest in Teleprompter Corp.'s CATV project in New York City.

At the same time Hughes and Teleprompter announced they are forming a jointly owned subsidiary corporation, Theta Communications, to make and market electronics equipment. Principal current project of Theta is the "short haul" 12-channel microwave relay system now being tested in Manhattan in the 18,000 mc band under special FCC authorization (BROADCASTING, April 18, 1966).

Hughes is expected to inject large funds into the community antenna development in the northern half of Manhattan where Teleprompter already has a small number of paying customers. The present joint commitment of Hughes and Teleprompter for the New York City system is said to be in the area of $10 million.

Relative shares of the two companies in their two ventures were not disclosed but it was learned that Hughes will be expected to put up 50% of the financing for the New York project in return for 20% ownership in the system now and the right to acquire an additional 29% over the next several years. This would ultimately leave Teleprompter the majority owner with 51%.

It was further understood that Teleprompter would initially own 20% of Theta Communications, soon acquiring an additional 29% leaving Hughes in control of that company with 51%.

Hughes engineers in Miami last week indicated that tests of the short-haul microwave system, an amplitude modulation link, were running successfully and that they might be completed and results reported to the FCC within a couple of months.

Price Question ▪ Whether the commission will be disposed to license such microwave links for commercial use remains to be seen. Irving B. Kahn, chairman and president of Teleprompter, indicated a microwave transmitter of the kind being tested in New York, capable of simultaneous output of 12 color TV signals, might be competitively priced with conventional microwave transmission systems having four channels.

Hughes Aircraft is widely known for its development of Surveyor, the soft-landing mooncraft and the Early Bird and Syncom communications satellites. It is reported to be the twelfth largest U. S. company in terms of government contract work. It is privately owned but estimates of its annual gross have run up to and over a half billion dollars.

How It Works ▪ How the short-range multi-channel microwave system might be used was explained to a National Community Television Association engineering meeting by Hubert Schlafly, Teleprompter vice president.

It could be used, he said, as an "invisible" cable to feed TV signals from a headend to one or more distribution terminals. From there, the service would be distributed to subscribers by way of conventional coaxial cables.

A second use, Mr. Schlafly noted, would be for transmission to remote households that are in line of sight of the narrow, high-gain beam. The receivers would require a converter, but it would permit residences outside the

FCC starts drawing its CATV pattern

The FCC has begun developing the pattern it will follow in deciding whether to grant CATV's waivers of the rule designed to preserve a favorable climate for UHF development in the major markets—the top-100-market rule. It granted waivers in the first three cases up for consideration last week, but none of the requests had been opposed by broadcasters, and none of the CATV systems involved appeared to present a threat to UHF development.

As of last week some 60 petitions were on file for waiver of the rule that requires CATV's to seek commission permission, in a hearing, before relaying signals beyond their grade B contour into any of the top-100 markets. Efforts are being made to expedite consideration of the requests.

The CATV's involved in last week's action and the commission's reasons for granting the waivers follow:

Martin County Cable Co., which proposes to relay distant signals from Miami into Martin county and Stuart, Fla. (West Palm Beach, 85th market). The area to be served is sparsely populated and is relatively isolated from the heavily built-up sections of the West Palm Beach market, which lie to the south. Accordingly, the likely impact on UHF development in the market is not considered great.

Coldwater, Mich. ▪ Coldwater Cablevision Inc., which proposes to bring into Coldwater, Mich. (Lansing, 47th market), signals from Detroit; Toledo, Ohio; Fort Wayne and South Bend, both Indiana, and Windsor, Ont., stations. Coldwater, a community of 8,000 population, is 70 miles from Lansing, too far for the CATV to have any impact on UHF development there.

Chenor Communications Inc., which proposes to relay distant signals from WPIX(TV) and WOR-TV, both New York, into Chenango Bridge, N. Y. (Binghamton, 82d market). CATV's are already feeding those signals into communities in the market.

The commission vote on the three cases was unanimous. Commissioners Robert T. Bartley and Lee Loevinger, who dispute the commission's authority over CATV's concurred only in the result. And Commissioner Kenneth A. Cox concurred in the Martin county and Chenango Bridge cases and dissented in part in the Coldwater, Mich., case, and issued statements in each.

In the Coldwater case, he concurred to the extent of permitting the CATV to transport the distant signals of three stations which, with the local signals carried on the cable, would result in Coldwater residents being provided with programing built-up areas of the community to receive TV signals via the cable service. In major cities, like New York where the test is underway, the amplitude modulated link (AML) is being used to transmit New York's TV signals to special receivers in each block that is "illuminated" by the microwave beam. From there the signals are distributed to individual homes by means of conventional cable.

Mr. Schlafly said that to date he is "extremely well pleased" with results of the tests. There have been, he said, no surprises or major deviations from theory.

Court upholds FCC's ownership policy

The validity of the FCC's interim policy designed to slow down the acquisition of major-market television stations by multiple owners has been upheld by the U. S. Court of Appeals in Washington.

The court in a unanimous decision dismissed the appeal of Meredith Broadcasting Co., which had sought to have the policy declared invalid. The court held that the policy is a procedural measure which the commission was within its statutory rights in adopting.

Judge Walter M. Bastian wrote the decision in which Judges John A. Danaher and James S. Wright joined.

The disputed policy, adopted June 21, 1965, specifies that, absent a compelling affirmative showing, the commission will designate for hearing applications that would result in a broadcaster owning more than three television stations (no more than two of them VHF's) in the top-50 markets.

The policy was adopted as an interim measure at the same time that the commission issued for comment a proposed rulemaking that would place those ownership limits in the rules (without affecting present holdings). The commission said its aim was to "prevent the compounding of situations which we believe contrary to the public interest" while the rulemaking proceeding was pending.

Meredith had argued that the policy is illegal in that it was adopted without interested parties being given an opportunity to comment, is unsupported by findings and fails to establish standards. It also claimed that the policy deprives it of its constitutional right of due process.

Major Question ▪ The court, however, held that the key question was whether the policy is procedural or substantive. "Our consideration leads us to the conclusion that it is procedural and that it does not contravene" the law, the court said.

The court also noted that the policy doesn't affect any existing station—nor for that matter Meredith, which is not trying to acquire additional stations in the top-50 markets. Meredith, which has two VHF's in those markets, had argued that the policy affects its ability to expand and improve its facilities.

The court said it was unimpressed by that argument. And the Meredith contention that the commission's action has affected the values of the stations owned by the licensees "is without basis in the record," the court said.

It added that the commission isn't applying the rule during the interim period, noting that there is nothing in the policy to indicate that any proposed station acquisition will, after consideration, be denied. "The notice simply provides that a hearing may be required" under certain circumstances, the court said.

It also noted that a license is issued subject to the provisions of the Communications Act, that the licensee acquires no permanent rights, that antitrust problems may exist and that "the commission is entitled, in its expertise, to formulate policy in aid of the congressional purpose. Indeed we have recognized this in upholding the commission in its issuance of 'freeze' orders at various times in the past, a procedure much more drastic than the present interim policy."

The commision has yet to order a hearing under the policy. In two cases, involving KWGN(TV) (formerly KCTO [TV] Denver), and WUHF(TV) Milwaukee, the commission approved sales to multiple owners without hearings on the ground that sufficient showings had been made without them.

Meredith's two top-50 market VHF's are KCMO-TV Kansas City, Mo., and WHEN-TV Syracuse, N. Y. Meredith also owns KPHO-TV Phoenix. All three operate on channel 5.

from a total of three network and two nonaffiliated stations. But he dissented to granting permission, without a hearing, to bring in the programs of four additional stations. He doesn't think sufficient need for such service has been shown to override the risks he feels are involved.

Two additional waiver requests were to have been on the agenda last week (BROADCASTING, June 27). However, staff processing of one, including a CATV in the Altoona, Pa., market, was not completed in time for consideration last week. And a last-minute opposition to the petition of Tennessee Cablevision Inc. knocked that proposal into a different category from the others being considered. That company proposes to relay distant signals from Chattanooga, Tenn., and Greenville-Spartanburg, S. C.-Asheville, N. C., into Kingston, Tenn. (Knoxville, 80th market).

Toledo CATV sets battle plan

Will ask appeals court to review arguments

FCC denied in import case

The first CATV to be faced with a cease-and-desist order under the FCC's top-100-market rule is appealing the case to the U.S. Court of Appeals. The notice of appeals indicates a broad attack on the commission's CATV rules is in prospect.

Buckeye Cablevision Inc., told the circuit court in Washington last week it would argue in its appeal that rules adopted by the commission in its Second Report and Order in March (BROADCASTING, March 14) are unlawful.

Buckeye will also argue that the commission made a number of procedural and substantive errors in connection with the order directing the CATV to stop importing the signal of WJIM-TV Lansing, Mich. Buckeye, which is carrying local and Detroit stations' signals, is complying with the commission order.

The commission considered and threw out most of the arguments Buckeye will ask the court to review. These include assertions that the rules violate CATV operators' freedom of speech, that the commission lacks jurisdiction over nonmicrowave-served systems, and that the retroactive manner in which the top-100-market rule was enforced is illegal.

Main Issue ▪ Principally at issue in the case is the rule requiring CATV's to obtain commission permission, in a hearing, before transporting signals beyond their grade B contour into any of the top 100 markets. The rule became effective as of Feb. 15, although the new CATV rules were not formally adopted until March 4 and were not published until March 17. Buckeye began operating March 16.

The commission order against Buck-

FCC returns to full strength

It was a new beginning for the oldest and youngest members of the FCC last week. Chairman Rosel H. Hyde (l), 66, was sworn in as a commissioner for the fourth time and Nicholas Johnson (c), 31, for the first. Supreme Court Justice Hugo L. Black, whom Commissioner Johnson served as law clerk in 1959-60, administered the oath of office to both men. Among the several hundred friends, family members and commission staffers on hand for the ceremony were two former commissioners, Robert F. Jones, who served from 1947 to 1952, and Edward M. Webster, who served from 1947 until 1956.

eye, which is owned by Cox Broadcasting Co. and the *Toledo Blade*, was issued May 25 (BROADCASTING, June 30). Two weeks ago, the second cease-and-desist order involving the top 100-market rule was issued, this one against Mission Cable TV Inc. (owner) and Trans-Video Corp., operator, of a system in the San Diego market (BROADCASTING, June 27).

The Buckeye appeal joins a number of other court actions now pending against the commission as a result of its CATV rules. Two weeks ago Telerama appealed from a commission declaratory ruling involving the definition of "new geographic area."

The top-100-market rule doesn't affect systems operating before Feb. 15 so long as they don't extend their operations into new areas. Telerama, which operates CATV's in the Cleveland suburbs, had expressed the view it could expand its operations in accordance with established engineering plans without requesting commission permission, even if the expansion involved new communities. The commission, however, said the system would be moving into "a new geographic area" if it were to move into a political subdivision of a community and obtained a franchise to operate, and would need commission permission to bring in distant signals (BROADCASTING, May 2).

Telerama, in its appeal in the circuit court in Cincinnati, argues that the commission has misinterpreted its own rule and that, in any case, the rule is invalid since the commission, in adopting it, failed to abide by the notification procedures required by law.

In two other appeals, Black Hills Video, a CATV operator, is contending the commission actions in the First Report and Order—asserting jurisdiction over microwave-served systems — and in the second Report and Order—asserting jurisdiction over all CATV's—is illegal. In the third case, Midwest Television Inc. argues the rules do not afford stations sufficient protection, and asks the court to direct the commission to consider adopting tougher rules.

FCC bureau charges misrepresentation

Broadcaster Don Burden's effort to head off an FCC hearing on the license-renewal application for WIFE-AM-FM Indianapolis has led to a commission staff recommendation that another issue be added in the hearing—one involving alleged misrepresentations to the commission.

The Broadcast Bureau says the issue should be added in light of Mr. Burden's statements attempting to rebut charges that the station sent falsified information to advertisers concerning the times and dates that their messages were broadcast. The bureau, in its opposition last week to a petition for reconsideration, relied in part on affidavits from former employes of Mr. Burden.

One affidavit contains allegations that Mr. Burden bore personal responsibility for fraudulent aspects of one contest and that he had allegedly coerced an employe into taking full responsibility when the matter came under commission investigation.

The issue involving WIFE's advertisers concerns what the bureau says was the station's "practice" of selling more spot announcements than could be aired in a specified time segment, running spots in times outside of—and less desirable than—those agreed on, and then "fraudulently billing the advertisers at the contract price."

Human Mistake ▪ Mr. Burden had admitted that errors were made in billing, but said they were "simple, human errors and were not motivated by any attempt to mislead or misinform." But the bureau said it "appears clear" that Mr. Burden "personally knew of the fraudulent practice and directed that it be done."

The bureau quoted former employes as stating that Mr. Burden had told them to run spots outside the time contracted for and to bill at the contract rate. One of those named is Ronald Mercer, former manager and vice president of WIFE, who said he had first received such instructions in 1963, when he joined the station. An affidavit from a former traffic girl says that false affidavits were sent to customers from April 1964, when she was hired, through May 1965.

Mr. Burden also claimed that the station had discovered the errors in billing through its own processes, not because the commission or any advertiser had complained, and had made restitution (BROADCASTING, May 30). But the bureau said it has evidence that the station's attempt to make restitution in April and May 1965 resulted from "several complaints by one of its advertisers, Amalie Oil."

The bureau also asserted that, in connection with issues involving two allegedly fraudulent contests, Mr. Burden had not submitted any new facts warranting reconsideration. Furthermore, the bureau said it had additional evidence concerning Mr. Burden's role in a contest which attracted no entries but which resulted in prizes (three water filters) being awarded to station employes.

Manager's Statements ▪ Mr. Mercer, who was with the station at the time of the contest, has signed a statement in which he assumes responsibility for the contest and says that Mr. Burden was not involved. But in the affidavit he subsequently gave the bureau, he alleged that Mr. Burden personally had told him to give the prizes "to anyone" and to send copies of fraudulent letters to the advertising agency for the manufacturer whose product was being promoted.

The Mercer statement to the bureau also alleged that, when commission investigators asked about the contest, Mr. Burden told Mr. Mercer he would lose his job if he didn't sign a statement asserting that Mr. Burden had no knowledge of the facts.

The bureau noted that Mr. Burden "has never personally told the commission that he did not instruct Mercer to give the prizes away to noncontestants and to send to the manufacturer fraudulent letters upon which the prizes were to be awarded."

Better shows but smaller audiences for TV?

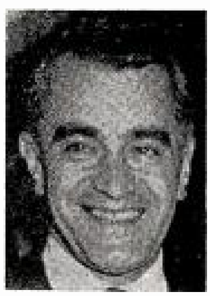
THAT'S FORECAST HEARD BY NEW YORK BROADCASTERS

The ironic prospect of better television programing but smaller individual station audiences was held out last week at the New York State Broadcasters Association's fifth annual executive conference.

Program improvement, although in "unsteady" steps" was seen by television and radio columnist Lawrence Laurent. Smaller audiences for stations were seen by Melvin A. Goldberg of John Blair & Co., station representation firm, as an inevitable result of the "fractionalization" caused by such developments as multi-set homes, UHF, community antenna TV and pay TV.

The meeting also explored CATV, reviewed the association's legislative activities and presented the NYSBA's first annual award for excellence in public affairs programing—plus an unprecedented special award to Michael R. Hanna of WHCU Ithaca, one of the leading figures in the organization and growth of NYSBA.

Mr. Hanna, NYSBA's first president, the only man to serve two terms in that office and currently the legislative chairman, was given a five-minute standing ovation after President Robert A. Dreyer presented him with a plaque, the only such award in the organization's 11-year history, and praised his "inspiration and untiring devotion" as largely responsible for NYSBA's success.


Mr. Hanna

More than 100 broadcasters, the largest assembly in NYSBA history, attended the sessions, held Monday and Tuesday (June 27-28) at Cooperstown, N.Y.

Sample Cooperation ▪ An industrywide on-air advertising and promotion campaign aimed at getting better cooperation from people chosen to participate in the audience panels of rating services was proposed by Mr. Goldberg.

With color TV, second sets, portables, UHF, CATV and pay TV all acting as actual or potential splintering influences on audiences, he said, the rating services will require larger samples and "much greater cooperation" from sample members.

"If the greatest problem in sampling is the poor cooperation rate," Mr. Goldberg said, "what better way to overcome this problem than through advertising in our own media? This could be set up by a joint Radio Advertising Bureau-Television Bureau of Advertising group, or by the National Association of Broadcasters, so that there would be no specific station self-interest involved.

"The net effects of such a campaign would be to increase the cooperation rates by the respondents, improve the information obtained in the surveys and ultimately benefit the broadcasters in management programing and sales."

Recruitment of broadcast researchers might be another area for all-industry promotion, he said, declaring that the scarity of researchers is already "great" and "will become greater."

The Computer Age ▪ Mr. Goldberg also told the broadcasters that they were "very much in the middle of the computer age" and suggested they learn more about how agencies use computers, including not only the kind of information that is put into computer programs and how it is used, but also what information is left out.

"I wonder," he said, "if any weight is given to a station's management, or its position in the market or the loyalty of its listeners or viewers."

Television programing is moving up-

Senators set to air Comsat problems

RESULT MAY BE CHANGES IN 1962 ACT THAT ESTABLISHED FIRM

The now open breach in the fragile entente that once existed among the parties involved in the space communications effort now seems destined for examination by Congress.

The Senate Commerce Committee has made it known that it plans to hold a hearing soon into the whole complex structure of international communications, one that would also focus on some unresolved problems connected with the Communications Satellite Corp.

As Senator John O. Pastore (D-R.I.), chairman of the committee's Communications Subcommittee, told Rosel H. Hyde at the hearing on his nomination as FCC commissioner: "This committee is very much interested in the progress that we have made with reference to Comsat, some of the problems that are attendant to it, some of the confusion that exists today, some of the bickering that goes on among some of the agencies, and we expect in the very near future to conduct a very extensive hearing to hold the matter up to date" (BROADCASTING, June 27.)

Discussion of these matters is expected to take place when the subcommittee holds a hearing on a bill now being drafted by an intragovernmental committee on international telecommunications that would permit international communications common carriers to merge. The inquiry will be held when the bill is submitted and it is expected that it will not be during this session of Congress but perhaps between sessions.

These problems are arising out of the complex interrelationships between the parties involved: Comsat, the FCC, the common carriers and other government agencies. This unusual financial-scientific venture to harvest the fruit of the new age of space-age communications, unlike most relatively simple business enterprises, contains more than its share of such potentially delicate connections, many of which seem to have been strained recently.

Congressional Baby ▪ First of all, Comsat is the creation of Congress, which in 1962 authorized the establishment of a firm to develop a global commercial communications satellite system. The law stated that 50% of the firm's stock was to be held by the established U. S. carriers, who thus became not only the firm's part owners, but also its users and competitors. Comsat also is regulated by the FCC and serves as the sole U. S. representative and the manager of an international consortium to develop this global system.

Despite some earlier disagreements among Comsat, the carriers and the FCC over the control of the earth receiving stations, which represent the major revenue producing part of the operation, Comsat's chairman and chief executive officer, James McCormack, sought to reassure stockholders at the firm's annual meeting this year. "Ways have been found to operate effectively also within these domestic complexities," he said. He also observed that the "FCC has been understanding and judicious in recognizing Comsat's position under the dual control of the commission and of the international consortium."

These words rang hollow in the past few weeks as cracks began to appear in this delicate alliance.

The FCC two weeks ago chastised the firm for what it said was a failure to observe FCC application procedures, for making commitments to the international consortium before getting FCC approval of a six-satellite

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ward "in an unsteady series of steps that will take it away from the ordinary, the pleasant but meaningless. and into a more fruitful area," according to Mr. Laurent, syndicated television and radio columnist of the *Washington Post*.

This is happening, he said, "thanks to a system with built-in regulators, the most powerful of which is called competition."

He cited ABC-TV's new *Stage 67* project as evidence that 'one network is trying to escape from that lovely mediocrity that distresses the professional critic and delights the stockholders," and also saw hopeful signs at CBS-TV and NBC-TV.

What They Want ▪ Mr. Laurent said President Johnson's designation of Commissioner Rosel H. Hyde as FCC chairman was "a direct challenge" to broadcasters.

"Our capable President, in his wisdom, has decided to give broadcasters what they want—a chairman who believes, deeply and with conviction, that the least regulation of broadcasting is the best regulation," he asserted. "You got what you have wanted and I trust that all the energy you used to expend damning the FCC chairman will now be put to use in serving your public . . . Do it right and I can promise that you will get a license that lasts not three years—but five. In time, maybe longer."

He said mounting sales of all-channel TV sets means that the terms VHF and UHF will disappear "quite soon," so that there will be "only one term" for all channels, "and that term will be. simply, television."

The CATV panel was moderated by NYSBA President Dreyer, of Metromedia, and panelists were Paul Comstock of the National Association of Broadcasters; Robert F. Corazzini of the Washington law firm of Smith & Pepper; David H. Horowitz of Screen Gems, New York, and F. Peter O'Hara of C&U Communications, Norwich, N.Y.

A Supplement ▪ Mr. Comstock reviewed NAB's position that CATV should supplement broadcast TV and that unless regulated it could change the shape of the present system of broadcasting if not replace it.

Mr. Corazzini countered that "CATV is here to stay, and television and CATV must work together." In somes areas they are "neutral and natural allies," he said, adding that CATV regulation must lie "exclusively with Congress."

Mr. Horowitz contended that CATV operators should pay the copyright owners of the programs they carry.

Mr. O'Hara, whose company is in radio station and CATV ownership and telephone services, cautioned radio broadcasters that they should be no less concerned about CATV than television operators, because homes can be equipped inexpensively to receive uninterrupted music services or rebroadcasts or radio station programs, including sports and news.

project and for using the State Department then to pressure the FCC into acquiescing on the matter (BROADCASTING, June 27).

The FCC, however, grudgingly gave its approval.

Inevitable Problems ▪ Some observers feel the difficulty was not intentional but a result of bad communications within Comsat itself and that the firm's difficulties would be almost inevitable given its triple role as a domestic carrier subject to strict FCC regulation, as the U. S. representative in Intelsat with all its diplomatic ramifications and as manager of Intelsat. But others think Comsat is deliberately thumbing its nose at the commission. Some also don't like what they consider to be Comsat lobbying against the commission through the White House and the State Department.

Comsat also found itself embroiled in a bitter dispute with one of its combination owner-competitors recently. ITT World Communications Inc. filed a suit alleging Comsat rates discriminated against it. It later withdrew the suit, but Comsat officials are still fuming over a statement in the ITT Worldcom court brief that mentioned information obtained at a Comsat board meeting, presumably by the ITT representative on the board.

Comsat also received a sharp setback from the FCC, which decided that only the authorized common carriers had access to the system. This ruling also excludes the government which can only deal with Comsat in unique circumstances. Since the government is the main user of international communications service and since Comsat feels that having the common carriers act as middleman would increase the cost of its more economic rates, the firm feels that some of its profit potential may be undermined. General Services Administration and the Defense Communications Agency may possibly, like the State Department in the Intelsat case, feel compelled to intervene on Comsat's behalf under the justification that the satellite rates are much lower and that the public would have to bear the burden of higher carrier rates.

Half Price ▪ The television networks may also become involved since they have been barred from dealing with Comsat and the firm has estimated it could provide the service now handled by a carrier at half the price. Many broadcasting firms, as well as newspapers and government agencies, have sought status as authorized users in order to benefit from the Comsat rates.

Thus, while all parties deny that this is their intention, the forthcoming Senate hearing may serve as a sounding board for possible clarifications or modifications of the 1962 act which created the firm. Mr. Hyde in reply to Senator Pastore's announcement of the hearing said only that he would "welcome an opportunity to review activities in space communications and put on the record the measures the FCC has taken to prosecute this program of making the U. S. first in space communications." He also said last week that he sees no serious problems in regulating Comsat and that there is no need to go to Congress. All that is needed, he added, is Comsat's cooperation and readiness to obey the law.

Comsat officials said last week that the FCC rule might inhibit some of its programs. But they added that they had no intention of seeking any changes in the laws governing its operations adding that they were committed to trying to make it work. The firm also added that it would strongly back at the hearing any legislation allowing international carriers to merge. They are now forbidden to do so and the high-level governmental study group recommended such action and is drafting such a bill. Spokesmen said it might be possible that Comsat would be involved in such mergers if the bill is enacted.

However, other sources feel the hearing covering the entire international communications field, including focusing great attention on Comsat problems, could serve as a good place to clear up some of the difficulties. It is felt that these problems should have been settled before the legislation was passed in 1962 but it is also conceded it will be very difficult now that all parties are jockeying to protect the interests they have assumed since enactment with big money at stake.

Wadsworth wants FCC to plan ahead

DOESN'T WANT IT SLEEPING AT SWITCH ON SATELLITES

FCC Commissioner James J. Wadsworth says the commission should begin planning now for the eventual development of dircet satellite-to-home broadcasting—a development he expects to come "sooner than its detractors estimate."

Commissioner Wadsworth, speaking before the Georgia Association of Broadcasters, on Jekyll Island, last week, sought to dispel the idea that "it is too early" to be concerned about the socio-economic and political impact of direct satellite broadcasting.

"It is a historic truism," he said. "that technological advances, particularly in communications, have arrived virtually unannounced and have caught us in most instances completely unprepared." He noted that the commission's record in dealing with FM, TV and CATV does not indicate an ability to keep up with new trends. "We have been discovered with egg on our collective face," he said.

FCC Commissioner Robert E. Lee and Vincent T. Wasilewski, president of the National Association of Broadcasters, have expressed the view that financial and technical problems would bar direct satellite-to-home broadcasting for many years (BROADCASTING, June 13).

'It Will Come' ▪ "We do not really know when or whether satellite-to-home broadcasting will become an eventuality," Commissioner Wadsworth said, "and while I do not purport to be able to predict, I would suggest it will eventually come. and probably sooner than its detractors estimate."

The development of direct satellite broadcasting, he said, "is fraught with possibilities that may have a serious impact on the existing broadcasting system and could, unless adequate preparations are made for it, supplant it to a substantial extent."

Commissioner Wadsworth foresaw the need for "a staff of thinkers" that would enable the commission to keep ahead of developing problems. The commission has two committees of top staff members engaged in planning. One, under the chairmanship of Asher Ende, director of the Office of Satellite Communications, focuses on satellite matters affecting all bureaus. The other, under the direction of Max Paglin, executive director, was set up last fall to achieve commissionwide coordination of basic programs and budgetary objectives.

But Commissioner Wadsworth said the commission needs a staff of thinkers "who are concerned with more than just the planning procedures and who will supply an assured continuity to these planning efforts." As the commission advances "from a small pop-and-mom store operation to an agency involved in space communications, the need for scientific long-range planning becomes indispensable," he said.

Commissioner Wadsworth also had a word of warning for broadcasters who would rely on grassroots "political muscle" for defense in Congress against direct satellite-to-home broadcasting. "As a result of the potential international implications of satellite broadcasting, the commissioner, a former U.S. ambassador to the U. N., said "international considerations may well supersede local desires and the factor of national prestige, so often the motivating force in international relations, may take precedence over local political factors."

Questions ▪ Commissioner Wadsworth listed a number of questions he said commission planners should consider in connection with direct satellite broadcasting:

▪ Should the present broadcasting system be replaced by one in which a common carrier or specialized licensee is responsible only for launching of satellites and operating the transmitting equipment? If so, who would be the broadcaster—the program supplier? Should he be licensed?

▪ If the present system is retained, "could the commission countenance the control which a single licensee could exercise over so vast a potential audience?"

▪ Should the American free enterprise tradition prevail—or should government ownership of broadcasting facilities be considered?

▪ What will happen to local broadcast stations, especially television, if network programing is denied them? Would there be enough advertising revenue to support as many stations as now operate—would there be a need for as many?

▪ "Would it be unwise to displace ground-based stations by satellite stations which might be vulnerable to jamming or actuation by another power?"

▪ Would satellite broadcasting be more efficient than ground-based stations in the use of the spectrum or would present frequency allocation problems be compounded?

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval:*

▪ WXHR-AM-FM-TV Cambridge-Boston: Sold by Frank Lyman to Kaiser Broadcasting and *Boston Globe* for $1,750,000 (see page 56).

▪ WSHB Raeford, N. C.: Sold by Hoke Broadcasting Corp. to Friendly Broadcasting Corp. for $60,000. Friendly Broadcasting is owned by W. S. Wellons, Walter R. Guy, E. H. Phillips, Calvin S. Wellons and others. WSHB is on 1400 kc with 1 kw day and 250 w night. Broker: Chapman Co.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, *page 64*).

▪ WTUF Mobile, Ala.: Sold by John C. Smith to Wynnewood Acres Inc. for $140,000 plus assumption of $160,000 obligations. Wynnewood Acres is wholly owned by National Properties & Mining Co., which in turn is owned by M. A. Ripps, William T. Katrishen and Harry Gurwitch. All three men are in real estate in addition to owning National Properties & Mining. WTUF, founded in 1947, operates on 840 kc with 1 kw daytime.

▪ WFIA Louisville, Ky.: Sold by Producers Inc. to Radio 900 Inc. for $25,000 cash plus rental fees of $233,000 to be paid over 97 months with an option to buy after the 73d month for an additional $37,915. Radio 900 is owned by D. D. Kahle, Edwin Tornberg, Edward Wetter and others. Messrs. Kahle, Tornberg and Wetter all have interests in WBRI Indianapolis. Messrs. Kahle and Tornberg have interests in KBND Bend, Ore. Mr. Kahle has an interest in KLMR Lamar, Colo. Messrs. Kahle and Tornberg also own interests in several CATV companies. WFIA, founded in 1947, operates daytime on 900 kc with 1 kw.

▪ WNUW New Albany, Ind.: Sold by Kentuckiana Broadcasting Inc. to Shell Broadcasting Inc. for $185,000. Grady A. Sanders is principal owner of Shell Broadcasting and is also general manager of Kentuckiana Broadcasting. WNUW, founded in 1949, operates daytime on 1570 kc with 1 kw.

▪ KIMM Rapid City, S. D.: Sold by John L. Breece to James E. Taylor for $161,500. Mr. Taylor, until March of this year, was stockholder in KGFX Pierre, and was general manager of KEZU Rapid City, both South Dakota. He is presently in the summer-resort business. KIMM, founded in 1962, is daytimer on 1150 kc with 5 kw.

▪ WCSJ Morris, Ill.: Sold by Mr. and Mrs. Russell Armentrout to Grundy County Broadcasters Inc. for $105,000. Grundy County Broadcasters is composed of M. H. Stuckwish, David Sutton, James Murray and John Mazzotti. Mr. Stuckwish is president and general manager of KTIM Taylorville, Ill. WCSJ is 1550 kc daytimer with 250 w.

▪ KPIN Casa Grande, Ariz.: Sold by

John W. Parham to Casa Grande Broadcasting Inc. for $100,000. Casa Grande Broadcasting is owned by Bernard D. Bennett and Bonnie H. Emerson. Mr. Bennett is commercial manager for WTNS Coshocton, Ohio. KPIN operates on 1260 kc daytime with 1 kw.

COMMUNITY TELEVISION

▪ Houma, La.: Sold by Spencer Kennedy Laboratories Inc. to Entron Inc. for consideration in excess of $500,000. Houma CATV serves 1,000 subscribers with TV signals from New Orleans, Lafayette and Baton Rouge. This gives Entron interests in six CATV systems; the others: Carlsbad, N. M.; Wilmington and Jacksonville, both North Carolina; DuBois and Sharon, both Pennsylvania. Broker: Daniels & Associates.

▪ Woodward, Okla.: Sold by Roy L. Butcher to Oregon CATV for a sum reported to be in excess of $300,000. Oregon CATV is owned by the Memorial Drive Trust of the Arthur D. Little Co. Woodward CATV serves 2,500 subscribers with TV signals from Oklahoma City. Broker: Daniels & Associates.

▪ Del Rio, Tex.: Sold by Westex Cable Corp. to GenCoE Inc. Westex was owned by TeleSystems Inc. (Fred Lieberman and Jack Crosby). GenCoE, formed last month (BROADCASTING, June 20), is headed by Mr. Crosby and was the amalgamation of a number of Texas and other CATV systems. Acquisition of the Del Rio system, which serves 3,800 subscribers with TV signals from San Antonio, brings to 36,900 the total number of subscribers served by the GenCoE group; other systems: Tyler, Jacksonville, Abilene, Uvalde, Perryton, Sweetwater, all Texas; Casper, Wyo.; Gallup, N. M.; Moab, Utah, and Berlin and Ocean City, both Maryland. Consideration in the Del Rio purchase was not disclosed.

Mackay doesn't think CATV bill will pass in '66

Representative James A. Mackay (D-Ga.), a member of the House Commerce Committee, which has reported out a bill giving the FCC regulatory powers over CATV, (BROADCASTING, June 13) told the Georgia Association of Broadcasters last week that he did not expect the bill to pass Congress this session.

Addressing some 400 members at the association's annual convention at Jekyll Island, Ga., he also said the nation is in the midst of a communications revolution and that the CATV problem was one of those arising out of these conditions.

He described the committee's hearing on CATV as "confused" and "bitter" and added that about half of the committee members did not favor the bill finally reported. "The bill contained dangerous precedents by not allowing origination for programing on CATV," he said.

Representative Mackay also told the group of the committee's present involvement with traffic-safety legislation and praised broadcasters' efforts in promoting safety on the air through such innovations as traffic helicopter reports. He also praised the industry's role in disseminating governmental information, saying that without radio and television the country couldn't have representative government.

Hope and reality aren't always the same

A story about WACE Chicopee (Springfield), Mass., in the June 27 BROADCASTING inadvertently quoted a WACE official as saying that the May-June Pulse report for that market showed the station to be "No. 2 in the market and No. 1 adult." Actually, the May-June Pulse report for the Springfield area has not been published.

WACE General Manager Richard R. Ferry Jr., to whom the quotation was attributed, reported last week that what he had said was that a May-June Pulse had been taken and that he "hoped" it would show WACE in the positions quoted.

Pulse confirmed that in the latest Pulse report currently available, for November-December 1965, WACE's share of audience was approximately 9%, as reported. Pulse said that this made it No. 4 in the market on a 6 a.m. to 6 p.m. basis, or No. 3 if the computations were limited to the hours when WACE, a daytime station, was actually on the air.

Media reports . . .

Moving day ▪ Two New York divisions of the National Association of Broadcasters move over the July 4th weekend to new offices at 485 Madison Avenue 10022. The NAB code authority will be in Suite 1900; phone Plaza 9-7020. The NAB research department will be in Suite 1910; phone Plaza 2-8050.

ETV grants ▪ WHYY-TV Wilmington, Del., noncommercial station, received an unrestricted grant of $75,000 when Governor Charles L. Terry Jr. signed a bill providing the state's second donation to the station this year. The state grant will be augmented by the Ford Foundation which is matching

WAGA-TV's dedication draws assemblage of VIP's

Formal dedication of the new million-dollar Television Center of WAGA-TV Atlanta (BROADCASTING, June 20, 6) was attended by business, civic and broadcasting leaders.

To mark the occasion, the Storer Broadcasting Co. station issued a brochure "This Land," which gives the history and ownership of the building's land from early Indian times through the Civil War's battle of Atlanta to the present day. Reproduced are historical documents and artwork concerned with the land.

At a reception following the dedication, it was announced that WAGA-TV in late August would clear time for the *CBS Evening News With Walter Cronkite*. Mr. Cronkite (c) was on hand with George B. Storer Jr., (l) Storer, vice chairman of the board, and Stanton (Pete) Kettler, Storer president.

50% of all unrestricted contributions to WHYY-TV during 1966.

Successful campaign ▪ WQED(TV) Pittsburgh, educational station, reaped a record $300,000 from its fund campaign this year. Contributing to the success was the increase in the number of viewers, brought about by door-to-door, office-to-office solicitation by 7,000 campaign volunteers. The Ford Foundation played a significant role in the drive; it matched every dollar donated to WQED with 50 cents.

Demographic study ▪ A study of demographic characteristics of all markets in which Advertising Time Sales, New York, represents stations has been completed and is available on request. Audience groupings are presented along with national and regional market rankings by prime, early-evening and late-evening time.

KBS' big third ▪ Keystone Broadcasting System has completed a new market coverage study for its 1,180 affiliated radio stations saying these smaller markets account for one-third of the total population and $83 billion in annual retail sales.

Mediastat plans trial for new rating systems

Mediastat, which is making some changes in its two-media diary techniques immediately (BROADCASTING, June 27), is also going to try out some others for possible adoption later, including television-only and radio-only diaries.

Officials said last week that tests would start within about a week using a tandem system in which individual respondents will be given radio-only diaries first and then, when those are picked up or returned, TV-only diaries. Upon analysis and validation of the results, any changes that might be decided on would be made effective with Mediastat's October 1966 and February 1967 schedule of reports, according to present plans.

Mediastat authorities said the test stemmed from interest stirred by findings of the All-Radio Methodology Study (ARMS), which also contributed to the previously announced changes in diary type and in editing and other procedures.

Kaiser, Globe buy Boston area outlets

Kaiser Broadcasting Corp. and the Boston Globe Newspaper Co. have formed a new corporation, WKBG Inc., to acquire and operate WXHR-AM-FM-TV Cambridge-Boston. Edgar S. Kaiser is president of new firm and Davis Taylor of the Globe Co., is chairman of the board.

The Boston properties are being sold by Harvey Radio Laboratories for $1.75 million (CLOSED CIRCUIT, June 13). Frank Lyman is 92% owner of the Harvey company.

The acquisition of the properties, subject to FCC approvel, will give Kaiser its fifth major market UHF outlet, its second FM operation and its first AM. James T. Lynagh, formerly manager of Kaiser's WKBD(TV) Detroit and WKBS (TV) Burlington, N. J.-Philadelphia, will be manager of the Boston stations.

Kaiser also owns KMTW(TV) Corona-Los Angeles, which went on the air June 22, and KFOG(FM) San Francisco. It holds a construction permit for KHJK (TV) (ch. 44) San Francisco, which is scheduled to go on the air later in the year.

WXHR-TV (ch. 56) has been off the air since 1956. It has a construction permit for 191 kw visual and 38 kw aural. WXHR is a 250 w daytimer on 740 kc; WXHR-FM is on 96.9 mc with 50 kw.

Richard C. Block, general manager of Kaiser Broadcasting, called the new company a demonstration of "our great faith in the future of independent UHF." He said KBC's broadcasting background and the Globe Co's "unique position in the market . . . will provide a versatile base on which the company can grow and be of service."

NIAC extended for two years

The FCC announced last week that the National Industry Advisory Committee, emergency defense arm of the commission, will function for an additional two-year period ending June 30, 1968. The commission determined that the continued use of NIAC, initially formed in 1958 to advise the FCC on matters relating to emergency preparedness, would be in the public interest.

NIAC counsels the commission by developing and recommending plans for emergency communications systems and other procedures for which the FCC is responsible.

Eight regional Industry Advisory Committees, established to coordinate emergency communication activities among the states in each region, report to NIAC. Also advising NIAC are State Industry Advisory Committees representing each of 50 states, Guam, Puerto Rico, the Virgin Islands and the District of Columbia.

Membership in the various committees is restricted by executive order to "individuals actively engaged in operations in the particular industry concerned." All present appointments have been extended on an interim basis until Jan. 1, 1967, to provide time for a review of the various rosters.

Defense Commissioner Lee Loevinger last week expressed "sincere appreciation" to those members of the FCC's Broadcast Service, Safety and Special Radio Service and Common Carrier Service bureaus who have assisted the commission in emergency preparedness.

Examiner recommends revocation for WHHL

FCC Examiner Millard F. French has recommended the revocation of the license of WHHL Holly Hill, S. C.

Mr. French said that WHHL had made misrepresentations of material facts to the commission concerning ownership and control, had failed to file financial reports and had repeatedly violated technical operating rules. These facts, according to the examiner, are ample grounds for license revocation.

More serious and conclusive evidence, Mr. French said, is the fact that "all of these representations appear to have been made willfully, repeatedly and with a deliberate attempt to conceal from the commission the facts developed on the record."

Westinghouse plans Philadelphia conference

A four-day conference on urban affairs will be held under the auspices of the Westinghouse Broadcasting Co. in Philadelphia, starting Oct. 23.

Donald H. McGannon, president and chairman of the company, said the meeting has been designated as the Group W Philadelphia Public Service Conference. It will be the sixth conference organized by Westinghouse in the past eight years.

During the conference, a group of invited broadcasters from across the country will meet with specialists in education, urban renewal, civil rights, the arts, local, state and national government, sociologists and architects for a discussion on problems that confront urban America. The theme of the conference, according to Mr. McGannon, will be "The Unfinished American Revolution."

The majority of the sessions will be held at the Annenberg School of Communications of the University of Pennsylvania.

A tough decade can't be ignored

Court backs FCC ruling that WCKT's record since '57 be part of hearing

The U.S. Court of Appeals has ruled that a television station applicant who struggled 10 years for a grant and then was given a four-month license is entitled to have those four months of broadcast experience considered in a renewal hearing in which he faces a competing applicant. The court also held that the commission is not barred from considering the broadcaster's experience in the holdover period, either.

The court issued the ruling last week in affirming the commission's decision to renew the license of WCKT(TV) Miami. That decision had been appealed by Community Broadcasting Corp., which had been denied a competing application to build a station on channel 7 in Miami.

The principal issue in the case was the scope of the commission's discretion, in considering WCKT's broadcast experience, to weigh the licensee's operation of the station in a comparative hearing.

Filed in 1953 ▪ WCKT, which originally filed for the channel 7 facility in 1953, was awarded the grant by default in 1962 when the commission found three other applicants to be disqualified because of improper activities. However, the commission granted WCKT only a four-month license to permit an early reexamination of its qualifications.

The commission, in renewing WCKT's license and denying Community's competing application, made several favorable references to the experience of WCKT's owners in operating the Miami station. Community, in its appeal, said such consideration was unfair to it.

Community had argued that the four-month license constituted only a temporary grant of interim authority pending the completion of the comparative hearing. It also said that even if the commission could consider the station's experience during the license period, it was barred by its own rules from giving any weight to the holdover period, that period running from the expiration of the license until the start of the comparative hearing.

The court held, however, that the commission had attached no conditions to the four-month license and that, for the period of the grant, had found WCKT to be qualified, "like any other" licensee.

Furthermore, the court noted that, in another case involving a four-month licensee seeking renewal in a comparative hearing, it had upheld a commission decision that gave a licensee, WLBW-TV Miami, credit for broadcast "performance" (BROADCASTING, July 12). And in the WCKT case, the issue was merely "experience."

Deserves Consideration ▪ "Where a qualified applicant for a licensee has been compelled, by the moral shortcomings of his original competitors and of public servants themselves, to spend 10 years in the quest." the court said, "it is perhaps not arbitrary to suggest that, as against the new applicants who have been spared that frustrating and expensive experience, the commission may take note of the fact—for it is nothing more—that the four-months licensee has actually been operating the station."

The court went further and held that the commission was within its authority in considering the eight-month holdover period. A commission rule providing for operation by a station whose license has expired states that such operation in no way affects or limits commission action "with respect to any pending application or proceeding."

The court, however, said it was "not persuaded" that the rule bars the commission "completely from taking into account as broadcast experience" the station's holdover operation. "We are certainly not disposed to say that the construction which the commission has given its own rule in relation to this case has rendered its proceedings procedurally unfair," the court said.

Judge Carl McGowan wrote the decision in which Judges John A. Danaher and J. Skelly Wright joined.

Although the decision follows the line laid down in the WLBW-TV case, the tone of the language supporting the commission on the broadcast-experience question is stronger.

Accordingly, it will probably be cited by WFGA-TV Jacksonville, and WFTV(TV) Orlando, both Florida. Both face competition for their facilities on which they have been operating as a result of court orders directing the FCC to reopen the cases involving each and invite new applicants to participate. Although neither of the licensees had been tainted, the hearings in which both had been involved were among the rash of ex-parte cases that afflicted the commission in the late 1950's.

EIA plans CATV arm; Vendeland organizing

The Electronic Industries Association is planning to establish a section within its organization to deal with CATV matters.

The association, with headquarters in Washington and representing some 300 members, confirmed reports of such plans last week. It hopes to hold an organizational meeting in Washington sometime in the near future. Bob Vendeland of Dynair Electronics Inc. of San Diego, Calif., will be in charge of organizing the new group. A high officer from a firm within the CATV industry would be named later to serve as permanent chairman.

The group would function within the association's industrial electronics division, composed of about 60 member firms, some of them in the CATV industry. It would concern itself with governmental and congressional liaison. contacts between the CATV industry and TV manufacturers and exploration of future markets for the industry.

Plans to organize the CATV section were delayed by the association because of conditions within the CATV industry such as the recent court decision and congressional activity in the field. according to an association aide. However, plans will proceed and letters inviting manufacturers in the CATV field to the organizational meeting will be sent soon.

Technical topics . . .

Living color ▪ General Electric Co., Syracuse, N. Y., has received $1.05 million in recent orders for 15 PE-250, four-Plumbicon live color TV cameras. Four cameras each were purchased by WWJ-TV Detroit, WTIC-TV Hartford, Conn., and KHTV(TV) Houston and three cameras by WCCO-TV Minneapolis-St. Paul.

RCA color sale ▪ An $850,000-color broadcast equipment package has been ordered from RCA by Rust Craft Broadcasting, the manufacturer reported. Included are six high-band color TV tape machines (TR-70) for color originations and seven live color cameras (TK-42). Delivery of the recorders is expected in the spring of 1967, earlier for the live cameras. Rust Craft operates WROC-TV Rochester, N. Y.; WSTV-TV Steubenville, Ohio-Wheeling, W. Va.; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga., and WJKS-TV Jacksonville, Fla.

More sales ▪ Ampex Corp., Redwood City, Calif., has sold six VR-2000 high-band color Videotape recorders to TV stations owned by Screen Gems Inc. Two units each are going to KCPX-TV Salt Lake City, WVUE(TV) New Orleans and WAPA-TV San Juan, P. R. The purchases are said to represent a more than $500,000 investment. Deliveries are scheduled to begin this month.

Color TV in Alaska

KENI-TV Anchorage, Alaska brought color to an estimated 1,000 set-owners last month when its RCA color film chain was put into operation. On June 18, KENI-TV began broadcasting 40 film color shows per week. The number will be increased in the fall. KENI-TV (ch. 2) also increased its power from 5 kw to 27 kw. It expects color tape conversion units to be operative in October.

Power limit measure introduced in House

A resolution was introduced in the House of Representatives last week to urge the FCC to adopt no rulings permitting any radio station broadcasting in the standard band to operate with power above 50 kw.

Representative Edward J. Gurney (R-Fla.), introduced the resolution, said the FCC has under consideration eight applications from class 1-A clear-channel stations to increase their broadcast power from the present 50 kw to 500 kw and 750 kw.

There is one reason, he said, that stands out above all the rest why the FCC should not grant the power increase: These stations would increase their power and control over the communications industry along with their broadcasting power.

Economic control of the entire broadcasting industry by a few broadcasters would have serious implications for the entire nation, he commented. "For one thing, these superstations would be in a position to pirate advertising revenues from the smaller stations, rendering them weaker and weaker until they dropped one by one from competition. As this happened, the superpower stations would be in an even more dominant role in the medium of radio communications," he declared.

"We have only to look to many of the other nations in the world whose governments have been overthrown by the simple takeover of the communications systems to see what the centralization of power in the communications industry can mean politically," he said.

FINANCIAL REPORTS

Scripps-Howard quarters running ahead of '65

Scripps-Howard Broadcasting Co., New York, last week reported income gains in both the second quarter and the first half periods of fiscal 1966. Net income in a 12 weeks second quarter rose 8%, and during the 24 weeks climbed 22%.

Scripps-Howard's 1965 sale of WCPO-AM-FM Cincinnati to Danny Kaye and Lester M. Smith for $700,000 was reflected in the 1966 first half as "extraordinary credit" of $401,636 with $0.15 credited to the earned shares.

For the 12-weeks ended June 18:

	1966	1965
Earnings per share	$0.47	$0.44
Net operating revenues	4,433,934	4,137,333
Net income	1,227,425	1,133,263

For the 24-weeks ended June 18:

	1966	1965
Earnings per share	$0.89	$0.82
Extra credit	0.15	——
Net earnings per share	1.04	0.82
Net operating revenue	8,525,384	8,041,207
Income	2,308,504	2,126,239
Extra credit	401,636	——
Net income	2,710,140	2,126,239

Rollins net jumps 140% in fiscal year

Record revenues and earnings have been achieved by Rollins Inc., Wilmington, Del., for the year ended April 30. Revenues increased 65% and net income increased 140% compared with the previous year.

Rollins operates 11 radio and television stations, outdoor advertising plants in the U. S. and Mexico, a termite and pest control division, a pesticide firm, a building maintenance divi-

sion and citrus groves in south Florida.
For the year ended April 30:

	1966	1965
Earnings per share	$1.35	$0.58
Revenues	70,602,957	42,814,322
Net income	4,177,216	1,738,766

General Tire plans corporate shuffle

The General Tire & Rubber Co., Dayton, Ohio, last week proposed a plan under which a partially owned subsidiary of its RKO General division would acquire two other RKO subsidiaries, Frontier Airlines and Video Independent Theaters.

The acquiring RKO subsidiary is Citadel Industries, currently an inactive corporate shell, 67.4% owned by RKO General. If the proposed plan is successful, RKO's stock ownership of Citadel would rise to 92%, according to T. F. O'Neil, chairman of General Tire & Rubber. The plan must be approved by Citadel stockholders and various federal regulatory agencies.

Frontier Airlines is 56.2% owned by RKO General and serves 64 cities in western and southwestern states. Video Theaters is wholly owned by RKO General and operates 125 motion picture theaters in Oklahoma, Texas, New Mexico and Kansas. It is the largest owner of stock of the H&B American Corp., a Beverly Hills, Calif., operator of CATV systems, and owns Vumore Inc., an Oklahoma City CATV company.

Lamb escapes payment for paper profit

Edward H. Lamb, president of WICU-TV Erie, Pa., has been freed from paying more than $1 million in paper profit made in September 1955 in a transaction involving his conversion of some Lamb Industries Inc. preferred stock into common shares. Mr. Lamb acquired the shares in June of that year.

A U. S. District Court had ruled a year ago that Mr. Lamb in converting the stock was liable to the company for a profit of $1,297,419. This decision was reversed last week by a U. S. Appeals Court in New York. The lower court had ruled initially that Mr. Lamb must pay the penalty for an "insider" stock transaction in violation of securities laws that entitle a company to recover the profit made by an "insider" in any such transaction within a six-month period.

Mr. Lamb is chairman of Lamb Industries Inc. A shareholder had brought suit against him charging the industrialist had made a personal profit from a transaction that stemmed originally from Mr. Lamb's acquisition of Air-Way Industries, which later became Lamb Industries.

FANFARE

WADO to extol Spanish market's virtues

Macy's doesn't ordinarily go to Gimbels for help, but WADO New York, a Spanish-language station, will present institutional commercials on WNEW-TV New York to spotlight the accomplishments of the city's Spanish-speaking population.

Al Paul Lefton, New York, WADO's agency, is preparing commercials to educate viewers about Spanish New York's contributions in sports, the arts, labor and other areas. Sydney Kaveleer, WADO's vice president and general manager, pointed out that "the image of New York's Spanish-speaking population has not kept pace with the market's achievements."

WADO also was co-sponsor of the sixth annual Puerto Rico day parade in New York (June 26) and simultaneously covered the event for its own Spanish-speaking audience.

WPIX(TV) goes on tour

A nationwide tour of 10 major cities in the U. S. will be undertaken by officials of WPIX(TV) New York, from July 15 through Aug. 15 to acquaint advertisers and advertising agency executives with the station's prime-time 1966-67 schedule.

WPIX executives will give a presentation, "A Television Home of Your Own," before an invited list of clients and agencies in New York, Chicago, Los Angeles, San Francisco. St. Louis, Cincinnati, Detroit, Minneapolis, Boston and Philadelphia. Station officials who will participate in the presentation are Fred M. Thrower, president and general manager; E. Blaney Harris, vice president in charge of sales; Donald Stuart, national sales manager; Frank X. Tuoti, vice president in charge of sales development and Martin McAndrew, research director.

They will be supported by officials of Peters, Griffin, Woodward Inc., the station's national representative.

Foster forms PR firm

Mike Foster, who resigned as public relations vice president of ABC in April, has opened his own public relations business, with another former employer, the CBS-TV network, as his first client. Mr. Foster, who was a key public relations executive at CBS from 1946 until he moved to ABC in 1956, has been retained by CBS to make a six-week tour of the country, starting July 11, to promote that network's new fall schedule. He has also been signed by a plastics manufacturer for representation.

Drumbeats . . .

It's still BPA ■ Broadcasters Promotion Association (BPA) membership by a 52-to-4 vote elected to retain its present name. A committee had been delegated to find out if the membership favored a name change. According to committee chairman Arnie Kuvent, WGAN-TV Portland, Me., the consensus was that the BPA name appropriately described the association's function.

Young and brave ■ KOAM Pittsburg, Kan., raised more than $5,000 to send 7-year-old David Eugene Crowe to the White House to receive the Young American Medal for Bravery awarded by President Johnson. In December 1964, David rescued his three younger sisters from a fire that destroyed their home. At that time, David was blind in one eye. KOAM learned of his heroism and started the David Crowe fund for medical attention to restore the eye. Subsequently Governor William Avery nominated David for the award which is decided by the Department of Justice.

New name ■ Rogers & Cowan Inc., New York public relations firm, has changed its name to Rogers, Cowan & Brenner, Inc. Mrs. Teme C. Brenner, executive vice president, joined the firm in 1954 and was appointed vice president in 1963 when she became a stockholder.

Idea group sets dates ■ The 1967 convention of the International Broadcasters Idea Bank will be held in Leamington, Ont., and the promotion-exchange organization tentatively will meet in Sydney, Australia, the following year.

Blunt analogy ■ A youngster wearing a cement raincoat can't swim. A youngster who does not finish school can't keep afloat in today's world. This is the analogy that EUE/Screen Gems tries to draw in a 60-second spot produced for The Advertising Council. The spot was shot in various Los Angeles locations and featured a young actor trying impossible tasks such as swimming while wearing a cement raincoat. Foote, Cone & Belding Inc. is the volunteer agency for the campaign.

Spirit of '66 ▪ WBAL's Bob Callahan made a grandstand play at Baltimore's Memorial Stadium to prove he is the number one fan of the Orioles baseball team. He had boasted that he could do a 24-hour show, provided it didn't conflict with an Orioles game. Joe Bride, Orioles public relations director, challenged his devotion and offered him stadium facilities for the around-the-clock program. Mr. Callahan went one better: He stayed awake for 66 hours to correspond with the Orioles slogan "Spirit of '66." Stimulated only by coffee, juices, soft drinks, and a strict diet of steaks and salads, he attended every game. At other times, he set up shop in front of the stadium in a WBAL remote trailer.

New Name ▪ The Hollywood Advertising Club has changed its name to the Hollywood Radio and Television Society. Reason for the change: more than 90% of the club membership is in radio and TV. The change will not affect the club's close ties with either Advertising Association of the West or International Radio and Television Society.

Touche ▪ An antislumlord bill, originally proposed by R. Peter Straus, president of WMCA New York, has been signed into law by New York Governor Nelson A Rockefeller. The law holds the principals of slum housing corporations personally responsible for injury suffered by tenants.

Expansion in West ▪ Joe Wolhandler Associates Inc., New York public relations agency, has opened a West Coast office headed by Alfred E. F. Stern as vice president. The office is located at 9021 Melrose Avenue, Los Angeles.

INTERNATIONAL

U.S. and Mexico set meeting on treaty

The FCC announced last week that the U. S. and Mexican governments have scheduled their first formal meeting on revision of the bilateral agreement concerning use of the standard AM band on Sept. 6, 1966, in Washington. The two countries have also agreed on a draft agenda for the meeting, but details were not revealed by the commission.

The previous treaty on the use of the AM band, due to expire last month, has been extended to Dec. 31, 1967, to give time to negotiate a new agreement (BROADCASTING, April 18).

An informal discussion between representatives of government and industry will be held on July 11 at 10 a.m. in FCC room 7134 to develop positions to be taken at the September meeting. Composition of the official delegation and the tentative timetable for revision of the present agreement will also be discussed.

The FCC has invited all parties interested in the international regulation of the standard AM band to participate in the informal meeting. Those wishing to attend should send notice of their intention to Donald C. Kanode, room 8450, FCC, Washington, 20554.

Parliament opened to TV

The British House of Lords has authorized the televising of important parliamentary sessions. By a vote of 56 to 31 the House of Lords approved the measure. Only once before have TV cameras been allowed on the floor of the British Parliament. That was April 21, when the House of Commons recorded the summoning of its members to hear a speech given by Queen Elizabeth in the House of Lords.

Philippines color TV by fall

Color TV will begin in the Philippine Islands this fall, according to an agreement announced by RCA and the Bolinao Electronics Corp., Manila.

Eugenio Lopez Jr., president of Bolinao, said that his firm, which operates 19 radio stations and four TV outlets, will install RCA color equipment at DZAQ-TV Manila.

By November DZAQ-TV will broadcast color programs from slides and films and later will present live-color shows when increased viewership is established, Mr. Lopez said.

NBC International to help set up Vietnam TV

NBC International will assist the South Vietnamese government in creating a four-station national television network with the first station scheduled to go on the air about Oct. 15.

Under the project, being coordinated by the Joint U. S. Public Affairs Office in Saigon and the U. S. Information Agency in Washington, NBC International will supply managerial, technical and engineering services to the Vietnamese ministry of information. The firm will also train Vietnamese personnel to take over the stations as soon as possible. NBC International will manage, operate and maintain the system until that time.

The network will replace and expand the broadcasts made since early this year from a pair of U. S. Navy aircraft flying over the Saigon area.

Main facilities of the network will be located in Saigon with a second station planned for Can Tho to begin broadcasting in mid-December. Two other stations, whose locations will be determined later, will go into operation next spring and summer.

The Saigon center will consist of a 300-foot transmitter tower with 80-foot antenna, a building with two 25 kw RCA transmitters each with an effective radiated power of 300 kw and two other buildings for studio and administrative offices.

Plans call for film and tape to be flown from the Saigon headquarters to the three other stations. The U. S. also intends to supply 2,500 23-inch TV sets for distribution in schools, village squares and other public areas. Most of the viewing of the present broadcasts handled by the Navy planes is now performed in similar public locations in local villages.

The network will be used for school and adult education programs as well as cultural and informational purposes.

BROADCAST ADVERTISING


Mr. Fortis


Mr. Zabel

J. Gerald Fortis, copy supervisor, and **Donald D. Zabel,** executive producer, elected VP's of Needham, Harper & Steers, Chicago.

Charles N. Campbell, formerly supervisor of broadcast media at Campbell-Ewald Co., Detroit, named VP and assistant media director.

John Mercer, copy chief at Richard N. Meltzer Advertising, San Francisco, elected VP and associate creative director. **Robert B. England,** account executive, appointed senior account manager. **Allan Hayes,** art director, named senior art director.

Chester H. Roberts, head of Chester Roberts Associates, management consultant firm, joins Bliss/Grunewald, New York, as executive VP.


Mr. Roffis

Murray Roffis, former VP and media director, Norman, Craig & Kummel, New York, joins Sullivan, Stauffer, Colwell & Bayles Inc., same city, as VP and associate media director.

Randers Heimer, account supervisor of Palmer, Willson & Worden, New York, elected VP.

Roy C. Porteous, VP, central sales, CBS-TV, elected president of Broadcast Advertising Club of Chicago succeeding **H. W. Shepard,** Edward H. Weiss & Co. **Jacob Evans,** Television Bureau of Advertising, elected club's executive VP.

George S. Wallace Jr., director of marketing with Mangels Herold Co., Baltimore, joins Richardson, Myers & Donofrio Co., that city, as VP-marketing.

Geno Cioe, formerly sales manager at The Katz Agency, Detroit, named radio manager. **Richard W. Driscoll,** with Katz, New York, named sales supervisor of western stations, replacing **Gordon Gray,** who has resigned.

William E. Fischelis Jr., assistant media director of Al Paul Lefton Co., Philadelphia, named manager, media department, for agency's offices in Philadelphia, New York and Los Angeles.

Gene Reveles, on media staff of Erwin Wasey, Los Angeles, joins McCann-Erickson, same city, as associate media director. **Harry B. Cohen Jr.,** formerly with West, Weir & Bartel, New York, joins M-E, that city, as account director. **Kenneth F. Noble,** with M-E, Detroit, named account executive.

Jess A. Spier, account executive at WNEW-TV New York, for last three years, joins WNYS-TV Syracuse, as national sales manager, reporting to his former chief, John McArdle, general manager. Mr. Spier had been with Mutual and for 17 years with Hearst Newspapers in New York.

Peter Petronio, art director with LaRoche, McCaffrey and McCall, New York, joins The Marschalk Co., that city, as art director.

Edward C. Bowie, free-lance art director in New York, joins VanSant Dugdale and Co., Baltimore, as art director. **Richard M. Simmons,** free-lance producer-director, named radio and TV producer for VD&C, Baltimore. **J. Michael Wilson,** formerly media buyer for Al Paul Lefton Co., Philadelphia, joins VD&C, Baltimore, as media supervisor.

Luther R. Strittmatter, former VP and general manager of WICE Providence, R. I., appointed general sales manager for WSAI Cincinnati.

Richard M. Gary, former account executive, WPIX-FM New York, named sales manager.

Wayne Kilmer, former national sales manager of KIRO-AM-FM Seattle, appointed sales manager.

Frederick G. Neuberth, with Blair Radio, New York, joins Broadcast Communications Group, that city, as account executive.

David A. Greacen, account executive with KQV-AM-FM Pittsburgh, joins KDKA-AM-FM, that city, as account executive.

Edward J. Quinn, formerly with WMTV(TV) Madison, Wis., joins WVTV-(TV) Milwaukee, as account executive.

William S. Murray, sales service director of WKBD(TV) Detroit, named account executive.

Robert Riley, formerly account executive with WKYC-TV Cleveland, named account executive at Blair Radio, Detroit.


Mr. Lipsky

Bernard Lipsky, associate research director at Compton Advertising, New York, elected VP.

Ed Gardner, formerly with sales staff of KABL Oakland, Calif., appointed manager, AM Radio Sales Co., San Francisco.

E. Thomas Morrow, formerly in charge of Bozell & Jacobs office in Phoenix, joins Doyle Dane Bernbach, Los Angeles, as account executive.

John J. January, with WSIX-TV Nashville, appointed account executive.

William Pemble, free-lance writer, joins creative staff of Knox Reeves Advertising, Minneapolis.

George Ogren, with Metro TV Sales, New York, and **Jack Steng,** formerly media supervisor at Dancer-Fitzgerald-Sample, New York, join eastern sales division of H-R Television, that city.

William Sudbrook, account executive with American Research Bureau, Chicago, appointed to sales staff of

Advertising Time Sales, that city.

John R. Greenaway, former copy supervisor and writer at Rockwell, Quinn & Wall, joins Helitzer, Waring & Wayne, New York, as copywriter. **Isabelle Belman,** media assistant at HW&W, New York, named media estimator.

MEDIA

Robert B. Gregory, assistant to president of WILI Willimantic, Conn., named VP and station manager.

Don McDougald, WWNS Statesboro, elected president of Georgia Association of Broadcasters. Other officers elected: **Jim Murphy,** WBMK West Point, VP-radio; **Virgil Wolff,** WRDW-TV Augusta, VP-TV; and **Easther Pruett,** WTOC Savannah, treasurer.

Thomas R. Winkler, with WMAL-AM-FM-TV Washington, since 1952, appointed assistant to Charles M. Stone, manager of radio code of National Association of Broadcasters, Washington.

James G. Turpin, PR officer, Illinois Council for Branch Banking, appointed executive secretary of Illinois Broadcasters Association, working out of new office in Barrister building, 416½ South 7th Street, Springfield; phone 544-0401.

Ray Simmons, with KXLS(FM) Oklahoma City, appointed general manager.

Richard W. Pearson, commercial manager of WDSM-TV Superior, Wis., also appointed station manager.

Rita Walby, assistant news supervisor, Michigan Bell Telephone Co., elected president of Detroit chapter of American Women in Radio and Television. **Flora Paulin,** CKLW-TV Windsor, Ont.-Detroit, elected VP. **Audrey Biel,** Detroit Public Library, elected secretary, and **Martha Dixon,** WJIM-TV Lansing, Mich., treasurer.

Linden Fisher, with noncommercial KRWG(FM) University Park, N. M., named staff manager, succeeding **Monty Stanford.**


Mr. Cahan

Herbert B. Cahan, area VP for WJZ-TV Baltimore, appointed chairman of Maryland's Educational-Cultural Television Commission by Governor J. Millard Tawes. **Fred I. Archibald,** former publisher of *Baltimore News American,* named vice chairman.

Roland Galli, owner-manager of food market in San Francisco, appointed merchandising director for KGO San Francisco.

Dixon Lovvorn, program director of WIS-TV Columbia, S. C., named senior administrator and director of programs and public relations at WSFA-TV Montgomery, Ala.

Collins to join law firm

LeRoy Collins, former president of National Association of Broadcasters, resigns as undersecretary of commerce, effective Oct. 1. He will become partner in Tampa, Fla., law firm of Fowler, White, Gilen, Humkey and Trenam. Former Florida governor will seek Democratic nomination for Florida Senate seat held by George Smathers (D) in 1968.

PROGRAMING

David Ossman, senior executive producer for Pacifica Foundation-operated KPFK(FM) Los Angeles, appointed assistant to Harve Bennett, ABC-TV VP in charge of programing, West Coast.

Charles T. Atkins, with ABC Films, Atlanta, named southern division manager.

Ray Stark, executive VP and production head of Seven Arts Productions Ltd., resigns. He will continue as company's consultant while devoting time to personal motion picture and Broadway play projects.

Bertram Berman named producer of *The Doctors,* NBC-TV daytime series. Mr. Berman's own production company, Hyperion Productions, will move from Los Angeles to New York.

Mort Rosenman, formerly program director and executive producer at WBKB-TV Chicago, joins WKBS(TV) Burlington, N. J.-Philadelphia, as program director.

Robert C. Wisnewski, production supervisor at WIS-TV Columbia, S. C., named program director.

Jim Brand, program director of WAKY Louisville, Ky., appointed national director of programing for parent LIN Broadcasting Corp., Nashville.

Bob Osborne, music director at WIL St. Louis, named program director.

Harry Koplan, supervisor of daytime programing for Screen Gems, New York, also assigned to develop game and audience participation programs for SG. **Charles Marquis Warren,** radio-TV producer and director, named executive producer for SG's *Iron Horse.*

Wayne T. Upchurch, with WGHP-TV High Point, N. C., joins WBTV(TV) Charlotte, N. C., as producer-director.

L. Barry Bernard, southern division manager for Independent Television Corp., New York, named account executive for Embassy Pictures Corp. Television, that city.

Charles Berry, supervisor of film and videotape department of WJZ-TV Baltimore, appointed operations manager. **Eric Underwood,** chief news cameraman, named special projects producer.

Dave Slater, with KVTV(TV) Sioux City, Iowa, appointed operations director.

Al Blanco, member of sales/service staff of DeLuxe Laboratories Inc.'s General Film Laboratories division, named to newly created post of production supervisor of West Coast plant of DeLuxe.

Leonard Blondy, staff director of WJRT-TV Flint, Mich., named assistant production supervisor.

Bill Ward, production director of KBOX Dallas, named operations director.

Eleanor Wilkins, known as Martha Duncan on *The Homemaker's Half Hour* on WOI Ames, Iowa, since 1939, retired July 1.

Robert B. Walsh, former county agricultural agent, Johnson county, Tex., appointed farm director, WBAP Fort Worth.

Reginald Dunlap, production assistant for Jefferson Productions, Charlotte, N. C., named production supervisor.

NEWS

Edmund Dorsey, newsman with WIND Chicago, named Saigon correspondent for Westinghouse Broadcasting Co. radio-TV stations.

Richard K. Swicker, formerly with National Educational Television, New York, named associate producer-director for ABC-TV's African project. **Bob Young,** correspondent for ABC News, New York, named correspondent in London.

Fred A. Parker, United Press International's regional executive for Tennessee, appointed sales manager for UPI's southern division in Atlanta. **Allen Green,** bureau manager in Chattanooga, succeeds Mr. Parker. **William O. Tome,** regional executive for Alabama and Mississippi, named regional executive for North Carolina. **John F. Hussey,** bureau manager at Mobile, Ala., succeeds Mr. Tome. **Bill F. Middlebrooks,** regional executive for North Carolina, named to New York national news desk.

Mal Barnett, WHIS-TV Bluefield, elected president of West Virginia AP Broadcasters Association.

Nazaret Cherkezian, director of information services for National Educational Television, New York, named executive producer of *News in Perspective.*

Cliff Hendrix, general manager of KCSJ Pueblo, Colo., elected chairman of Colorado Associated Press Broadcasters Association.

Norman Young, WSOC-AM-TV Charlotte, elected president of AP Broadcasters Association in North Carolina.

Leo Morris, KVWO Cheyenne, re-elected president of Wyoming AP Broadcasting Association.

Tim O'Donnell, night news editor for WPIX-FM New York, appointed news director, replacing **Paul Lockwood,** who joins WNEW, that city.

Art Wilson, with KGLD(TV) Garden City, Kan., appointed news director, succeeding **Vern Popp,** who joins news department of KCKT(TV) Great Bend, Kan. Both stations are owned by Kansas State Network Inc.

Dick White, newsman with WCCC Hartford, Conn., appointed news editor with WPOP, that city.

Jack Smith, senior editor with XTRA Tijuana, Mexico, named news director, KLIV San Jose, Calif.

Jack D. Fox, news assignment manager for WCBS-TV New York, joins news department for KNXT(TV) Los Angeles as assignment editor.

Jim Kerlin, news editor at WJXT(TV) Jacksonville, Fla., joins WPDQ, that city, in same capacity.

Stan Martyn, with WIP-AM-FM Philadelphia, joins WNEW New York, as correspondent.

Pete Nolan, news director of WHLD Niagara Falls, N. Y., joins news staff of WKBN-TV Youngstown, Ohio.

Dick Gray, news editor at WGST Atlanta, joins news department of WAII-TV, that city.

FANFARE

James J. Cassidy and **William A. Durbin,** senior VP's at Hill and Knowlton, New York, elected executive VP's.

Dan S. Blumenthal, former executive VP, David O. Alber Associates, New York, joins Rogers & Cowan, same city, as VP in corporate and financial division.

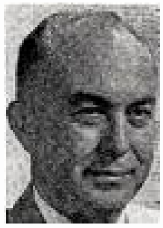
Richard W. Worth, promotion manager for WTTV(TV) Bloomington-Indianapolis, joins WKBD(TV) Detroit, as promotion director.

William G. Moore, VP-international of BBDO, New York, named director of department of promotion of Executive Council of National Episcopal Church, that city.

Frederick Jacobi, director of special projects in development department of National Educational Television, New York, named director of information services. **John R. Wilson Jr.,** editorial supervisor in office of information services, named assistant director.

EQUIPMENT & ENGINEERING

John L. Buchanan, VP of American Cable Television, Phoenix, resigns to pursue his own business interests.



Mr. Leverenz

Mr. Holmes

Humboldt W. Leverenz, associate director of RCA Laboratories at David Sarnoff Research Center, Princeton, N. J., named staff VP, research and business evaluation. **Ralph S. Holmes,** formerly director of special projects laboratory, named staff VP, communications research. **Harry F. Olson,** head of RCA's acoustical research activities, named staff VP, acoustical and electromechanical research. **William M. Webster,** director of electronic research laboratory, named staff VP, materials and device research. **Andrew L. Hammerschmidt,** manager, operations plans, for RCA broadcast and communications products division, Camden, N. J., appointed manager of newly formed electronic recording products department.

W. Lawton Metcalfe, maintenance supervisor of WTVT(TV) Tampa-St. Petersburg, Fla., named chief engineer, succeeding **William U. Witt Jr.,** who becomes director of engineering of WVTV(TV) Milwaukee.

Raymond Colvin, with WJAR-TV Providence, R. I., retires after 13 years as engineering transmitter supervisor. He will remain as consultant to Outlet Co., owner of WJAR-TV.

James I. Stultz, formerly with Ampex Corp., New York, appointed marketing manager of Moseley Associates Inc., Santa Barbara, Calif.

Martin B. Shellenberger, with entertainment products division of Sylvania Electric Products, Batavia, N. Y., appointed merchandising manager.

ALLIED FIELDS

A. Bruce Matthews, VP-financial of Communications Satellite Corp., Washington, also named treasurer. **Lewis C. Meyer,** former treasurer, named director of procurement and contracting. **J. Robert Loftis,** former administrative assistant to secretary of defense, appointed director of organization and manpower planning for Comsat. **Robert E. Button,** former special assistant to chairman, appointed director of policy planning. **Donald E. Greer,** former assistant to president, appointed headquarters executive officer.

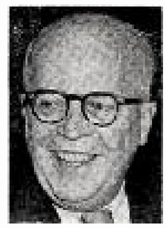
Maj. Gen. William T. Smith, deputy director of J-6 (communications-electronics), Joint Chiefs of Staff, named chief of staff of Defense Communications Agency.

Brick Rider, former director of news and programs for WRVA Richmond, Va., appointed director of research and information for City of Richmond.

INTERNATIONAL

Willard Benner, former senior VP and associate creative director, Ted Bates & Co., New York, joins international division of Foote, Cone & Belding, Brussels, as VP and European creative coordinator.

DEATHS



Mr. Hanrahan

James C. Hanrahan, 62, broadcasting pioneer and director emeritus of Scripps-Howard Broadcasting Co., died June 27 at his home in Palm Beach, Fla. Mr. Hanrahan was first employe in 1935 of Continental Radio Co., predecessor of Scripps-Howard Broadcasting. From 1947 to 1964 he was general manager of WEWS(TV) Cleveland. For many years he was VP and member of board of directors of Scripps-Howard Broadcasting. He is survived by his wife, Mildred, daughter and son.

Gordon E. Taylor, 61, senior VP of Reincke, Meyer & Finn, Chicago, died June 21 in Passavant hospital in Chicago. Surviving are his wife, Christine, daughter and son.

Mr. Guth

Raymond E. Guth, 42, general manager of WOC-AM-FM-TV Davenport, Iowa, died suddenly at his home June 25 of apparent heart attack. He is survived by his wife, Lenore, daughter and son.

Herbert N. Meyer, 43, sales presentation writer for CBS-TV's market planning department, New York, died June 22 in White Plains, N. Y., after long illness. He is survived by his wife and three children.

Candy Newman, 21, daughter of Ruth Lyons of WLW Cincinnati, died at sea June 19 while returning from European vacation with her parents. Miss Lyons' husband, Herman Newman, also survives.

George H. Knott, 60, VP of Albert Frank-Guenther Law, Chicago, died June 25 of heart ailment in Skokie Community hospital, Skokie, Ill.

Carl Irving Wheat, 73, special telephone rate attorney with FCC in 1936-37, died June 23 at his home in Menlo Park, Calif., following cerebral hemorrhage. He is survived by his wife, Helen.

Gregson T. Pullen, 16, son of Weston C. Pullen Jr., VP of broadcasting operations for Time Inc., and president of Time-Life Broadcast Inc., died June 25. in automobile accident in Fairfield. Conn.


Mr. Cook

Kenneth H. Cook, 59, chief engineer at KTVH(TV) Hutchinson-Wichita, Kan., died June 17 in Hutchinson. Mr. Cook became chief engineer in 1955. He is survived by his wife, Nancy, and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 23 through June 29, 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

*Wailuku, Maui, Hawaii—University of Hawaii. Granted CP for new VHF on channel 10 (192-198 mc): ERP 30.9 kw vis., 6.17 kw aur. Ant. height above average terrain 5,940 ft., above ground 47 ft. P.O. address: c/o Robert M. Reed, 1776 University Avenue, University of Hawaii, Honolulu. Estimated construction cost $167,101; first year operating cost $12,000. Geographic coordinates 20° 42′ 40″ north lat., 156° 15′ 34″ west long. Studio location Wailuku, trans. located approx. 20 miles S.E. of Wailuku. Type trans. GE TT-50B; type ant. RCA TF-6AH. Legal counsel Cohn & Marks, Washington; consulting engineer W. J. Kessler, Gainesville, Fla. Station to be licensed and operated by University of Hawaii for Hawaii ETV Council. Station would be satellite of ETV channel 11. Honolulu, applied for Aug. 1965 by University of Hawaii. Action June 27.

Lead, S. D.—Duhamel Broadcasting Enterprises. Granted CP for new VHF on channel 11 (198-204 mc); ERP 50 kw vis., 7.5 kw aur. Ant. height above average terrain 1,946 ft., above ground 576 ft. P.O. address c/o Helen S. Duhamel, Box 1752, Rapid City, S. D. 57701. Estimated construction cost $200,410; first year operating cost $24,500; revenue not listed. Trans. location Lead; station to be satellite of KOTA-TV Rapid City, S. D. Geographic coordinates 44° 19′ 40″ north lat., 103° 50′ 07″ west long. Type trans. RCA TT-5BH, type ant. RCA TF-12AH. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Duhamel Broadcasting is owned 66.7% by Helen S. Duhamel and is licensee of KOTA-AM-TV Rapid City, S. D., and KDUH-TV Hay Springs, Neb. Action June 29.

APPLICATIONS

Richmond, Ind.—Communications Corporation of Indiana UHF channel 43 (644-650 mc); ERP 694 kw vis., 138 kw aur. Ant. height above average terrain 557 ft., above ground 546 ft. P.O. address: c/o John E. VonPein Jr., Box 1020, Richmond 47347. Estimated construction cost $620,000; first year operating cost $180,000; revenue $190,000. Studio and trans. both to be located in Richmond. Geographic coordinates 39° 55′ 23″ north lat.; 84° 54′ 39″ west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Smith and Pepper, consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: John E. VonPein Jr., James M. Hardin, John E. VonPein Sr., Victor Jose, William Hardin, James E. Carter, Ralph R. Pyle Jr., Willard G. Bowen, Russell L. Commons, Clifford J. Dickman, Steven Okel, Glen A. Ramsdell, Richard Rucoba, Robert E. Miller, Loren W. Ake (each 6.06%), Ben Karns, Richard M. Norman and Vernon E. Murphy (each 3.03%). Mr. Pyle films news films for some TV's in area. None of other principals have broadcast interests. Ann. June 24.

*Las Vegas—Clark County School District VHF channel 10 (192-198 mc); ERP 107 kw vis., 21.4 kw aur. Ant. height above average terrain 3,764 ft., above ground 90 ft. P.O. address: c/o David A. Sands, 2832 E. Flamingo Rd., Las Vegas 89109. Estimated construction cost $720,779; first year operating cost $969,227. Studio to be located in Las Vegas, trans. to be located on Potosi mountain. Geographic coordinates 35° 57′ 33″ north lat., 115° 30′ 00″ west long. Type trans. GE TT-530-B; type ant. RCA TF-6AH. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Hammett & Edison, San Francisco. To be administered by board of education. Ann. June 28.

Existing TV stations

ACTION BY FCC

■ By memorandum opinion and order and notice of proposed rulemaking, commission (1) denied petition by Ohio Radio Inc., for rulemaking to assign UHF TV channel 41 to Findlay, Ohio, and (2) invited comments on proposal to assign channel 65 to Defiance, Ohio. Channel allocations cannot be made at both Defiance and Findlay without changes in assignments elsewhere in present table of assignments adopted in fifth report and order in Doc. 14229. Through use of electronic computer, commission found that only available channel, channel 65, will not comply with required minimum geographic separations if assigned at standard reference point, but would comply at Defiance where it would offer possibility of local service to four small but important communities in northwestern Ohio. Action June 29.

New AM stations

ACTIONS BY FCC

Eatonton, Ga.—Eatonton Broadcasting Co. Granted CP for new AM on 1520 kc, 500 w, D. P.O. address c/o Lawrence S. Lane, 2209 Vireo Drive, North Augusta, S. C. Estimated construction cost $11,900; first year operating cost $20,000; revenue $36,000. Principals: Lawrence S. Lane and Paul J. Wolfe Jr. (each 50%). Messrs. Lane and Wolfe are announcers for WRDW Augusta, Ga. Action June 24.

Pickens, S. C.—Pick Radio Co. Granted CP for new AM on 1540 kc, 1 kw, D. P.O. address 210 Pecan Street, Johnston, S. C. Estimated construction cost $14,995; first year operating cost $33,600; revenue $40,000. Principals: Frank D. Ferguson Jr. (75%) and Franklin D. R. McClure (25%). Mr. McClure is 25% owner of Edgefield-Saluda Radio Co., licensee of WJES Johnston, and is general manager of station. Mr. Ferguson is attorney. Action June 29.

APPLICATIONS

Noblesville, Ind.—White River Radio Corp., 1110 kc, 1 kw, DA-D, D. P.O. address: c/o Dr. Wendell Hansen, Rt. 4, Box 26B, Noblesville 46060. Estimated construction cost $36,334; first year operating cost $49,500; revenue $56,000. Principals: Wendell and Eunice Hansen (51.7%), Evelyn Whitford (9.37%), Glenn H. McHatton (5.35%) and others. Mr. Hansen is ⅓ owner of WMNE Menomonie, Wis. Mr. McHatton is teacher and pastor. Mrs. Whitford is ⅓ owner of WMNE Menomonie and also is in fruit business. Ann. June 23.

Lorain, Ohio—Sanford A. Schafitz 1380 kc, 500 w D. P.O. address: c/o WFAR, 306 Hoelzle Rd., Farrell, Pa. Interim operation of WWIZ Lorain. Ann. June 10.

Gilmer, Tex.—James Robert Curtis Jr. and Elizabeth Curtis Meredith 1060 kc. 10 kw D. P.O. address: 2118 East Marshall Rd., Longview, Tex. 75601. Estimated construction cost $89,000; first year operating cost $72,000; revenue $72,000. Mr. Curtis is student and Mrs. Meredith is housewife. Neither have other broadcast interests. Ann. June 27.

Superior, Wis.—C & H Radio Broadcasting Corp. 1320 kc, 1 kw D. P.O. address: c/o Patrick J. Hogan, 1605 Pioneer Bldg., St. Paul 55101. Estimated construction cost $4,500; first year operating cost $25,000; revenue $28,000. Principals: Gregory A. Christenson and Patrick J. Hogan (each 50%). Mr. Christenson is owner of insurance agency. Mr. Hogan is announcer with

PROFESSIONAL CARDS

Service Directory

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 30

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's	for new stations
AM	4,052	18	78	388
FM	1,482	26	231	232
TV-VHF	472	21	22	181[1]
TV-UHF	90	32	95	......

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 30

	VHF	UHF	Total
Commercial	517[2]	214	731
Noncommercial	70	69	139

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
Applicatons 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.

KSTP St. Paul. Neither have other broadcast interests. Ann. June 23.

Existing AM stations

ACTIONS

■ By memorandum opinion and order, commission (1) approved agreement whereby Pick Radio Co. will pay Tri-County Broadcasting Corp. of Clemson, S. C., $790 as part of latter's expenses in seeking new daytime AM to operate on 1540 kc at Clemson, with Tri-County amending to specify 1560 kc, and, in consequence, (2) granted Pick's application for new daytime station on 1540 with 1 kw at Pickens, S. C. Action June 29.

KSMK Pasco, Wash. — Granted CP to change site and location to Kennewick; conditions. KSMK is licensed on 1340 kc., 250 w-N, 1 kw-LS. Action June 29.

WWBD Bamberg, S. C.—Granted CP to change ant.-trans. location and city designation to Bamberg-Denmark. WWBD is licensed on 790 kc, 1 kw, D. Action June 29.

WCHS Charleston, W. Va.—Granted CP to change site and DA system; conditions and without prejudice to any action commission may deem necessary as result of its final determination on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J. WCHS is licensed on 580 kc, 5 kw, DA-N, U. Action June 29.

■ Commission denied petition by Harrington Broadcasting Co. for expedited consideration of its application for new AM to operate on 1110 kc, 10 kw, DA, D in New Petoskey, Mich. Action June 29.

APPLICATIONS

KVON Napa, Calif.—CP to increase daytime power from 1 kw to 5 kw; make changes in daytime DA system; install new trans. Ann. June 28.

WVGT Mount Dora, Fla.—CP to increase power from 1 kw to 10 kw; and install new trans. Ann. June 28.

WDOG Allendale, S. C.—CP to increase power from 500 w to 1 kw. Ann. June 24.

KAND Corsicana, Tex.—CP to increase day power from 250 w to 1 kw; install new trans. Ann. June 23.

New FM stations

ACTIONS BY FCC

Carrollton, Ala.—P. M. Johnston, R. E. Hook and Carl Sauceman d/b as Pickens County Broadcasters. Granted CP for new FM on 94.1 mc, channel 231, 27.7 kw. Ant. height above average terrain 205.2 feet. P.O. address: Box 309, Aliceville, Ala. Estimated construction cost $37.904; first year operating cost $12,200; revenue $15.000. Mr. Hook owns 75% of WRES-AM-FM Russellville, Ky.; 44% of WRAG Carrollton, Ala.; 70% of WMGO Canton, Miss.; 38% of WDAL Meridian, Miss.; 68% of WKIZ Key West, Fla.; 50% of WELZ Belzoni, Miss., and 55% of WMAG-AM-FM Forrest, Miss. Mr. Sauceman has 8% interest in WDAL and 10% interest in WRAG. Action June 29.

Conway, Ark.—Brown Broadcast Inc. Granted CP for new FM on 105.1 mc, channel 286, 27.2 kw. Ant. height above average terrain 148 ft. Estimated construction cost $23,791; first year operating cost $15,000; revenue $17,000. P.O. address: c/o Mr. Robin Brown, 1520 S. Boulevard, Conway 72032. Principals: Robin and Marjorie W. Brown jointly. Brown Broadcast is licensee of KVEE Conway. Action June 24.

Norwich, Conn.—WICH Inc. Granted CP for new FM on 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Richard Reed, Box 551, Norwich, Conn. 06361 Estimated construction cost $37,000; first year operating cost $12,000; revenue not stated. WICH is owned by The Hall Syndicate Inc., New York distributors of syndicated newspaper columns and majority stockholder of WMMW Meriden, Conn. Action June 23.

Grayson, Ky.—Carter County Broadcasting Co. Granted CP for new FM on 102.3 mc, channel 272, 1.45 kw. Ant. height above average terrain 410 ft. P.O. address Morris R. Shufflebarger, Box 247, Grayson, Ky. Estimated construction cost $13.258; first year operating cost $7,200; revenue $11,500. Principals: Harold E. Shufflebarger (74.14%), W. Lowell Gearhart (17.13%), George M. Hogg (8.73%). Principals have no other broadcast interests. Action June 24.

Ste. Genevieve, Mo.—Donze Enterprises Inc. Granted CP for new FM on 105.7 mc, channel 289, 27.3 kw. Ant. height above average terrain 320 ft. P.O. address c/o Elmer L. Donze, Box 428, Ste. Genevieve, Mo. 63670. Estimated construction cost $24,748; first year operating cost $24,000; revenue $30,000. Principals: Elmer L. Donze (99.88%) and Alek Schwent (0.12%). Donze Enterprises owns KSGM Ste. Genevieve. Action June 24.

Robstown, Tex.—Coastal Bend Broadcasting Corp. Granted CP for new FM on 99.9 mc, channel 260, 40 kw. Ant. height above average terrain 183 ft. P.O. address: Box 908, Robstown 78380. Estimated construction cost $19,167; first year operating cost $6,500; revenue $12,200. Coastal Bend is owner of KROB Robstown. Action June 23.

APPLICATIONS

Billings, Mont.—Meyer Broadcasting Co. 93.3 mc, channel 227, 26.3 kw. Ant. height above average terrain minus 69 ft. P.O. address: c/o William A. Ekberg, 200½ Fourth St., Bismarck, N.D. 58501. Estimated construction cost $33,786; first year operating cost $20,000; revenue $12,500. Principals: Marietta M. Ekberg (99.2%) and William Ekberg (.8%) Meyer Broadcasting is licensee of KFYR-AM-FM-TV Bismarck, KMOT-TV Minot, KUMV Williston, all North Dakota; KOYN Billings, and applicant for new FM in Minot, N.D. Ann. June 27.

Oklahoma City—Great Empire Broadcasting Corp. 98.9 mc, channel 255 100 kw. Ant. height above average terrain 269 ft. P.O. address: c/o David J. Lynch, Box 1926, Oklahoma City 73101. Estimated construction cost $35,235; first year operating cost $12,380; revenue $15,000. Principals: Little Rock Great Empire Broadcasting Inc. (100%), wholly owned by Berniece L. Lynch. Great Empire is licensee of KBYE Oklahoma City. Little Rock Great Empire is licensee of KXLR North Little Rock, Ark. Ann. June 27.

Ownership changes

ACTIONS BY FCC

WTUF Mobile, Ala.—Granted transfer of control of licensee corporation Radio Mobile Inc. from John C. Smith to Wynnewood Acres Inc., owned 100% by National Properties and Mining Co., which in turn is owned by M. A. Ripps (50%), William T. Katrishen and Harry Gurwitch (each 25%). Messrs. Ripps, Katrishen and Gurwitch are all in real estate. They have no other broadcast interests. Consideration $140,000 and assumption of $160,000 obligations. Action June 27.

WJHO Opelika, Ala.—Granted assignment of license from Yetta G. Samford Jr., Lurline Shealy, executrix of estate of C. S. Shealy, deceased, Thomas D. Samford III, individually and as agent for William Samford and Aileen M. Samford, Miles Ferguson and John E. Smollon (each 20%). db/as Opelika-Auburn Broadcasting Co. to John E. Smollon, Miles Ferguson, Yetta G. Samford Jr., Thomas D. Samford III, individually and as agent for William Samford and Aileen M. Samford and Clement C. Torbert Jr., co-executor of estate of C. S. Shealy, deceased, db/as Opelika-Auburn Broadcasting Co. Mrs. Lurline Shealy died and co-executor of her husband's estate became executor. No financial consideration. Action June 28.

KPIN Casa Grande, Ariz.—Granted assignment of license from John W. Parham to Casa Grande Broadcasting Inc. Casa Grande Broadcasting Inc. is owned by Bernard D. Bennett (51%) and Bonnie H. Emerson (49%). Mr. Bennett is presently sales manager of WTNS Coshocton, Ohio and Mrs. Emerson is owner of vacation resort. Neither has any other broadcast interest. Consideration $100,000. Action June 24.

KENT Prescott, Ariz.—Granted assignment of license from Ira G. McCormack Jr. db/as Prescott Broadcasting Service to Central Arizona Broadcasting Inc. Central Arizona Broadcasting Inc. is licensee of KDOT Scottsdale, Ariz., and has filed for CP for new FM in Scottsdale. Consideration $20,000. Action June 24.

KHOW Denver—Granted assignment of license from TCA Broadcasting Corp. to Trigg-Vaughn Stations Inc., owned by Cecil L. Trigg (20.27%), Jack C. Vaughn (30.62%), and Grady H. Vaughn (30.61%). TCA Broadcasting is wholly owned subsidiary of Trigg-Vaughn Stations. No consideration. Trigg-Vaughn Stations own KOSA-TV Odessa, KROD-AM-TV El Paso, KITE Terrell Hill, all Texas, and KDEF-AM-FM Albuquerque, N. M. Action June 28.

WNUW New Albany, Ind.—Granted assignment of license from Kentuckiana Broadcasting Inc. to Shell Broadcasting Inc. owned by Grady A. Sanders (86%) and others. Mr. Sanders is general manager of Kentuckiana Broadcasting Inc., licensee of WNUW New Albany. Consideration $185,000. Action June 23.

WFIA Louisville—Granted assignment of license from Producers Inc. to Radio 900 Inc. Radio 900 is owned by Dougles D. Kahle, Edwin Tornberg and Edward Wetter (each 28.3%), Lasar Lowenstein (10%) and Robert Hickling (5.1%). Mr. Kahle is executive and stockholder of KLMR Inc., Lamar, Colo.; Radio One Five Hundred Inc., Indianapolis; KBND Inc., Bend, Ore.; Media TV Cable Systems Inc., Lamar, Colo.; Multi-Pix Inc., Pacific Grove, Calif., and Multi-Pix of Idaho Inc., Pacific Grove, Calif. Mr. Tornberg is 100% stockholder of Edwin Tornberg & Co., New York; and executive and stockholder of Radio One Five Hundred Inc., Indianapolis; KBND Inc., Bend, Ore.: Multi-Pix Inc., Pacific Grove, Calif., and Multi-Pix of Idaho, Pacific Grove, Calif. Mr. Wetter is executive and stockholder of Radio One Five Hundred, Indianapolis. Mr. Hickling is stockholder of Radio One Five Hundred, Indianapolis. Mr. Lowenstein is in restaurant business. Consideration $25,000 plus $3,500 per month for 30 months and $2,000 for next 64 months with option to buy station after 73rd month for $37,915. Action June 22.

WDSU-AM-FM-TV New Orleans—Granted assignment of license from Royal Street Corp., Delaware corporation, to Royal Street Corp., as Louisiana Corporation. No ownership change. Assignment is to change corporate domicile from Delaware to Louisiana. Action June 23.

WTYM East Long Meadow, Mass.—Granted acquisition of negative control of New England Radio Corp., 87% owner of licensee corporation Executive Broadcasting Corp., by Michael Schwartz and Donald L. Wilks (none before, each 50% after) through purchase of stock from Peter B. Matthews (100% before, none after). Consideration $10,000. Action June 28.

WGUY Bangor, Me.—Granted 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. Action June 28.

WTFN Franklin, N. H.—Granted acquisition of positive control of permittee corporation Franklin Broadcasting Corp. by Eugene W. Clark (50% before, 51% after) through issuance of stock by permittee corporation to Eugene W. Clark. No other ownership change. Assignment is of unissued stock to be issued to Mr. Clark for engineering services rendered. Messrs. Craver and Fitch each respectively continue to hold 30% and 19% of stock. No consideration. Action June 28.

KDEF-AM-FM Albuquerque, N. M.—Granted assignment of licenses from Television Properties Inc., to Trigg-Vaughn Stations Inc. Television Properties is owned 82% by Jack and Grady H. Vaughn and Cecil Trigg. Consideration $10,000. Action June 23.

KREK Sapulpa, Okla.—Granted assignment of license from W. M. Brubaker and Victor Wickersham to Radio Station KREK Inc., owned ⅔ by Victor Wickersham and ⅓ by M. Brubaker. No consideration. Action June 24.

KYLE-FM Temple, Tex.—Granted assignment of license from Fidelity Communications Inc. to Texas Radio Corp., owned by Boyd Porter Jr., Charles H. Gillespie (each 20%) and Jarrard Secrest (60%). Mr. Porter was VP and general manager of KTEM and general manager of KYLE-FM (both Temple, Tex.) through 1965. Dr. Gillespie is anesthesiologist and has been sec.-treas. for KYLE-FM through 1965. Mr. Secrest is attorney in Temple. Consideration $30,000. Action June 23.

KXRO Aberdeen, Wash.—Granted transfer of control of licensee corporation Aberdeen Broadcasting Co. from Miller C. Robertson and Matthew N. Clapp Jr. (50% each) to Miller C. Robertson and Matthew N. Clapp Jr. as voting trustees. No consideration. Action June 28.

APPLICATIONS

KCEE-AM-FM Tucson, Ariz.—Seeks assignment of license from Associated Broadcasters of Tucson Inc. to Strauss Broadcasting Co., owned by Robert S. and Theodore H. Strauss (each 50%). Robert S. Strauss is lawyer. Messrs. Strauss both have interests in KIXL-AM-FM Dallas. Consideration $200,000. Ann. June 27.

KXO-AM-TV El Centro, Calif.—Seeks transfer of control of licensee corporation KXO Inc., from Marco Hanan, William J. Ewing, Gordon Belson and J. Edgar Snively (together 100% before, none after) to Bruce Merrill (none before, 100% after). Mr. Merrill is licensee of KIVA(TV) Yuma, Ariz., 100% stockholder of American Television Relay Inc., of American Cable Television Inc., and ⅔ owner of Ameco Inc., manufacturer of CATV equipment. Consideration $430,000. Ann. June 23.

KPER Gilroy, Calif.—Seeks assignment of license from Charles W. Jobbins, James D. Bernard and John H. Gregory db/as Radio KPER to Richard E. Ryan (35%) general partner, Nancy R. Ryan (25%), E. L. and Florence S. Barker (28%), Eugene Hogan (7%), Don R. Pickens (4%) and Terry D. Lloyd (1%), all limited partners, db/as South Valley Broadcasters. Mr. Ryan is 56% owner of KGST Fresno, Calif. Mr. and Mrs. Barker are together owners of 100% of stock of KLOK San Jose, Calif. Mr. Pickens is 7% owner of KGST. Consideration $325,000. Ann. June 23.

KNTV(TV) San Jose, Calif.—Seeks transfer of control of licensee corporation Standard Radio and Television Co. from Allen T. Gilliland Jr., W. W. Jacka and Bank of America, National Trust and Savings Association, executors of estate of Allen T. Gilliland Sr. to Allen T. Gilliland Jr. (none before, 73.1% after). Mr. Gilliland Jr. is in wholesale bakery business and is also president of KNTV(TV). Ann. June 27.

KJOY Stockton, Calif.—Seeks transfer of control of licensee corporation Joseph E. Gamble Stations Inc. from United California Bank, executor of estate of Joseph E. Gamble deceased, to Virginia M. Gamble, individually and as guardian for Joel E. Gamble. No consideration, stock transfer only. Ann. June 28.

WIII Homestead, Fla—Seeks transfer of control of licensee corporation Seven League Productions Inc. from Richard M. Gillaspy and Marjorie Gillaspy (100% before, none after) to O. Ralph Matousek, Paul Losner, Richard Accursio and Ralph Herbert (none before, 25% each after). Mr. Matousek is lawyer. Mr. Accursio is restaurant owner. Mr. Losner is in banking business. Mr. Herbert is in automobile dealership. Consideration $130,000. Ann. June 27.

WDSR Lake City, Fla.—Seeks assignment of license from Alfred H. Temple and Alama Horn Temple db/as Deep South Radioways to Deep South Radioways Inc., owned by Joe L. Duckett, Miles H. Ferguson and W. C. Woodall Jr. (each 33⅓%). Mr. Duckett is sales manager of WRLD West Point, Ga. Mr. Ferguson is 98.1% owner of WRLD, and 20% partner of WJHO Opelika, Ala. Mr. Woodall owns 50% interest in WDWD Dawson, 25% interest in WGRA Cairo, 25% interest in WFPM Fort Valley, 51% interest in WBBK Blakely, all Georgia, and 34¼% interest in WGSW Greenwood, S. C. Consideration $140,000. Ann. June 28.

WSUZ Palatha, Fla.—Seeks assignment of license from Wayne E. Bullock and Herbert E. Strickland db/as Bullock and Strickland tr/as Radio Station WSUZ to Wayne E. Bullock tr/as Radio Station WSUZ. Consideration $3,000. Ann. June 28.

WATI Indianapolis—Seeks assignment of license from Capitol Broadcasting Corp. to Sarkes Tarzian Inc., which is parent corporation of Capitol Broadcasting. Sarkes Tarzian Inc., principally owned by Sarkes Tarzian, is licensee of WTTS, WTTV-FM-TV Bloomington-Indianapolis, WPTA(TV) Roanoke, WFAM-TV Lafayette, and WPTH(FM) Fort Wayne, all Indiana, and is equipment manufacturer. No consideration. Ann. June 24.

WSHB Raeford, N. C.—Seeks assignment of license from Hoke Broadcasting Corp. to Friendly Broadcasting Co., owned by Bill Wellons Jr., John H. Wellons, Walter R. Guy Sr., Calvin G. Wellons, Edwin H. Phillips, Charles R. Wellons (each 10%), William S. Wellons and Harry B. Correll (each 20%). Principals have no broadcast interests. Consideration $60,000. Ann. June 27.

WVNJ-AM-FM Newark, N. J.—Seeks transfer of control of The Evening News Publishing Co., parent corporation of licensee Newark Broadcasting Corp., from Edward W. Scudder Jr. and Richard B. Scudder (each 28% before, 56% together after) to Edward W. Scudder and Richard B. Scudder as voting trustees. No consideration. Ann. June 27.

WILA Danville, Va.—Seeks acquisition of negative control of licensee corporation, Baron Broadcasting Corp. by Ralph J. Baron and Judith J. Baron (each 25% before, 50% after) through purchase of stock from Edward B. Kemm (50% before, none after). Consideration $60,000. Ann. June 23.

KNDX(FM) Yakima, Wash.—Seeks assignment of license from The Cater Corp. to Corporation of The Catholic Bishop of Yakima. Consideration $20,000. Ann. June 23.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of New South Broadcasting Corp. for new FM in Meridian, Miss., to operate on channel 246; ERP 40.3 kw; height 186 ft. Action June 27.

FINAL ACTION

■ By memorandum opinion and order, commission denied petition by Columbia Broadcasting System requesting suspension of hearings and related activities in connection with applications for Class II-A's in Lexington-Grand Island, Neb., Eugene, Ore.-Twenty-Nine Palms, Calif., and Reno-Las Vegas, Nev-Idaho Falls, Idaho, pending outcome of rulemaking concerning method for calculating AM directional antenna radiation in Doc. 16222 or, alternatively, to condition construction permits to compliance with any new rules adopted in rulemaking proceeding. Commissioner Lee abstained from voting. Action June 29.

■ By order, commission denied petition by Ottawa Broadcasting Corp. for waiver of procedural rules and dismissed its petition for reconsideration of May 12 action refusing review of Dec. 3, 1965, decision by review board which denied its application for change of operation of station WJBL Holland, Mich., from daytime only to unlimited time, with 1 kw-N, and change from DA to DA-2, continued operation on 1260 kc, 5 kw-LS. Action June 29.

■ By memorandum opinion and order in proceeding on applications of Hennepin Broadcasting Associates Inc. and WMIN Inc., for new FM's to operate on channel 271 in St. Paul, review board granted their joint petition for approval of agreement whereby latter would reimburse Hennepin $5,000 for expenses incurred in prosecution of its application in return for its withdrawal; dismissed, but with prejudice, Hennepin's application; and granted application of WMIN. Member Slone dissented. Action June 28.

■ Commission gives notice that May 4 initial decision which looked toward (1) granting of license of United Broadcasting Co., for WOOK Washington, and (2) imposing $7,500 forfeiture for violations of engineering and logging requirements, became effective June 23 pursuant to Sec. 1.276 of rules. Action June 24.

■ Review board granted joint petition by The Corinth Broadcasting Co. and The Progressive Broadcasting Co. for approval of agreement to extent that latter would reimburse Corinth $2,000 in partial payment of expenses incurred in connection with prosecution of application in return for its withdrawal; dismissed Corinth's application for new FM in Corinth, Miss.; and granted The Progressive Broadcasting Co.'s application for new FM to operate channel 232 in Corinth. Action June 23.

■ By memorandum opinion and order review board denied petition by International Broadcasting Corp., Shreveport, La., to enlarge issues in proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, respectively. Member Nelson not participating. Action June 23.

■ By memorandum opinion and order review board denied petition by Marbro Broadcasting Co., to enlarge issues as to Supat Broadcasting Corp. in proceeding on their applications for new TV's to operate on channel 58 in San Bernardino, Calif. Action June 23.

■ By memorandum opinion and order in proceeding on applications of Wilkesboro Broadcasting Co. and Wilkes County Radio for new AM's to operate on 1240 kc, 100 w U, in Wilkesboro, N. C., review board (1) approved their joint petition for approval of agreement whereby latter would reimburse Wilkesboro $3,000 for expenses incurred in return for its withdrawal: (2) dismissed Wilkesboro's application: and (3)

(Continued on page 74)

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

Single market Virginia station needs a young man who can announce, do selling and take over some management duties. Must be willing to work hard and follow orders. Good opportunity to move up to full time manager. Box F-241, BROADCASTING.

Very small Florida full-timer is looking for good all-around radio man to manage. Answer only if willing to work hard, long hours. Salary $100 to $125 with commission. No hurry, we may want you to join staff a few months before taking over management. Selling a must. Write Box F-253, BROADCASTING, giving all information—pix, tape, etc.

Opportunity knocks . . . for a young, aggressive radio salesman ready to manage a station. This is the smallest broadcast member of an extremely successful group with operations in all four basic media in six states. This is the opportunity for a young, enthusiastic salesman to make a name for himself on the first step of a virtually unlimited broadcast management career. Base salary plus incentive bonus plan. Box G-16, BROADCASTING.

General manager wanted: Daytime, midwest 1000 watts. Must be strong executive, and excellent sales background. Send resume of background and experience. This is not for newcomers. Excellent family locale. Box G-19, BROADCASTING.

Salesmanager-investment — Proven record-management capability. AM-FM background music, adult format. Fast-growing, beautiful Rky. Mtn. medium market. We're looking for a permanent man! Box G-32, BROADCASTING. Reply with full resume & picture.

Manager for excellent station in good lower New York state market. No. 1 rated, fulltimer vs. daytimer only competition. Good present gross but go-getter can sizably increase. Age to 40, stable personal and job history. Strong retail time sales background essential—no announcers or P.D.'s. A fine living on good base plus strong incentive to real producer. Complete resume, photo if available to Box G-38, BROADCASTING.

Promotion minded manager for San Juan, Puerto Rico radio station. Spanish helpful not essential. Send resume, picture and salary requirements. Box G-57, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

For the radio salesman who knows a good deal, it's Connecticut. Guarantee and commission. Good territory. No cut rates. No trade deals. Good future in expanding corporation. Box F-250, BROADCASTING.

We will pay $10,000 and up to $15,000 to start, for top-notch sales manager for radio station in southern city of over 600,000 population. Must have good selling record & satisfy us on your stability and willingness to work. Box F-280, BROADCASTING.

Salesman/announcer for eastern North Carolina full time network station. Good salary plus commission. Want only southerner. Reply with tape, photo, resume to Box F-303, BROADCASTING.

Sales—(cont'd)

Experienced salesman for modern country-western station in Florida. Take over established accounts with excellent compensation plan. Station well respected and growing fast. Box G-3, BROADCASTING.

Sales-manager: Washington, D. C., area. The chance of a life time. A good salesman who knows the Washington market and can lead people. Top salary, fringes, and bonuses. All replies in strict confidence. Write Box G-7, BROADCASTING.

Country and western sales staff . . . Large Gulf Coast market station going country. Needs experienced sales manager and salesmen. Send experience, background, photo and salary requirements to Box G-9, BROADCASTING.

Southwest FM needs experienced salesman on commission. Competitive market but no hill for a stepper. If you make station grow so will you. Box G-29, BROADCASTING.

Aggressive salesman. Single station University market. Excellent growth potential within group. Salary open. Send photo and resume. Box G-51, BROADCASTING.

Central California station has permanent sales position for young, creative, aggressive man willing to work. Box G-52, BROADCASTING.

Real Opportunity top salesmen Boston area. New 10,000 watt station. Send complete resume, references. Box G-72, BROADCASTING.

Manufacturers representatives for the west coast, established in broadcast industry. Interested in product lines for TV-AM-FM or CATV. Contact McRae Co., 1420 N. Seward Ave., Hollywood 28, California.

Announcers

Announcer for middle road. Bright, fast-pace. Midwestern group station. Must have mature delivery. Send tape, photo & resume to Box E-429, BROADCASTING.

DJ on the way up. Real opportunity at an important midwest top 40 station for young and lively talent. Good salary, plus some income from hops. All inquiries individually considered and answered regardless of experience. Rush recent picture and tape. Box F-45, BROADCASTING.

Drive-time personality for number one rated top 40 format. Great Lakes area. Dynamic station with much to offer. For full story tell us what you have to offer. Include tape and photo. Box F-62, BROADCASTING.

Need now—Top 40 announcer with first—one of five most powerful in state—Airmail resume, tape, photo to Box F-132, BROADCASTING.

Big Ten—play by play sports combined with entertaining adult morning man, working newsman, or aggressive salesman. Salary open. Box F-256, BROADCASTING.

Top Hudson Valley station has September opening for professional community-minded announcer, 1st ticket preferred. Send resume, tape to Box F-298, BROADCASTING.

Morning man going to sunshine state. If you have humor, first phone and experience, you can have his job at excellent suburban Cleveland station. Box G-2, BROADCASTING.

Announcer with experience. Reading ability important. Excellent salary. N. Y. State. Box G-15, BROADCASTING.

Announcers—(cont'd)

Announcer for all-night shift, top 40 format. First phone ticket preferable but not essential. Metropolitan market, opportunity to move up. Send tape and resume. Box G-36, BROADCASTING.

Telephone talk personality for aggressive California station, to follow syndicated Joe Pyne show. Play by play and disk jockey background helpful. Third endorsed. Air mail resume, tape, and picture. Box G-43, BROADCASTING.

Bright airman for middle of road. Possible chance for play-by-play. Send tape and salary requirements to Box G-50, BROADCASTING.

Wanted: Mature-sounding, experienced announcer. Good pay, benefits. Northeastern Pennsylvania. Only a few hours from New York City and Philadelphia. Middle of the road. Send tape and resume. Box G-55, BROADCASTING.

Program director for new 10,000 watt Boston area. Must be completely experienced, creative, take charge. Send tape, complete resume. Box G-73, BROADCASTING.

KBUD Athens, Texas, seeking experienced, mature staff announcer. No top 40.

1st phone combo opening 5,000 upper midwest station. Experience unnecessary. Salary open. More versatile—more pay. KLIZ, Brainerd, Minn.

KPUB, Needs an experienced 1st phone announcer, Immediate opening. Contact Harvey Smith, KPUB, Pueblo, P.O. Box 831, phone 303-545-5971.

Combo—Album station—CBS. No maintenance. Experienced only. WAYE, Baltimore.

Established Mississippi station wants married first phone announcer. Age 23-27. Send tape, resume and photo to Carroll Hines, WHNY McComb, Mississippi.

Sports director and first phone engineer-announcer for regular middle of the road music shift. $105.00 start, talent during season. Excellent opportunity for young, married man. WMVR, Sidney, Ohio. 513-492-4101.

September opening for the right man, must be steady and reliable. One station market. 2 p.m. to 10 p.m. Monday through Friday, 3 p.m. to 10 p.m. Sunday. Send resume, tape and picture to Dan Hollingdale, Box Q, WQDY, Calais, Maine.

Wanted: Sports announcer—approximately 50 basketball—football games per season. Must be mature and capable of assisting in management. Send resume, tape, salary requirement, etc. WSTR, Box 70, Sturgis, Michigan.

Immediate opening for experience, mature voiced announcer-board man. No license necessary. Better than average salary. 5 day week. Hospital and life insurance plus retirement benefits and savings opportunity. Multiple radio & TV ownership. Opening for sign-on shift. Man we need must be reliable and in good health. Prefer married man. Strong on commercials. Please send complete information of experience, education, physical description, plus tape of broadcast abilities. Include recent photo. Address all inquiries to Hal Barton, Program Director, WTAD Quincy, Ill.

Still looking for the right men to fill announcing positions, Opportunity for television and/or part-time sales. WTAP Parkersburg, W. Va.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Britain Radio, 32 Curzon Street, London W1, England Tele MAYfair 3742.

Announcers—(Cont'd)

Announcer—Minimum 1 year experience, very tight board, wants to swing. Will help to move up when ready. Resume and tape to Box 966, Avon Park, Florida 33825.

Immediate opening for: 1st phone announcer with play-by-play experience. Call Manager, mornings 217-446-1312.

Gulf Coast country and western. . . . Needs experienced country music announcer. Send tape and starting salary to New South Radio Network, P.O. Box 5797, Meridian, Mississippi.

Wanted Announcer, first-phone required. 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, 703-647-8493 night.

Technical

Vacation engineer needed immediately for work in Los Angeles radio station. Must be available for personal interview. Must have first class FCC license. Write Box F-198, BROADCASTING.

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Needed immediately—good first class engineer that can maintain 1000 watt directional night-time transmitter plus other equipment, including outstanding studio and mobile news unit facilities. Enclose all your requirements first letter. Everything confidential. Box F-247, BROADCASTING.

Will train experienced radio engineer who wants to learn television. Studio tape & color film equipment. Medium sized midwest city. State present salary 1st letter. Box F-299, BROADCASTING.

Assistant chief engineer for technical supervision and maintenance of expanding mideastern 5,000 watt directional AM and 50,000 watt stereo FM station. Must be mature with top references. Salary open. Send photo and resume to Box G-1, BROADCASTING.

Engineer experienced FM/AM, microwave, directional, full maintenance-studio, transmitter. Available immediately. Any location. My expense. Box G-35, BROADCASTING.

First class engineer/announcer. Prime duty . . . chief engineer . . . no construction . . . strictly maintenance . . . also some announcing. Station located in Midwest market with rural/urban atmosphere . . . AM/FM duplicated broadcast . . . an excellent opportunity for a man with a family desirous of settling in a college town that's also growing industrially. Position open no later than September 1st. Please send tape and complete resume. Box G-54, BROADCASTING.

Chief engineer, announcing, maintenance. New 10,000 watt Boston area. Box G-74, BROADCASTING.

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.

Chief engineer for northwestern Ohio AM. Start July 15. Call 224-2040, Richard Riggs, WCIT Lima.

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-Immediate opening—Central Florida daytimer. Heavy on maintenance. Relief air-time. P. O. Box 966 Avon Park, Fla.

NEWS

Top-rated midwest regional group seeks modern radio newsman now! News directorship possible. Rush tape, resume today to Box G-6, BROADCASTING.

NEWS—(Cont'd)

Immediate opening here for a good voice. Need newscaster who also knows middle of road music programing. Working conditions great in "The Land of Pleasant Living." Call Sam Cannon. WCEM, Cambridge, Maryland —301-228-4800.

Need newsman now—For airing and gathering in expanding news department. Well established top facility—good future for right man, salary open—Call or write Jack Gennaro, WFHR, Wisconsin Rapids, Wis.

WINA, Charlottesville, Virginia, wants experienced newsman to work in two man news department. Must cover meetings, VIP's. tape interviews, work with mobile units and beeper phones, write and rewrite. Will consider female. NBC station with TV grant to increase AM to 5 kw. Send resume listing previous employment, radio news copy sample and tape of newscast.

Cape Kennedy calls. Highly successful station serving "Missleland, U.S.A." looking for man to gather, write and air local news on top rated modern format station. Must have nose for news and be aggressive. Writing ability of primary importance. Journalism grads looking for opportunity to prove themselves considered. Send tape, resume, sample stories and salary requirements to Program Director, WKKO, Box 3188, Cocoa, Fla.

Production—Programing, Others

Program director for southern radio station in city of over 600,000 population. Opportunity for capable board man who has knowledge of programing and equipment operation. Must have record of stability and success in previous positions. Liberal pay program. Box F-282, BROADCASTING.

Copywriter. Professional with experience, originality, drive for AM, FM operation in university city. Send resume, photo & copy samples to WAJR, P.O. Box 867. Morgantown, W. Va.

Instructors, commercial electronics school requires instructors in basic electronics, transistors, communications and industrial phases. Should have some teaching experience. For information and application form, contact Ben Smith, Institute of Electronic Technology, 205 S. Fifth Street, Paducah, Kentucky.

RADIO

Situations Wanted—Management

Ten years radio—four years management—first phone—excellent record—top references. Family man—desire manager-general manager small-medium market upper midwest. Box F-231, BROADCASTING.

Small markets! Five year loser until brother team took over sales and programing. Station put in black and sold for profit. We need new home to grow with. Box G-5, BROADCASTING.

General manager—Solid broadcast background, over 12 years proven ability all phases. Mature. Creative. Exceptional record: Sales, Promotion, Management. Finest credentials. Call 612-721-1100 or Box G-37, BROADCASTING.

26 years experience all phases radio-TV program side and sales. Last 9 years ad agency owner-manager. From $80 to $200 weekly radio sales commissions in few short months. Top revenue producer combo radio-TV sales last operation. Program director two stations. Copy-writing, radio-TV production, station-audience promotion reputation very good. Considered network quality commercial announcer. Available to help your operation attain new goals as general or sales manager. What kind of problems do you want this energetic, experienced 45 year old broadcaster to solve? Medium or large markets only. Box G-47, BROADCASTING.

General manager, general salesmanager. In depth experience, proven professional, executive ability, with complete knowledge of national, local, regional sales. Box G-53, BROADCASTING.

Sales

Sober, settled radio salesman with excellent sales promotion background open for position soon. Thirty years in every branch of radio. Able to uphold my end. Prefer southeast. Box G-17, BROADCASTING.

Salesman-sportscaster, college play-by-play, first phone $150. Box G-41, BROADCASTING.

Young, ambitious with experience in broadcasting sales. Adequately financed. Looking for station in the southwest with market size of 25,000 to 30,000. Box G-49, BROADCASTING.

Situations Wanted—Announcers

Sportscaster . . . experienced. Radio and TV. College graduate. Married. Box F-54, BROADCASTING.

Experienced C&W announcer with nine years broadcast background and excellent musical knowledge in all phases from writing through promotion available late June. Age 29. Prefer Ohio, Kentucky, Tennessee or Indiana area. Quality voice, outstanding Nashville contacts. $120 minimum. Call 216-452-9623 or write Box F-180, BROADCASTING.

First phone—combo top forty . . . five years experience, presently employed as chief and MD . . . 24 . . . family. Box F-293, BROADCASTING.

Third phone endorsement, newscaster-DJ/announcer Broadcasting school graduate seeking first position. College and reliable. Desire midwest area. Robert Hill, Box G-4, BROADCASTING.

Network type delivery announcer with many years experience. Music presented with a friendly sound. Married. Desires permanent position in metropolitan market. Box G-10, BROADCASTING.

Negro rock & roll, top 40, Rhythm & Blues disc jockey. Graduate of top New York school. Newscaster. 3rd class FCC endorsement. Not a floater or Prima donna. Willing to relocate. Box G-11, BROADCASTING.

Production-minded dj with third ticket. Box G-18, BROADCASTING.

Top Negro dj available immediately. Call 201-947-3173 or Box G-27, BROADCASTING.

Fantastic personality prefers "country" at big city $$$. Box G-31, BROADCASTING.

Sportscaster, 1st phone, experienced in all phases of radio. Currently making $125. Looking for move up. Box G-42, BROADCASTING.

Help! It's not that I mind working, but 62 hours a week is ridiculous. I am an alert, fun-to-listen to, friendly morning man with an adult mind (over 40) at home in quality CW and MOR music. Salesmen here have found me so easy to sell, management keeps adding hours to my schedule. I've got a first and over 25 years in radio. What have you got? Box G-44, BROADCASTING.

Mid-Atlantic: young, versatile, assidious announcer with smooth, intelligent delivery, excellent production ability, program director experience, medium market background. Best references. Box G-45, BROADCASTING.

Negro announcer, newscaster, dj. Tight board. Radio school trained. Experienced. Box G-59, BROADCASTING.

Professional dj & newscaster with 3rd. Graduate N.Y.S.A.S. Any format, any locale. Box G-61, BROADCASTING.

Combo man. Can do any type of show. Wish permanent position. Little experience. Have 3rd class. Box G-62, BROADCASTING.

Negro dj. Strong voice, swinging show. 3rd —endorsed. Ready now! Box G-63, BROADCASTING.

Available immediately. Can do dj, sports, sales. Experienced. Box G-64, BROADCASTING.

Beginner, trained by top professionals, board experience. Want small station experience. Box G-65, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

1st phone, 7 yrs combo. Permanent desired by August. Box G-67, BROADCASTING.

Talented Negro dj. Bright, happy sound. Top school graduate. Seeking immediate position. Box G-70, BROADCASTING.

Announcer with seven years experience. 24. Married. Military completed. Want permanent position. Prefer midwest, south or southwest. Tom Rea, Tel: 501-ME 6-5944.

20 year veteran. All phases, C & W. Sports play-by-play, sales. Family man, references. Desire south. Phone Don—904-724-3732, Jacksonville, Fla.

Happy, carefree, adult sounding, mid-road, top 40 jock available. 3rd class, young, single, draft no problem. Two years college, trained in major radio school. Can sell, sell, sell! Ed Phelps, 892 Purdy, Birmingham, Michigan.

Missouri stations: Third-rate personnel limiting your progress? See what real professionalism can do for you. 314-774-2794 gets four years AM-FM all-format experience. . . . Plus copywriting, newswriting, production, and light sales. Aggressive professional desires opportunity to realize full capabilities. Definite P-D and management material. Warm air style. 26, married, two children nearing school age. . . . So permanency and future please. All replies considered. Third ticket now, first later.

First phone student, announcer, full, part-time—P.O. Box 265. New York City. 10036.

Top 40—Young, creative, experienced dj—tight board—518-828-5738. Dave Yerrick, Hudson, N. Y.

Talent machine—used 10 years in top markets as program, production, music director. Equipped with college, family, first phone. National chain. Contemporary, country, middle road personality with showmanship plus. Melton, 5610 Lewis, Dallas, Texas. TA 4-8720.

Technical

Experienced chief eng., AM, FM DA. Seeks employment in Ohio but will consider others. Box G-13 BROADCASTING.

Transmitter engineer desires permanent position under chief engineer. Experienced and dependable. Available immediately. Box G-22, BROADCASTING.

Young, married, experienced, engineer desires management responsibilities. Box G-40, BROADCASTING.

NEWS

Experienced newsman. College graduate with radio and television speech degree. Presently, Washington correspondent for several newspapers, radio and TV stations, a position held for past five years. Would like to get back into fulltime electronic journalism. Age 31, Box F-229, BROADCASTING.

Girl wants radio and television news work, will also do announcing. Broadcast school graduate. Box G-30, BROADCASTING.

Experienced two-man news and documentary team wants stable position with future. Cameraman-editor and narrator-producer. Resumes include Viet Nam coverage, network and extensive major market experience. Complete background all types film and sound. Box G-46, BROADCASTING.

Young man, 25, seeking employment as a radio station newsman or news-writer anywhere. Previous experience on a major Baltimore radio station. Contact John Lutz. 1642 Northbourne Road, Baltimore, Maryland, 21212.

California, Nevada, announcer-salesman, 3rd phone seeks better opportunity. 4 years experience in radio & TV. Excellent on news delivery and direction. Will consider other areas also. Married, college copywriter; J.L.H., 41882 Chadbourne Drive, Fremont. Calif. 415-657-4411.

Photographer experienced in news and commercial B&W and color. Optical and magnetic SOF and all lab work. Prefer news work. Jon Hill, 518 A Palm Ave., Clearwater, Florida. Phone 446-9622.

Production—Programing, Others

Recently displaced FM program director with AM-FM copy, traffic, manual and automation experience desires position in established or growing firm. Liberal Arts BA in speech, 1964. Two years experience, including air and Ed. FM. Will consider copy, traffic, promotion, PR. Box F-236, BROADCASTING.

Play-by-play sportscaster. . . . Plus—News . . . sales . . . first phone . . . $150. Box G-26, BROADCASTING.

TELEVISION

Help Wanted

Sales

Local sales manager for VHF in top 15 market. Needs aggressiveness, good administration, and ability to create new business. Excellent remuneration and benefits. Send picture and full information. Box F-296, BROADCASTING.

Management position soon to be available 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 fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Immediate opening for an aggressive local salesman in Atlanta market. Please forward resume and salary required. Box G-56, BROADCASTING.

Announcers

Leading midwestern station needs mature on-camera and booth announcer, good commercial presentation, must be capable of handling master control, directing. Box F-237, BROADCASTING.

KOMU-TV, Columbia, Mo., has opening for full time announcer. Would consider man with radio experience only, and capable of making the jump to TV. Contact Program Director.

Help Wanted—Technical

Working chief with administrative ability. Thoroughly experienced in UHF, CATV, microwave. VTR and studio operations. Must be stable, settled, efficient organization man interested in joining an ETV station planning growth into a mobile unit, and color. A position with a real future. Progressive community, pleasant climate, execellent facilities, congenial staff, good hours, competitive salary scale. Send resume. Box F-227, BROADCASTING.

Licensed operator with good electronic knowledge, interested in broadcast engineering. Rocky Mountain area, excellent hunting, fishing, skiing, and boating. Box F-263, BROADCASTING.

Studio and transmitter supervisor for UHF fast-growing ETV station in the northeast. Starting salary $7500. Write Box F-267, BROADCASTING.

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, BROADCASTING.

Energetic, young first phone engineers wanted for VHF station in major midwest market. TV experience preferred but not required. Box G-28, BROADCASTING.

Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV engineering, operation and management. Good salary and working conditions. Send resume, Box G-33, BROADCASTING.

Need immediately first phone engineer. Wonderful opportunity for unexperienced to gain experience. Contact Chief engineer, KCND-TV Pembian, North Dakota. 701-825-6292 collect.

Immediate opening for 1st or 2nd-operator. Some but little maintenance. Contact Chief Engineer or Studio Supervisor, KGUN-TV, P.O. Box 5147, Tucson, Arizona.

Technical—(Cont'd)

Chief engineer—full responsibility for supervising and operation of technical department. Full resume: Wes Haugen, KMOT-TV, Minot, North Dakota.

Engineer with first phone for southwestern VHF. Accent on maintenance. Responsibilities and compensation commmensurate with training, experience and ability. Send resume, references and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

Need at once: Experienced supervisory type technician to assist in installation of live color equipment and overall maintenance of TV station. In addition to color should know VTR; good references required. Contact E. B. Lindsey, CE, WAII-TV, 1611 W. Peachtree St., Ne., Atlanta, Georgia 30309.

Immediate opening control room engineer in progressive full color operation. Color experience desirable. Promising graduates of Electronic Technology Vocational courses will be considered. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Broadcast engineer looking for opportunity to join top-rated WSBT & TV and outstanding technical staff. Prefer midwesterner with some experience but still consider recent tech school graduate with first class license and military obligation satisfied. Progressive operation with many industry firsts, latest equipment and attractive benefits. Send resume to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Engineer with first class license. Must have car. No announcing. Company pays full cost of hospitalization, major medical and pension plan. Send resume, picture and references to Glenn Hall, WWNY-TV, Watertown, N. Y.

Broadcasting engineer: Outstanding opportunity with a pioneer, educational radio and television station. Western university with small town atmosphere Wonderful family community. Salary commensurate with experience. Write office of Staff Personnel, Washington State University, Pullman. Washington. An equal opportunity employer.

Broadcast Technicians—We have immediate openings, both permanent and temporary, for Broadcast Technicians at four of our stations located in San Antonio, Texas, Cincinnati and Columbus, Ohio and Indianapolis, Indiana. Applicants hired as temporary employees will be given preference for regular fulltime jobs as openings occur. First Class ticket and some prior experience in radio or television studio or transmitter preferred. Write Personnel Department, Avco Broadcasting Corporation, 140 W. Ninth Street, Cincinnati, Ohio, 45202. An equal opportunity employer. M/F.

Engineer—1st class license, experienced or inexperienced. Central New York state. Call collect 607-772-1122.

NEWS

Anchor man for TV news. Eastern group-owned TV station needs experienced newsman who can gather write and edit nightly newscasts. Send resume, picture and tape, if available. Box G-23, BROADCASTING.

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.

Production—Programing, Others

New station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market, or No. 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box F-278, BROADCASTING.

Top eastern independent station with heavy live schedule, offers creative potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.

Production—Programing, Others

continued

Station in top eastern market has immediate opening for an experienced switcher. Should be young, aggressive, quick witted, and have the ability to make clean crisp station breaks. Send resume to Box F-295, BROADCASTING.

Producer/director for ETV station in northeast. Must be able to produce as well as direct. $8,000. Box F-304, BROADCASTING.

Film editor—immediate opening for experienced man. Send resume and expected starting salary to Art Michaud, Film Director, WTOL-TV, Toledo, Ohio.

TELEVISION—Situations Wanted

Management

General manager/general sales manager, in depth experience in national/regional local sales—College graduate—15 years experience—currently employed—prefer television—will accept radio. Excellent credentials—southeast only. Box G-34, BROADCASTING.

26 years experience all phases radio-TV program side and sales. Last 9 years ad agency owner-manager. From $80 to $200 weekly radio sales commissions in few short months. Top revenue producer combo radio-TV sales last operation. Program director two stations. Copy-writing, radio-TV production, station-audience promotion reputation very good. Considered network quality commercial announcer. Available to help your operation attain new goals as general or sales manager. What kind of problems do you want this energetic, experienced 45 year old broadcaster to solve? Medium or large markets only. Box G-48, BROADCASTING.

Sales

17 years of top local, regional and national sales and management available in July. Box F-264, BROADCASTING.

Announcers

Experienced radio newsbroadcaster desires progress to TV. Salary secondary, 35, hard working intelligent. Box G-60, BROADCASTING.

Technical

Award winning, major market, radio news director wants TV. Box G-69, BROADCASTING.

NEWS

News director—Currently airing, writing, filming 2 evening newscasts in two station southern market. Nine years radio-TV, college, military completed, 27, married. Prefer small to medium station with a budget and belief in news. Box G-77, BROADCASTING.

Production—Programing, Others

Producer-director, B.A. music, M.S. TV. Exp. Closed-circuit, remote, live & film. Relocate Box G-8, BROADCASTING.

Versatile, experienced continuity-traffic man wants to relocate in California. Box G-68, 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.

Wanted TV 5 kw equipment, channel 4, price, trademark. Homero Rios D., P. O. Box 1324, Mexico City, Mexico.

TV tower, approximately 500 feet, guyed or self supporting, must be heavy duty design and galvanized. Please mail information and location. Howard S. Frazier, Inc., 1736 Wisconsin Ave., Nw., Washington, D. C. 20007.

Used Filmline model R-15 TC 16mm Reversal processor or Houston Fearless L 16R Reversal Labmaster. Give full description and price—WSAV-TV, Savannah, Georgia.

WANTED TO BUY

Equipment—(Cont'd)

FM frequency & modulation monitor. State condition, freq. & price. WFKO, Kokomo, Indiana.

Public school system—Building ETV station—seeking good quality, relatively new studio equipment. Send information, including manufacturer, model number, age, condition, etc., to: Mr. W. R. Evans, P.O. Box 2469, West Palm Beach, Florida.

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.

Equipment

FOR SALE

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif Phone 415-832-3527.

UHF television equipment. Enough to put station on air from camera to antenna. $50,000.00 cash. Box F-22, BROADCASTING.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to change in sites. If interested at $22,500 complete, write Box F-142, BROADCASTING.

Gates ST101 spot tape recorder. 1961 model. Excellent used conditions. $375 at WBKV, West Bend, Wisconsin.

Why buy new cart tapes. We install new tape, pads and clean inside & out—any size 90¢—5 day service—Lik-Nu Cart Corp., Box 2608, Ft. Wayne, Indiana.

Good videotape and orthicons. Huge savings. 212-EN 2-5680 or Box G-14, BROADCASTING.

Copper ground wire available. Approximately 3,250 ft. #10 @ 5¢ and 12,250 ft. #12 @ 4¢. F.O.B. Box G-39, BROADCASTING.

For sale, a complete Stromberg-Carlson Dial-X inter-office telephone system, in excellent condition, complete with the following equipment: A. 11 desk-top extension, B. 4 Wall-mount extensions, C. 1 automatic switchboard, D. 2 long-lines adapters, E. Instructions. Original cost over $2000 . . . yours for $750. Write Dave Morrison, Chief Engineer, Radio station WCKY, 501 Carew Tower, Cincinnati, Ohio 45202.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Western Electric ten kilowatt FM transmitter available in New York complete or for spare parts and tubes. Also motor driven coaxial antenna switch and five kilowatt watercooled dummyload. Reply to Box G-66, BROADCASTING.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355 BFM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

Heliax Coaxial cable. HJ5-50 type, new 59/ft. FOB, E.E.E.E., P. O. Box 2025, La Mesa, California.

Audio equipment—Whatever your needs, check us first. New and used. Ampex, Altec, AKG, EV, Fairchild, Neumann, Langevin, Rek-O-Kut, Uher, Viking. Send for equipment list. Box E-121, BROADCASTING.

Broadcast Engineering Services—your "one-stop shopping center" for new and used AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Transmitters. Original owner purchased new. One 1 kilowatt FM, One 250 watt FM—Gates. Ten Motorola FM 150 megacycle FM two way units. All units ok. Power increase do not need. WQMS Radio, Hamilton, Ohio 894-8751, 1501 Woodview Lane.

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.

Have you got a musical Fungus? Exclusive one-liners in your market. LYN Publications, 2100 Divisadero, #4, San Francisco, California. Free sample.

Coverage maps, station brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Your resume—Make it sell you! Instructions, samples: $2. Executive, Box 234BR, Belleville, N. J. 07109.

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, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks Guaranteed instruction in theory and laboratory methods by master teachers. G.I approved. Request free brochure Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required Enrolling now for classes starting August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

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 Aug. 1—Sept. 5—Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

INSTRUCTIONS (Cont'd)

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.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting August 1st. Most experienced personalized instruction and methods. Lowest costs—finest accomodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

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

SALES OPPORTUNITY

Pepper Sound Studios
National Headquarters: 51 S. Florence
Memphis 4, Tennessee

is expanding their national field force and is interested in attracting executive caliber salesmen. Only applicants with a record of 5 figure income (or over) need apply.

If interested, send resume and picture.

Our employees are aware of this ad.

Announcers

Top 100 market Station

Contemporary Format—Seeks man able to deliver adult sound with personality. No news. Pleasant locale. Adequate monetary reward for right man. Send tape to

Box F-163, Broadcasting.

Announcers—(Cont'd)

ANNOUNCER WANTED

Smart, established Illinois' regional fulltimer will pay attractive salary, plus bonus and other extras, for versatile, creative dj who can gather, write news. Best working conditions, sparkling, up-beat programing, permanent future with generous increases, prosperous community. Station part of prestige group. Send details, experience, reference.

Write: WKAN, Kankakee, Ill.

A Swingin' DJ

needed for State's number one top 40 operation. Please, no young Walter Brennan type voices but a mature sounding jock that's also good at production. Send tape, photo, resume to:

Box G-12, Broadcasting.

NEWS

NEWSMAN

for top Radio News staff in market approaching million-mark. Must be expert gatherer and reader. Salary commensurate to ability and experience.

Box G-76, Broadcasting.

TELEVISION

Help Wanted—Management

TV GENERAL MANAGER

Opportunity in top 10 market to earn $35,000 plus annually! Call 303—337-7940 for Personnel Mgr. after July 6th for confidential preliminary discussion.

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

TV ENGINEER

Opening with Calif. major market TV station. Applicant must have broad experience in BW & Color operation. Salary commensurate with experience. Excellent benefits. Position to be filled in early July. Inquiries confidential. An Equal Opportunity Employer.

Box F-254, Broadcasting.

NEWS

TOP TV

Agency NYC interested representing TV broadcasters with reportorial background, excellent opportunity. Send resume and pictures.

Box G-58, Broadcasting.

Production—Programing, Others

ALL JOBS FREE

RADIO-TV
PERSONNEL
CONSULTANTS

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7075
RON CURTIS—President

TELEVISION

Situations Wanted—Management

MANAGER, GEN. SALES MANAGER
TV or RADIO

1—21 yrs. TV and Radio—9 yrs. Gen. Sls. Mgr. TV Top 15 markets.
2—Outstanding record as performer—Unusual success developing sales staffs.
3—Local sales staff developed for new station sold in excess of 50% of total Mkt. potential as 3rd ranked station—four station mkt. over 9 yr. period.
4—Experienced as Sls. Mgr., Chicago Natl. Sales office.
5—Best agency relations Top 5 buying centers.
6—Offer loyalty, dedication and productive know-how—not hit and run type.
7—Many top people in industry will recommend me, based on record.
8—Will relocate. Seek reputable station connection on long term basis where hard work and good ethics count, not political maneuverer.
9—Have made top dollar on incentive plan.

Box G-21, Broadcasting.

MISCELLANEOUS

Broadcasters: Make $7,000 to $12,000 annually in your spare time!

Qualify and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibre instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:

Mr. Wm. B. Zorich, Vice President
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EMPLOYMENT SERVICE

BUSINESS OPPORTUNITY

BROADCASTERS—CATV
(In that order)

Seasoned ex-station owner-operator presently officer leading CATV firm desires return to equity position with broadcast-oriented, business-like, communications group, firm, joint venture or partnership. If you have stations, CP's, CATV franchises or near the "inside track" on any, or all, and lack time or know-how to pursue organization, management, applications, sales marketing, design or financing please write in complete confidence and let's discuss. Special interest in single station market situations. Interested only in realistic propositions with principals offering exchange strictest investigation.

Box G-20, Broadcasting.

INSTRUCTIONS

FOR SALE—Equipment

RCA BTA-50G, 50KW
AMPLIPHASE AM TRANSMITTER

in daily operation and in excellent condition. This fine value available only because a site move necessitates installation of transmitter at new location before shutting down old. Less than 1/3 original price to first qualified buyer. Available about Jan. 1.

Box F-307, Broadcasting.

SCHAFER AUTOMATION SYSTEM
Excellent Condition

- 1 Ampex 351 Schafer Make-Up Unit, with 25 cycle oscillator
- 1 Ampex 350 Recorder
- 5 PB 2's, silence sense, photo cells
- 1 Schafer Automation Brain with automatic time clock. All rack mounted, assembled and ready to go. Modified for fast-paced operations.

Total package $10,752. Half down, balance in 12 months. For inspection see at

WCOG RADIO
4635 Tower Road, Greensboro, N.C.
919—292-0346

WANTED TO BUY—Stations

Seeking Profitable West Coast, Ariz., Nev., AM-FMs 100M to 1,000M.

Box F-275, Broadcasting.

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.

FOR SALE—Stations continued

PACIFIC NORTHWEST
REGIONAL

Single market 1 KW fulltime facility located in a lovely community of nearly 10,000. Ideal suburban living within easy commuting distance of major city. Located on five acres of valuable land, the combination studios, offices and transmitter building is a showplace of 2,500 square feet. All new equipment within last two years. Grossing $80,000 and needs sales oriented owner-manager to develop full potential. Priced at $150,000 with $75,000 down required. Balance over six years.

Box F-301, Broadcasting.

TOP MARKET
MAXIMUM POWER
WESTERN STATE
Qualified principals only.
$400,000. Terms.
Box G-24, Broadcasting.

LOW FREQUENCY
Excellent single station market in Southwest
Good earning record.
Tremendous coverage.
CASH or TERMS
Principals only.
Box G-71, Broadcasting.

Absentee owners will sell

AM-FM combination serving top Central States market. $425,000. Terms. Principals only.

Box G-25, Broadcasting.

PACIFIC NORTHWEST AM-FM

Grossing over $135,000. Same owners 10 years. Excellent growth area. Major market. $175,000. $60,000 down. Balance 10 years.

Box G-75, Broadcasting.

Fla.	single	daytime	$ 40M	terms
Gulf.	medium	fulltime	130M	cash
M.W.	metro	UHF-TV	350M	terms
Calif.	metro	MUZAK	375M	terms
N.E.	major	daytime	650M	29%

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 67)
granted petitions by Wilkes County to accept late filing, leave to amend application as to trans. site, retain file number and remain in hearing status. Member Slone abstained from voting. Action June 22.

DESIGNATED FOR HEARING

■ Commission delegated for consolidated hearing applications of Adirondack Television Corp. and Northeast TV Cablevision Corp. for new UHF's to operate on channel 23 Albany, N. Y.; made Federal Aviation Agency party to proceeding with respect to application of Adirondack. Action June 29.

■ Commission delegated for consolidated hearing applications of TVue Associates Inc. and Galveston Television Inc. for new UHF's on channel 16 in Galveston, Tex. Action June 29.

OTHER ACTIONS

■ In Syracuse, N. Y., channel 9 proceeding in Docs. 14368 et al., review board granted request by seven of eight applicants to extend time to July 29 to file responsive pleadings to petition by Syracuse Television Inc., to enlarge issues. Action June 29.

■ In proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, both Tennessee, respectively, review board granted motion by Central to extend time to July 5 to file reply to Broadcast Bureau's comments to joint request for approval of agreement relating to dismissal of Central's application. Action June 29.

■ Review board granted petition by WQIZ Inc., Saint George, S. C., for further extension of time to July 11 to file oppositions to petition by the Edgefield-Saluda Radio Co., Johnston, S. C., to enlarge issues in proceeding on their AM applications. Action June 27.

■ Review board granted petition by Southern Radio and Television Co. for extension of time to June 27 to file reply pleadings to exceptions and briefs to second supplemental initial decision in proceeding on its application for new AM in Lehigh Acres, Fla. Action June 27.

■ Review board granted motion by Deep South Broadcasting Co. for extension of time to July 15 to file exceptions and statements in support of supplemental initial decision in proceeding on AM application of Triple C Broadcasting Corp., Thomasville, Ga. Action June 27.

■ Review board granted motion by Kansas State Network Inc., to extend time to July 7 to file responses to petition by Highwood Service Inc., to enlarge and delete issues in proceeding on their applications for new TV's to operate on channel 29 in Topeka, Kan. Action June 23.

■ In proceeding on AM application of Norristown Broadcasting Co., Norristown, Pa., review board granted petition by Broadcast Bureau to further extend time to July 1 to file responsive pleadings to Norristown's petition for leave to amend and return application to processing line. Action June 23.

Routine roundup

ACTIONS ON MOTIONS BY COMMISSION

■ Commission on June 21 granted petition by A. Earl Cullum Jr. and Associates to extend time to 60 days after revised report R-6502 is issued and made part of record and to 15 days thereafter for replies in matter of amendment of Sec. 73.333 and 73.699, field strength curves for FM and TV.

BY THE OFFICE OF OPINIONS AND REVIEW

■ Granted motion by Star Stations of Indiana Inc., to extend time to July 20 to file reply to opposition to petition for reconsideration in proceeding on its application for renewal of licenses of WIFE-AM-FM Indianapolis. Action June 29.

■ Granted petition by Mortimer Hendrickson and Vivian Eliza Hendrickson to extend time to July 11 to file opposition to petition for reconsideration in proceeding on their application and that of Community Broadcasting Service Inc., for new FM's in Vineland, N. J. Action June 28.

■ In Syracuse, N. Y., channel 9 proceeding in Docs. 14368 et al., granted request by seven of eight applicants to extend time to July 29 to file replies to oppositions of Syracuse Television Inc. and Broadcast Bureau to their joint request for approval of agreement and considerations to be paid. Action June 28.

■ Granted motion by Lamar Life Insurance Co. to extend time to July 12 to file opposition to petition by Office of Communication of United Church of Christ, et al., for reconsideration in proceeding on application for renewal of license of WLBT(TV) channel 3 Jackson, Miss. Action June 27.

By Chief Examiner James D. Cunningham

■ Designated Examiner Sol Schildhause to preside at hearing in proceeding on application of Black Hawk Broadcasting Co., Waterloo, Iowa; scheduled prehearing conference for July 18 and hearing for Sept. 1. Action June 23.

■ Designated hearing examiners to preside in following proceedings and scheduled prehearing conference and hearing dates as shown:

■ Elizabeth C. Smith—Kentucky Central Television Inc., and WBLG-TV Inc., for new UHF's to operate on channel 62 in Lexington, Ky.; prehearing conference, July 14; hearing, Sept. 26; Action June 22.

■ Chester F. Naumowicz Jr.—Trend Radio Inc., and James Broadcasting Co., for new UHF's to operate on channel 26 in Jamestown, N. Y.; prehearing conference, July 14; hearing, Sept. 12; Action June 21.

■ H. Gifford Irion—T. V. Broadcasters Inc., and Tri-City Broadcasting Co., for new UHF's to operate on channel 65 in Vineland, N. J.; prehearing conference, July 15; hearing Sept. 14; Action June 21.

■ Forest L. McClenning—order to Jackson TV Cable Co., Jackson, Mich., to show cause why it should not be ordered to cease and desist from further operation of its CATV system in violation of rules; prehearing conference, July 13; hearing, Aug. 2. Action June 21.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau to continue further hearing from June 27 to June 28 in proceeding on AM applications of Nebraska Rural Radio Assn. Lexington, and Town & Farm Co., Grand Island, both Nebraska. Action June 22.

■ Pursuant to agreements reached at prehearing conference of June 21, continued evidentiary hearing of July 18 to date to be announced at conclusion of July 18 further prehearing conference in proceeding on applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Co., for new FM's in Martin, Tenn. Action June 21.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at June 22 conference, scheduled procedural date and hearing for Sept. 26 in proceeding on application of Northern Indiana Broadcasters Inc., for new AM in Mishawaka, Ind. Action June 22.

■ In proceeding on applications of Lafayette Broadcasting Co., and State Line Broadcasting Co., for new FM's in Lafayette, Tenn., and Scottsville, Ky., respectively, cancelled prehearing conference of June 23, and continued hearing from July 18 to Sept. 1. Action June 22.

By Hearing Examiner Walther W. Guenther

■ Granted request by Farmers Broadcasting Service, and scheduled further prehearing conference for June 24 in proceeding on its application and that of HGR Broadcasting Co. for new FM's in Kinston, N. C. Action June 23.

By Hearing Examiner H. Gifford Irion

■ Pursuant to agreements reached at informal conference, rescheduled certain procedural dates and continued hearing from July 19 to Sept. 7 in proceeding on applications of Valparaiso Broadcasting Co., Porter County Broadcasting Corp. and Northwestern Indiana Radio Co., for new FM's in Valparaiso, Ind. Action June 27.

By Hearing Examiner Forest L. McClenning

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs. 15752 et al., granted request by Robert Burdette and set aside action of June 16 which denied his request for extension of time, and continued, *nunc pro tunc*, from June 16 to July 5, time to file motions to limit scope of examination of Burdette by interrogatories or cross interrogatories. Action June 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, granted petition by Chicagoland for leave to amend its application. Action June 24.

■ In proceeding on revocation of license of Tinker Inc., for WEKY Richmond, Ky., denied motion by WEKY for stay, pending resolution by commission of its appeal of review board order, and for continuance, and, on examiner's own motion, continued hearing from July 12 to July 25. Action June 23.

■ Scheduled oral argument for June 23 in matter of revocation of license of Tinker Inc. Richmond, Ky. Action June 22.

BROADCAST ACTIONS

By Boardcast Bureau

Actions of June 28

■ Notified Arcadia-Punta Gorda Broadcasting Co., that it has incurred apparent forfeiture liability of $100 for rule violations by WAPG Arcadia, Fla., including failure to keep maintenance log. Licensee has 30 days to contest or pay forfeiture.

KXL-FM Portland—Granted license covering installation of new ant.-trans., change in ant. system, studio location, and ERP.

WDBN(FM) Medina, Ohio—Granted license covering change in ERP and ant. height.

WBKW(FM) Beckley, W. Va.—Granted license covering installation of new ant.-trans.

WHFS(FM) Bethesda, Md.—Granted license covering installation of new trans. and change in ERP.

KNFB(FM) Nowata, Okla.—Granted license covering change in ant.-trans. locations, change ant. and ant. height.

KDOK Tyler, Tex.—Granted license covering change in ant.-trans. and studio location, ant. system, installation of new trans., and deletion of remote control authority.

KGKO Benton, Ark.—Granted license covering change in frequency, and ant-ground system.

KEDA Centralia-Chehalis, Wash.—Granted license covering use of former main trans. as auxiliary trans. at main trans. site.

WAND(TV) Decatur, Ill.—Granted CP to change name to Wand Television Inc., change ERP to 501 kw vis. and 100 kw aur., ant. height 1,030 ft.; change trans. location. type trans. and type ant., and make changes in ant. structure.

KLAS-TV Las Vegas—Granted CP to change ERP to 200 kw vis. and 20 kw aur., ant. height 140 ft., and change type trans.

KMTW(TV) Corona, Calif.—Granted mod. of CP to specify studio location as Mt. Wilson, near Los Angeles.

KGLO-TV Mason City, Iowa — Granted mod. of CP to install alternate trans. near Saint Ansgar.

KMED-TV Medford, Ore.—Granted mod. of CP to change type trans.

Following stations were granted SCA on sub-carrier frequency of 67 kc: *WHAD (FM) Delafield, Wis., *WHA-FM Madison, Wis., and WGCB-FM Red Lion, Pa.

Granted licenses for following FM's: KTIB-FM Thibodauk, La., and specify type trans.; and KXIC-FM Iowa City, Iowa.

Granted licenses for following AM's: KDDA Dumas, Ark.; KBJM Lemmon, S. D.; and WOCO Oconto, Wis., and specify type trans.

Following stations were granted extensions of completion date as shown: KMTW channel 52, Corona, Calif., to Dec. 28; *KSHD (TV) channel *7, Spokane, Wash., to Dec. 28; *KOAC-TV channel *7, Corvallis, Ore., to Dec. 28; WICU-TV channel 12, Erie, Pa., to Dec. 28; WMET-TV channel 24, Baltimore, to Dec. 28; WINA-TV channel 29, Charlottesville, Va., to Dec. 28; and KGLO-TV channel 3, Mason City, Iowa, to Dec. 28.

Actions of June 27

KVML Sonora, Calif.—Granted CP to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

KDXU St. George, Utah—Granted CP to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

WOFM(FM) Greeneville, Tenn.—Granted license covering change in ant.-trans. and studio location, change remote control point, installation of new ant.-trans., specify type trans., and changes in ERP and ant. height.

WKXI(FM) Smyrna, Ga.—Granted license covering change in ant.-trans. and studio location, remote control point, and change in ant. height.

WCLO-FM Janesville, Wis.—Granted license covering use of trans. in conjunction with horizontal ant. and use trans. in conjunction with vertical ant., installation of new vertical ant. and change in ERP.

WGAY(FM) Washington—Granted license covering change in ant.-trans. and studio location, installation of new trans. and ant., and change in ant. height and ERP.

KPFA(FM) Berkeley, Calif.—Granted license covering installation of a new ant.

KMO Tacoma, Wash.—Granted license covering use of former main trans. as alternate-main trans. at main trans. site.

WHOC Philadelphia—Granted licenses covering use of old main trans. at main trans. location as auxiliary daytime and alternate-main nighttime; and increase in daytime power and installation of new trans.

WFGW Black Mountain, N. C.—Granted license covering use of old main trans. as auxiliary trans. at main trans. location.

WALD Walterboro, S. C.—Granted license covering change in frequency.

WBIP Booneville, Miss.—Granted license covering use of former main trans. as auxiliary trans. at main trans. location.

WAOP Otsego, Mich—Granted license covering increase in power.

WAPI Birmingham, Ala.—Granted license covering change in DA-system; condition.

WIVC(FM) Peoria, Ill.—Granted mod. of CP to change ant.-trans. location, install new trans., new ant., increase ERP to 50 kw, and decrease ant. height to 480 ft.; remote control permitted.

WJPB Kissimmee, Fla.—Granted license for AM station; condition.

KFIL Preston, Minn.—Granted license for AM station.

Granted licenses for following FM's: KGNO-FM Dodge City, Kan. and KFRN-FM Brownwood, Tex.

Rescinded action of May 27 which dismissed application by Evanston-Kemmerer Broadcasting Inc., for renewal of license of KEVA Evanston, Wyo., and reinstated application and returned it to deferred status.

Actions of June 24

KEDO Longview, Wash.—Granted CP to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

*WCDR-FM Cedarville, Ohio—Granted CP to install new trans. and ant.; make change in ant. system; ERP 1.15 kw, ant. height 145 ft.

KFYR Bismarck, N. D.—Granted mod. of license to operate trans. by remote control; conditions.

Remote control operation permitted: KXEO-AM-FM Mexico, Mo.

Granted change of remote control operation for WLBA and WWQT(FM) Gainesville, Ga.

Granted renewal of license and co-pending auxiliaries of KEED-AM-FM, Springfield-Eugene, Ore.

Granted change of remote control authority for following stations: WBML Macon, Ga.; and Radio Carlsbad Inc., Carlsbad, N. M.

Actions of June 23

WOOK Washington—Granted licenses covering changes in ant. system; condition; change in ant.-trans., studio and remote control locations; and changes in ant. and ground systems; increase in daytime power and installation of a new trans.; changes in ant. system; and installation of a new trans. as auxiliary trans.

*WHA-FM Madison, Wis.—Granted license covering use of former alternate-main trans. at main trans. location as auxiliary trans.

*WAMU-FM Washington—Granted license covering installation of new ant. and change in ant. system and ERP.

*WTJU(FM) Charlottesville, Va.—Granted license covering change in ERP, ant. height, and installation of a new amplifier.

WFLN-FM Philadelphia—Granted CP to operate trans. by remote control; install new trans. and ant.; make changes in ant. system; increase ERP to 50 kw, and ant. height to 500 ft.

WKBD(TV) Detroit—Granted CP to change ERP to 678 kw vis. and 135 kw aur., and change type trans.; condition.

*KFME(TV) Fargo, N. D.—Granted CP to change ERP to 264 kw vis. and 47.5 kw aur., and change type trans.

WISE-TV Asheville, N. C.—Granted CP to change frequency to channel 21; ERP to 22.2 kw vis. and 4 kw aur., ant. height 420 ft., change type ant. and make changes in ant. system.

KCRG-TV Cedar Rapids, Iowa—Granted CP to change trans. location to 4.5 miles northwest of Walker, change type ant. and make changes in ant. system; ant. height 1,990 ft.

Granted licenses for following noncommercial educational FM's: WRST-FM Oshkosh, Wis.; and WVUR-FM Valparaiso, Ind., and specify type trans.

Granted extension of completion date to Dec. 23 for KENI-TV channel 2, Anchorage.

Actions of June 22

WUST Bethesda, Md.—Granted mod. of license to operate trans. by remote control.

KCYS(FM) Richland, Wash.—Approved engineering data submitted in compliance with report and order in Doc. 15937 of March 17 to show operation on channel 274 (102.7 mc), changes in ant. system, ERP 52 kw, and ant. height 860 ft.; remote control permitted; condition.

KRMG-FM Tulsa, Okla.—Granted CP to change ant.-trans. and studio location, install new ant., increase ERP to 6.1 kw, decrease ant. height to 295 ft.; remote control permitted.

KDOT Scottsdale, Ariz.—Granted CP to make changes in ant. system; conditions.

WSPF Hickory, N. C.—Granted CP to change ant.-trans. location, install new trans., make changes in ant. system, conditions.

Granted renewal of licenses for following main stations and copending auxiliaries: WCMF(FM) Rochester, N. Y.; WGVA Geneva, N. Y., and WTKO Ithaca, N. Y.

Following stations were granted extensions of completion dates as shown: WWLA-(FM) La Crosse, Wis., to Sept. 27; KOSI Aurora, Colo., to Sept. 30; WKDN Camden, N. J., to Oct. 10; WMNC Morganton, N. C., to Jan. 5, 1967; KFYR-FM Bismarck, N. D., to Dec. 26; KHAR-FM Anchorage, to Oct. 22; KOSI-FM Denver, to Dec. 31; KSHE (FM) Crestwood, Mo., to Dec. 25; *WBMR (FM) Telford, Pa., to Nov. 6; WEHH-FM Elmira, N. Y., to Aug. 16; WHFB-FM Benton Harbor-St. Joseph, Mich., to Jan. 15, 1967; and WOSH-FM Oshkosh, Wis., to Dec. 1.

Actions of June 21

Following stations were granted extensions of completion dates as shown: WMIV(FM) South Bristol Township, N. Y., to Sept. 1; and WFLM(FM) Fort Lauderdale, Fla., to Oct. 1.

ETV fund grants

■ Following grants for education television have been announced by Department of Health, Education and Welfare:

Wailuku, Maui, Hawaii—University of Hawaii. $77,800 to activated new VHF on channel 10 to rebroadcast programs originating on channel 10 in Honolulu.

Tucson, Ariz.—Board of Regents of University and State College of Arizona. $345,456 to expand and improve reception of KUAT-TV channel 6, and to provide for transmission in full color. Total project cost $524,249.

St. Paul—Twin City Area Television Corp. $363,986 to equip KTCA-TV for live color broadcasting and for relay to it satellites KTCI(TV) St. Paul, WDSE-TV Duluth, and KWCA(TV) Appleton, all Minnesota. Total project cost $677,972.

Austin-San Antonio, Tex.—Southwest Texas Educational Television Council. $270,000 to expand and improve services and to add color broadcasting to KLRN-TV. Total project cost $360,000.

Chattanooga—Tennessee State Board of Education. $259,365 to help construct new UHF on channel 45. Total project cost $518,730.

Actions of June 20

■ Notified Northwestern Colorado Broadcasting Co. that it has incurred apparent liability of $250 for eleven rule violations by KRAI Craig, Colo., including failure to provide equipment performance measurement data, discrepancy between remote and regular ant. ammeters, and daytime power and remote control infractions.

WNWC(FM) Inc. Arlington Heights, Ill. —Remote control permitted.

Action of June 17

KIGO St. Anthony, Idaho—Remote control permitted.

BROADCAST ACTIONS

By Commission

■ By memorandum opinion and orders, commission granted petitions for waiver of evidentiary hearing provisions of Sec. 74.-1107(a) of rules and authorized following three CATV systems which operate within Grade A contour of TV's in 100 largest TV markets to extend signals of distant TV's beyond their Grade B contours. These are first regular such waivers by commission. No oppositions were filed.

Martin County Cable Co., granted waiver to serve Martin County and Stuart, Fla., by carrying signals of Miami, Fla., TV's. Commissioner Bartley concurred in result; Commissioner Cox concurred and issued statement.

Coldwater Cablevision Inc., Coldwater, Mich., granted waiver to carry signals of Detroit, Toledo, Fort Wayne, South Bend, and Windsor, Ontario stations. Commissioner Bartley concurred in result; Commissioner Cox concurred in part and dissented in part and issued statement.

Chenor Communications, Inc., granted waiver to serve Chenango Bridge, N. Y., by carrying signals of WPIX(TV) and WOR-TV New York. Commissioner Bartley concurred in result; Commissioner Cox concurred and issued statement. Action June 29.

FORFEITURE ORDERS

■ By separate memorandum opinion and orders, commission ordered following licensees to forfeit amounts for rule violations as indicated:

KAPR Douglas, Ariz., $1,000 for operating with excessive frequency deviation and not employing full-time first-class radio operator. Reduced from apparent liability for $2,000 after considering licensee's response.

WVTR White River Junction, Vt., $500 for operation by unlicensed or improperly licensed radio operators, excessive power, defective modulation monitor and failure to make equipment performance measurements. This action was taken after considering licensee's response to notice of apparent liability of $1,000.

WMNZ Montezuma, Ga., $150 for failure to file annual financial reports and failure to reply to notices.

KYLT, Missoula, Mont., $150 for like violations.

WJOR South Haven, Mich., $150 for like violations. Actions June 29.

NOTICES OF FORFEITURE

■ Commission notified WAVI Broadcasting Corp., licensee of station WDAO(FM), Dayton, Ohio, that it has incurred apparent liability of $1,000 for various violations of radio operator, logging and technical rules. Licensee has 30 days to contest or pay forfeiture. Ann. June 29.

■ Pursuant to its announcement of Dec. 2, 1965 that late broadcast station renewal application filings are subject to forfeiture, commission so far this month has issued 29 notices of such apparent liability by New York and New Jersey stations. These are first actions of this nature. Stations and the amounts are: WEEE Rensselaer, N. Y., $100; WSEN Baldwinsville, N. Y., $25; WBTA Batavia, N. Y., $25; WBJA-TV Binghamton, N. Y., $200; WBUF-FM Buffalo, N. Y., $25; WGSU-FM Genesco, N. Y., $25; WLEA Hornell, N. Y., $25; WBAZ Kingston, N. Y., $25; WYBG Massena, N. Y., $25; WRNW-FM Mount Kisco, N. Y., $100; WFUV-FM New York, 25; WNDT (TV) New York, $25; WSGO Oswego, N. Y., $25; WALK-AM-FM Patchogue, N. Y. $25; WRIV Riverhead, N. Y., $25; WIRJ-FM Rochester, N. Y., $200; WVOR-FM Rochester, N. Y., $25; WNBZ Saranac Lake, N. Y., $200; WSPE-FM Springville, N. Y., $100; WDDS-FM Syracuse, N. Y., $200; WKDN-AM-FM Camden, N. J., $100; WXKW, Troy, N. Y., $200; WDHA-FM Dover, N. J., $25; WFMU-FM East Orange, N. J., $25; WLVP-FM Franklin, N. J., $25; WTTM-FM Trenton, N. J., $100; WCRV Washington, N. J., $100.

Stations have 30 days to pay or contest forfeitures.

Broadcasters should file their renewal applications in time to allow full 90-day interval for processing prior to expiration of current license term. Forfeiture schedule is $25 for 1-15 days late, $100 for 16-60 days, and $200 for 60-90 days. Ann. June 24.

Rulemakings

PROPOSED

■ Commission invited comments to its proposal to delete FM channel 236 from San Bernardino, Calif., to eliminate short spacings with co-channel stations in Ventura and San Diego. Commissioner Wadsworth dissented. Action June 29.

PETITIONS FOR RULEMAKINGS FILED

WCMA Corinth, Miss.—Requests amendment of rules so as to assign channel 237A to Corinth. Received June 13.

First Church of Open Bible, Rockford, Ill. —Requests amendment of rules so as to assign FM channel 285A to Rockford. Received June 13.

WOLD Marion, Va.—Requests institution of rulemaking proceedings to amend FM allocation table for Marion from 230 to 230, 272A. Received June 15.

WOOO DeLand, Fla.—Requests institution of rulemaking proceeding to amend Sec. 73.202 of FM table of assignments looking toward allocation of FM cahnnel 290 to DeLand. Received June 16.

WABJ Adrian, Mich.—Requests institution of rulemaking proceeding to assign FM channel 296A to Adrian. Received June 17.

CATV requests for waiver

Clear Vision TV Co. of Bessemer, Bessemer, Brighton and Brownville, all Alabama, requests waiver to carry WSB-TV, WAGA-TV, WAII-TV all Atlanta; WSFA-TV Montgomery; WCFT-TV Tuscaloosa, both Alabama; WTOK-TV Meridian, and WCBI-TV Columbus, both Mississippi.

Texas Community Television Services Inc., Texarkana, Tex., requests waiver to carry WBAP-TV, KTVT(TV), KRLD-TV, WFAA-TV and KERA-TV, all Dallas-Fort Worth.

Wolverine Cable Vision Inc., Battle Creek, Albion, Marshall, Springfield and Battle Creek twp., all Michigan, requests waiver to carry WZZM-TV Grand Rapids; WKBD-TV, WTVS-TV, WXYZ-TV Detroit, both Michigan; WGN-TV and WTTW(TV) Chicago.

Suburban Cable Co., Downingtown, East Caln, Malvern, Phoenixville, Tredyffrin, Schuylkill, and Spring City, all Pennsylvania, requests waiver to carry WNEW-TV, WOR-TV, WPIX(TV) and WNDT(TV) all New York.

Jefferson Cable Corp., Jefferson, Wis., requests waiver to carry WFLD(TV), WGN-TV, Chicago; WUHF(TV) and WMVS-TV Milwaukee.

Armstrong Utilities Inc., Orrville and Rittman, both Ohio, requests waiver to carry WFMJ-TV, WKBN-TV, WYTV(TV) Youngstown; WSTV(TV) Steubenville, Ohio-Wheeling, W. Va.; WBNS-TV, WLWC(TV) both Columbus, all Ohio; and WTRF-TV Wheeling, W. Va.-Steubenville, Ohio.

Shenango Cable TV Inc., Sharon, Hickory twp. and Sharpsville, all Pennsylvania, requests waiver to carry WJW-TV Cleveland; WTAE-TV, WQED(TV) both Pittsburgh; WICU-TV, WSEE(TV) and WJET-TV all Erie, both Pennsylvania.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 29. 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.

Costa Mesa, Calif.—Warner Brothers Television Services Inc., Newport Beach, Calif., and Community Cablevision Co., a subsidiary of the Irvine Co., have applied for franchises.

▪ **Sarasota, Fla.**—Sarasota Central Antenna Network, Sarasota, has been granted a 26-year franchise. Cablevision Inc. has an application pending.

▪ **Kankakee, Ill.**—Kankakee TV Cable Co. (L. H. Small, president), Kankakee, has been granted a franchise. Original installation fee of $19.95 has been reduced to $5; monthly service charge is $5. The company will offer nine channels.

Kendallville, Ind.—Soundvision Inc. (O.K. Wright, president), Dixon, Ill., has applied for a franchise; the application has been tabled. Citcom Inc., subsidiary of the Citizens Telephone Co., Decatur, Ind., previously requested a 25-year exclusive franchise.

Richmond, Ind.—At least five CATV firms are bidding for an exclusive franchise. Recent applicants include Clearview Cable of Richmond, Cable Television of Richmond, Richmond Cable Television Inc., Meredith-Avco Inc. (group CATV owner, Cincinnati), and American Cable Television Inc. (subsidiary of Ameco Inc., Phoenix, a group CATV owner), represented locally by WHON. Less recent proposals were submitted by Central Broadcasting Corp. (WKBV Richmond), Community Teleception Inc., Indianapolis, and Miami Valley Broadcasting Corp. (Cox Broadcasting Corp.).

Sioux City, Iowa—Four firms have applied for franchises: Sioux City Cablevision Inc.; John C. and Eugene Lennon; Dr. A. H. and Fred T. Kelly (owners of KTRI Sioux City), and All Channel Cable TV Corp.

▪ **Larned, Kan.**—Cobb & Associates, Great Bend, Kan., has been granted a 20-year franchise. The city will receive 3% of gross receipts with monthly charge of $5.95. Other applicants are Telesis Corp. and Larned Cablevision System Inc.

▪ **Amherst, Mass.**—Pioneer Valley Cablevision Inc. (Allen Torrey, manager) has been granted a franchise. The firm presently serves Greenfield and Connecticut Valley, both Massachusetts.

Grand Rapids, Mich.—West Michigan Cable TV Inc. (Harold R. Sugarman, president), a subsidiary of H&B Communications Corp., has applied for a franchise.

Homer, Mich.—The Calhoun Telephone Co. has applied for a franchise.

▪ **Lebanon, Mo.**—Le-Mo Cable Inc. has been granted a franchise. The firm will provide 12 channels, including a local information channel. The service carries a monthly charge of $5.50.

Broken Bow, Neb.—Mid-State Community Television, Aurora, Neb., (J. E. Nelson and Clifford Thompson, owners) has applied for a franchise. Another applicant is Multi-Vue TV Systems.

▪ **Cold Spring, N. J.**—South Jersey Television Cable Co. (group CATV owner) has been granted a franchise. At least six channels will be installed for $9-$15 with a $3.50 ($5 with microwave) monthly service charge.

▪ **Gardnertown, N.Y.**—Hometown TV and Hightower Telesystems, both Newburgh, N. Y., have been granted franchises for which the town will receive 3% of the companies' gross revenues.

Little Falls, N.Y.—Antenna-Vision Inc., Ilion, N. Y., is seeking a franchise.

▪ **New York**—Teleprompter Corp. (group CATV owner; Irving B. Kahn, president), Sterling Information Services Ltd. (Charles F. Dolan, president), and CATV Enterprises Inc. (Theodore Granik, principal owner), all New York, have been awarded franchises, which allow the companies to relay to subscribers signals from the nine channels originating from the Empire State Building, but not from outside channels. An installation fee of $19.95 and a $5 monthly service charge have been set. Teleprompter services the Manhattan area north of 86th Street on the East Side and 79th Street on the West Side, while Sterling covers the remainder of Manhattan. CATV Enterprises has a franchise for the Riverdale section of the Bronx.

Wappingers Falls, N.Y.—NorthEast TV Cablevision Corp. has applied for a franchise. Time-Life Broadcasting Inc. (group CATV owner) is seeking a 25-year franchise.

▪ **Raleigh, N. C.**—Southeastern Cablevision Co. (James K. Dorsett, representative) has been granted a franchise. A city ordinance limits installation fees to $20 and monthly service charges to $6. Mr. Dorsett said that the firm intends to install a six-channel system. Jefferson Carolina Co. (jointly owned by Jefferson Standard Broadcasting Co. and Carolina Communications Corp.) also has applied but the council has tabled consideration until Aug. 1, 1966.

Covington, Ohio—Walter Power Jr., Barbourville, Ky., has requested a 20-year franchise, offering the city 5% of gross receipts. For a $10 installation fee and a $4.25 service charge subscribers would receive 10 commercial channels, one educational, 24-hour weather reports and FM music.

Findlay, Ohio—Purchase of 50% of the stock in Ohio Cablevision Inc., Findlay, was announced by Cablevision Enterprises Inc. (Amos B. Hostetter Jr. and H. I. Grousbeck, principal owners). The interests were sold by Northwestern Ohio Broadcasting Corp., licensee of WIMA-AM-FM, Lima, Ohio. Northwestern and Cox Cablevision Corp. (50% stockholder of Ohio Cablevision) were the founding partners of Ohio Cablevision. Messrs. Hostetter and Grousbeck are the principals of Continental Cablevision of Ohio Inc., which provides service to Fostoria and Tiffin, both Ohio.

▪ **Wooster, Ohio**—Clear Picture Inc., Wooster, has been granted a franchise. The 12-channel system will cost residents $10 for installation and a $5 monthly fee. Previous applicants include Neptune TV Cable Co. (Rust Craft Broadcasting subsidiary) of Steubenville; Tower Antennas Inc., Coshocton; Millersburg Community TV System Inc., Millersburg; Multi-Channel Cable Co., Portsmouth, all Ohio, and Valley Master Cables Inc., Kittanning, Pa.

Zanesville, Ohio—WHIZ-TV Zanesville, previously granted a CATV franchise, reportedly returned its franchise stating that such a system would not benefit subscribers. Viking Industries (Richard E. Bridwell, representative), Hoboken, N. J., whose application has been pending since December, still is seeking a franchise to install an 11-channel system which additionally will provide reception of 25 FM radio stations.

Latrobe, Pa.—WHJB CATV Inc., Greensburg, Pa., is seeking a franchise.

▪ **Midland, Pa.** — Centre Video (group CATV owner, James Palmer, president), State College, Pa., has been awarded a 20-year franchise. Cost for the first outlet in private homes is $4.40 and $5.50 for commercial buildings. A second outlet would cost $1, a third, 75 cents, and 50 cents for additional outlets. Installation will be free to the borough building, fire halls and schools. The initial outlet cost was reduced because council elected to return a 10-cent franchise award to subscribers, rather than accept 10 cents from the company on each service franchise it received. (Location of Centre Video was erroneously reported as College Park, Pa. [BROADCASTING, June 13].)

▪ **Marinette, Wis.**—Midland Community Antenna Systems Inc. has been awarded a franchise. The firm will bring in 12 channels including ETV. The installation fee will be $18.75 and the monthly charge will not exceed $5.

▪ **Whitewater, Wis.**—Television Wisconsin Inc., Madison, Wis., has been granted a franchise. The firm will charge an installation fee of $15 and it will pay the city 2% of its gross income. Another grant went to Whitewater Cable Corp. on May 3.

WEEK'S PROFILE

Action speaks louder than words

"MR. Pecksniff was a moral man: a grave man, a man of noble sentiments and speech. . . . Some likened him to a direction post, which is always telling the way to a place but never goes there."

Robert Keim, who took over as president of The Advertising Council on Friday (July 1), often uses Mr. Pecksniff, described above in Dickens' *Martin Chuzzlewit*, as a negative example.

Mr. Keim is particularly opposed to this moralizing, "let-George-do-it" attitude. In fact, his career could be described as "anti-Pecksniffian."

He started with a short stint as a broadcast trainee at the Compton Advertising agency, New York, at the beginning of World War II. In 1942 Mr. Keim was called to the Air Force. After basic training he snared a job that GI's the world over might dream of: teaching swimming at Miami Beach.

But, insofar as 22-year-old Bob Keim was concerned, that dream was unimportant compared to a conviction that he'd do better by the service and himself in a more responsible job.

In short order, he applied for Officers Candidate School and it wasn't too long after that he was in England as information officer for a bomber group.

In 1944 he applied for training as a radio correspondent. "When my application was approved, all my buddies were surprised," says Mr. Keim. "Everyone said applying for correspondent was similar to seeing the chaplain—nothing is supposed to come of it. Funny thing is you often do get action in both situations if you give it a whirl."

In Good Company ▪ Transferred to New York for broadcast production orientation, Mr. Keim found himself among luminaries of the entertainment field of then and now: writer-producer Nat Hiken (*Car 54 Where Are You?*, *Carol Plus Two*), singer Johnny Desmond, writer-producer Perry Lafferty (*Danny Kaye Show*, now vice president-programs for CBS-TV in Hollywood) and the Glenn Miller Band.

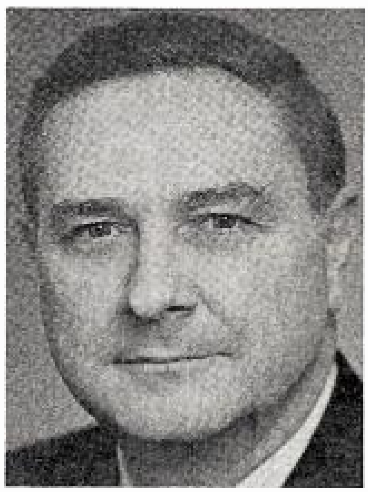
After the war's end, the winds of history wafted the young officer to Washington, and the office of the Secretary of the Air Force. But the same winds blew away most of his staff.

"I had just supervised an Air Force mustering-out campaign, 'Happy Landings'," says Mr. Keim, " and was looking forward to getting out. But a hero of mine—and I use the word advisedly —General Hoyt S. Vandenberg, then Air Force vice chief of staff, asked me to stay on and try to hold things together."

It was clear if every top man left, the Air Force public relations and information service would be crippled. Captain Robert Keim stayed.

Of his time as chief for radio and TV production in the Pentagon office of the Air Force chief of staff and later in the office of the secretary of defense, Mr. Keim says: "Service in the government was invaluable. I learned first-hand the workings of government, the interrelationships between government agencies, a sense of tact and protocol that apply in the close contact between government agencies and the Ad Council."

Leaves Service ▪ In 1954, after several Air Force Ad Council campaigns, the then Colonel Keim left the Air Force and joined the executive staff of the council. During this period he piloted such campaigns as traffic safety. better schools, register and vote, and Radio Free Europe.



Robert Phillip Keim—president, Advertising Council; b. Jan. 28, 1920, Queens, N. Y.; Queens College, AB, 1941; broadcast trainee at Compton agency, New York, 1941-42; U. S. Air Force (1942-54), entered as enlisted man and attained rank of colonel in the office of the secretary of defense, public information officer; graduate work in international relations at the University of Maryland, 1950-51; executive staff of Advertising Council, 1954-61; advertising officer at The Chase Manhattan Bank, 1961-66; second vice president in marketing services and advertising division of Chase, 1966; m. Gloria Smith, 1943; children—William, 21; Barbara, 11; memberships—colonel, U. S. Air Force Reserve; commander, 9215th Air Reserve Squadron; Wings Club, New York; elder of the Community Church of East Williston, L. I.; National Safety Council's committee on traffic safety; hobbies—gardening and "bad golf."

In 1961 he was appointed advertising officer at the Chase Manhattan Bank, New York, and by 1966 was a second vice president in the marketing and advertising division. At that point he was asked by the Ad Council's board of directors to return and take the presidency being vacated by Theodore Repplier, who had reached retirement age.

Mr. Keim sees no immediate need for change, major or minor, in the council's operation, which last year handled $236 million in donated time and advertising space.

"It should be noted," says the new Ad Council chief, "that this donation would not have been possible without the big advertisers and agencies, who can provide the money and services to combat problems national in scope. Businessmen provide most of our operating budget, and I'm no stranger myself to the profit motive—I'm a principal owner of radio station WADS Ansonia, Conn."

Ad Council's Objective ▪ The relationship between business, large and small, and the national interest can be illustrated in The Advertising Council, whose purpose is, Mr. Keim says: "To bring the force of American business and advertising to bear on major problems of the national welfare, and, hopefully. to solve them."

Mr. Keim, recruited to teach Sunday school, spent five years instructing the senior class at the Community Church of East Williston, (N. Y.).

"I learned more in those years of arising every Sunday morning at 7 to prepare my lessons than I ever thought possible," he says. "It got so that I actually had to apologize to the kids because I felt they were giving me so much and I was giving them so little."

The ad executive believes these years he taught Sunday school helped him to relate religion to his secular life.

His pastor comments that the relationship is not a one-way street: "Bob Keim is the kind of churchman that the church needs—men involved in the day-to-day earthy things of the economic world and who share in church life. The reaction to religion they create in youth, even without a single word, is along the line of 'There must be something to it.' "

Among the Ad Council campaigns. the Religion in American Life (RIAL) campaign is a sparkling diamond to Bob Keim. In a recent speech before the RIAL board, he hammered away at the Pecksniffian attitude. He warned it was insufficient to merely know what and where a need exists. "We've got to go to the problems. We've got to go where the action is. We've got to put our faith to work—today."

Something special

IT is gratifying on every count to note the upsurge in special programs already committed by the television networks to the 1966-67 season that begins next September. A wider range of audience interests is bound to be awakened when specials are mixed in reasonable frequency with the weekly series.

It has been the same-night, same-time, same-station series that has built the television audience to its massive and consistent size. But it has been the special of occasional brilliance that has given television its moments of true excitement and real wonder. The networks are exhibiting an appropriate regard for their vital role in the national culture when they risk the enormous sums they will bet in 1966-67 on the one-shots that don't always come in.

Where the rights belong

ACCORDING to talk, both public and private, at the convention of the National Community Television Association last week, CATV operators are on the verge of moving into a new phase of operation. They are thinking of breaking out of the business of relaying signals from broadcast stations and into the business of originating a good many programs of their own.

Publicly they were talking in Miami last week about modest ventures in program origination: pickups of local events, the high-school basketball game, the village council meeting. Privately some were talking about going far beyond that: buying audience attractions from sources outside their communities. The latter talk has been stimulated by the recent court decision holding CATV liable for copyright payments (BROADCASTING, May 30). Some operators are now saying that if they must pay copyright fees, they might as well go to the sources of programing and circumvent the broadcast stations.

This is a development that stations have it in their power to control, providing they do something about it before it gets out of hand.

Right now stations ought to begin making sure that they acquire from all their program sources the rights to authorize CATV distribution in their areas. Once they have those rights in hand, the stations will be in a position to negotiate with wire systems and will have established themselves as the points of copyright clearance for just about all of the programing that CATV subscribers will want to see.

This publication has for years argued that broadcasters ought to be given the right, through an amendment of the rebroadcast section of the Communications Act, to grant or refuse CATV's the right to pick up their signals. The same end, it now appears. could be achieved under the existing copyright law and without any change in the Communications Act—assuming, of course, as many lawyers do, that the district court decision in the copyright case will stand up under appellate attack.

NBC has already gone on public record as favoring the system of station clearance of CATV rights; including the clearance of NBC programs. CBS has indicated it would want to keep control of CATV clearance of its network programs but has said that stations ought to be the point of clearance of nonnetwork shows. ABC has so far refrained from comment on the mechanics of clearance, although it has asserted that CATV must obtain rights.

As for the stations themselves, there has yet been no indication of any significant movement toward the clear establishment of their right to authorize CATV distribution. It would seem wise for stations to start such a movement soon by conferring with their networks and other program sources.

At the same time the stations must prepare to argue for retention of the present copyright law. No doubt the CATV interests will be doing all they can to get Congress to adopt legislation giving them relief from the decision of the federal court. They are no more entitled to that legislation than they are to the free ride they have been taking on the programing they snatch from the air.

Will secrecy really vanish?

THE federal open-records bill (S 1160) now awaiting presidential signature is of special importance to broadcasters. It affects them in two ways.

Of primary benefit is the bearing this barrier-breaking legislation will have on broadcast journalism. It is basically a freedom-of-information measure premised on the public's right to know. It means that the investigative reporter, whether he works for print or air media, cannot be denied access to government records unless the information falls in the national security or other specified categories of sensitivity that invade privacy, such as FBI records, tax returns and confidential financial information (such as the annual financial reports filed with the FCC).

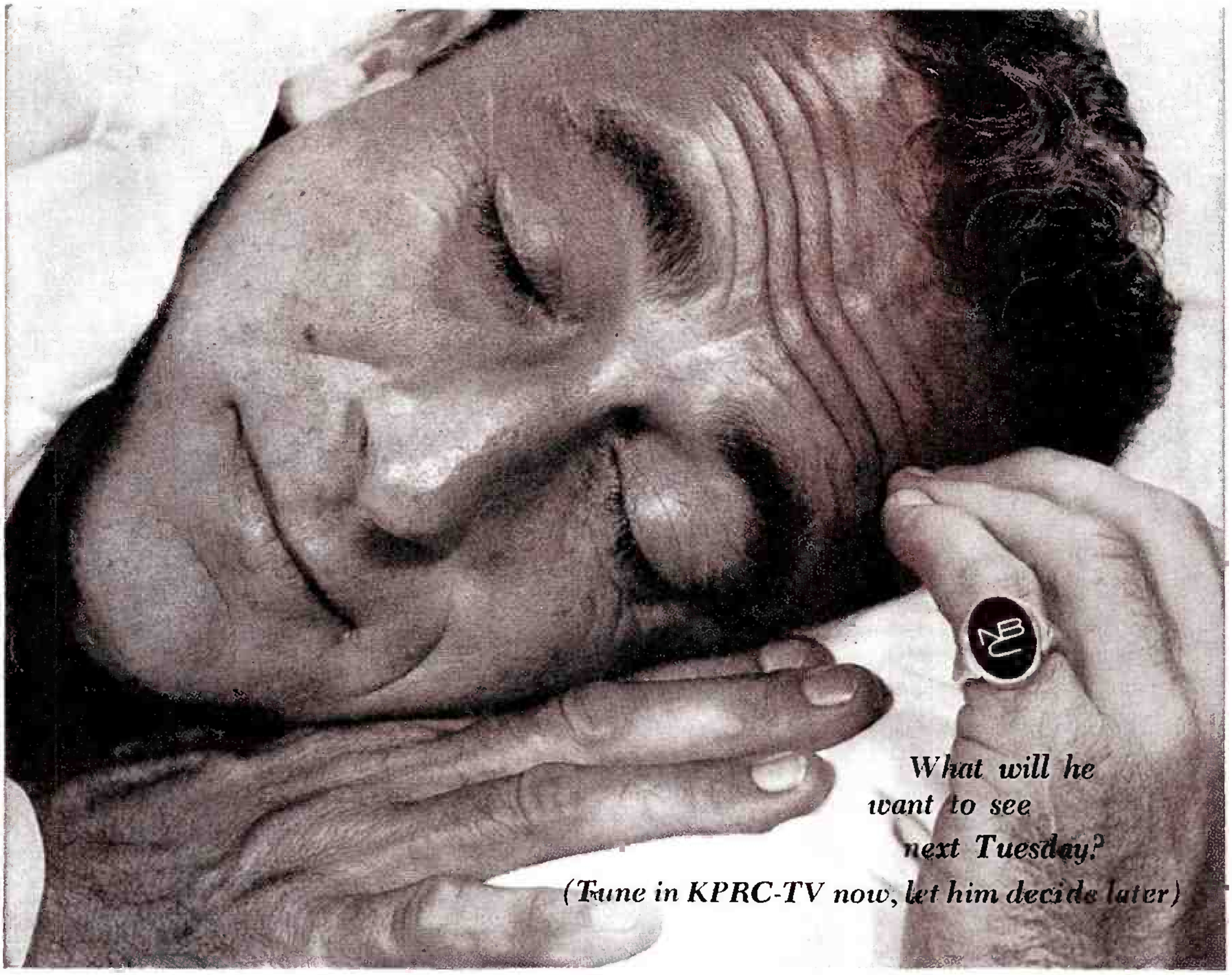
It is the second aspect that makes the difference for broadcasters. Unlike other media, broadcasting is subject to regulation by an independent agency—one of those that has been opposed to open records on the broad ground that it will cause untold troubles by people raiding their files for mischief-making. It has long since been forgotten by the bureaucrats that broadcasting was subjected to regulation by Congress to control electrical interference and not to censor programing or mastermind business operations.

S 1160 has been in the making for more than a decade. It passed both Senate and House unanimously. Because of the overwhelming vote it's expected President Johnson will sign the measure.

But once signed it will be a year before the legislation becomes effective. We suspect many bureaucrats will now seek ways of circumventing the intent of the new law.

Drawn for BROADCASTING by Sid Hix

"Now where is that promotion piece of yours? . . . I had it just a while ago!"



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And products are on the move at Viking. Last year our CATV business tripled. We introduced 151 new cable television products. "Vikal" solid sheath aluminum cable is being manufactured in half mile lengths. The great "Goldline" Solid State Modular Amplifiers are setting new performance standards for the CATV industry.

Systems Construction Company, a Viking subsidiary, is engineering and building turnkeys at a rapid pace.

Viking moved ahead of competition with the introduction of the compact, "Weatherama" time/weather device. We also joined forces with United Press International to produce the "News-A-Rama" — the finest CATV news machine available.

Things are moving at Viking and they're keeping pace with the exciting CATV industry.

If you are thinking of a move in CATV — move with Viking!

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