



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Ford Foundation launches network satellite plan. p23

C&W radio: why it attracts such loyal audiences. p53

ABC-ITT move fast to answer FCC's merger questions. p34

Air editorials may replace newspaper's in influence. p70

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NEWSPAPER

## The sound is WOR-FM 98.7



**Stereo rocks New York...if you're not on 98.7 you're not in.**

REPRESENTED BY RKO GENERAL BROADCASTING NATIONAL SALES

# 100th ANNIVERSARY

100 stations have already acquired  
Volume 7 and are now very satisfied  
clients for several good reasons  
not the least of which is that  
21 of these 50 "Films of the 50's and 60's"  
are in color.

# Volume 7

## The facts in black and white:

Some more of Volume 7's PRIME TIME STARS  
in addition to those displayed here include:

Marilyn Monroe in "Love Nest," Brigitte Bardot in "Concert of  
Intrigue," Richard Widmark in "My Pal Gus," Simone Signoret in  
"Time Running Out," Patricia Neal in "Something for the Birds,"  
Dorothy McGuire in "Mother Didn't Tell Me,"  
Claudia Cardinale in "Girl With a Suitcase" and (in color):  
Richard Boone and Gene Tierney in "Way of A Gaucho."  
Romy Schneider and Alain Delon in "Christine" and  
Curt Jurgens and Maria Schell in "Duel In The Forest."

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WILL SUCCESS SPOIL ROCK HUNTER?  
TONY RANDALL, JAYNE MANSFIELD

INFERNO  
ROBERT RYAN, RHONDA FLEMING

THE SIEGE AT RED RIVER  
VAN JOHNSON, JOANNE DRU

HALF ANGEL  
LORETTA YOUNG, JOSEPH COTTEN

THE RIVERS EDGE  
ANTHONY QUINN, RAY MILLAND

BETWEEN HEAVEN AND HELL  
ROBERT WAGNER, BRODERICK CRAWFORD

THE GIRL CAN'T HELP IT  
TOM EWELL, JAYNE MANSFIELD

..in color

TRUE STORY OF JESSE JAMES  
ROBERT WAGNER, JEFFREY HUNTER

THE PROUD ONES  
ROBERT RYAN, VIRGINIA MAYO

DESK SET  
SPENCER TRACY, KATHARINE HEPBURN

OH MEN, OH WOMEN  
TONY RANDALL, DAVID NIVEN

THE BEST THINGS IN LIFE ARE FREE  
ERNEST BORGNINE, DAN DAILEY

looks great

LOVE ME TENDER  
ELVIS PRESLEY, RICHARD EGAN

BELVEDERE RINGS THE BELL  
CLIFTON WEBB, ZERO MOSTEL

HOUSE ON TELEGRAPH HILL  
RICHARD BASEHART, WILLIAM LUNDIGAN

THE WAYWARD BUS  
JAYNE MANSFIELD, DEN DAILEY

..in b/w

I'LL NEVER FORGET YOU  
TYRONE POWER, ANN BLYTH

HATFUL OF RAIN  
EVA MARIE SAINT, DON MURRAY

THE GUY WHO CAME BACK  
PAUL DOUGLAS, JOAN BENNETT

THE WAY TO THE GOLD  
JEFFREY HUNTER, SMEREE NORTH

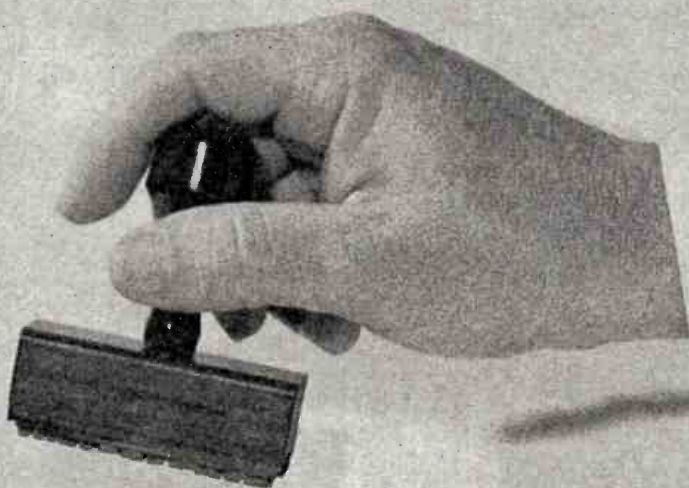
ZERO HOUR  
DANA ANDREWS, LINDA DARNELL

FORTY GUNS  
BARBARA STANNYCK, DEAN JAGGER

A BLUEPRINT FOR MURDER

RETURN OF THE FLY  
VINCENT PRICE, BRETT MALSEY

HIGH  
VOLTAGE



PREFERRED

PREFERRED

PREFERRED

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**KRLD-TV** is the station preferred by more viewers in the nation's 12th ranked television market.

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For your next schedule, select the station Dallas-Fort Worth viewers prefer. See your ATS Representative.

\*ARB May 1966  
Audience Estimates  
9:00 A.M. to Midnight  
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**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



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

## Smith to head bureau?

Newest name under consideration as chief of FCC's Broadcast Bureau is George S. Smith, legal assistant to Commissioner Robert E. Lee. Mr. Smith, who had 30 years in private communications practice before he joined FCC in 1962, reportedly has backing of all commissioners except Kenneth Cox. He was head of license division of old Radio Commission from 1928 to 1932, worked alongside current FCC Chairman Rosel H. Hyde when latter served on Radio Commission's legal staff early in career that led to commissionership in 1946 and chairmanship now.

*Among others nominated for Broadcast Bureau post are Sol Schildhouse, FCC examiner; James O. Juntilla, deputy chief of bureau; John Cushman, administrative assistant to chairman, and Robert J. Rawson, chief, renewal and transfer division of bureau. Final decision, it's expected, will be made at next full FCC meeting, Aug. 17. James Sheridan, incumbent Broadcast Bureau chief, it's understood, will be named to new post within commission where his expertise as professional economist will be utilized. Mr. Smith was formerly partner in law firm of Segal, Smith and Hennessy.*

## Free ride

ABC-TV's upcoming late-night show, to feature Joey Bishop as host (see page 71), is being offered to affiliates on no-money-compensation basis, with "payment" to be in form of commercial positions for local sale—similar to arrangement contemplated by new Overmyer Network on late-night show it plans to offer from Las Vegas when it starts operations in fall of 1967. ABC plans no charge of co-op fees to affiliates carrying Bishop show. On only current late-night network offering, NBC's *Tonight Show* with Johnny Carson, affiliates get both spots for their own sale and dollar compensation on network sales in one hour, pay co-op fees on their sales, get other 30 minutes (in some cases 45) on straight co-op basis.

## Next look at ABC-ITT

FCC's next discussion of proposed merger of International Telephone and Telegraph Corp. and ABC is scheduled for Aug. 17 meeting. That's one session during month at which all commissioners are scheduled to be

# CLOSED CIRCUIT

present. Commission officials say mere presence of item on agenda doesn't mean commission will be in position to take action—to grant or designate applications for hearing. "It's mainly for discussion," said one commissioner. However, action is possibility, particularly if Justice Department's views on proposal are received by then.

*Failure of Justice thus far to express its views is something of nagging problem at commission. FCC has been keeping that department closely advised of developments, and could act on own, without ever getting word from Justice. But commissioners are said to be reluctant to do so.*

## Delayed incubation

Despite general industry slow-down in development of new properties for 1967-68 season, CBS-TV has 25 projects on drawing boards that are considered promising. How many will come to fruition, how many will fall out and how many more will come in it's difficult to say at this point, but network is confident that it will be able to come up with at least 25 pilots. Program development has been much more difficult this year because many producers took serious financial loss last year. As result, network has become much more deeply involved in seeking out creators and working cooperatively to pull shows out of them. CBS-TV is just as far along in new programming development now as it was at same time last year.

*ABC-TV and NBC-TV both note sluggishness in development of 1967-68 projects. Former hopes it has broken lagging pattern by recently signing development deal with 20th Century Fox to do three hour series for season after next. Latter's program vice president, Grant Tinker, now in Hollywood, made trip from New York partly to quicken NBC-TV's new-programming pace.*

## Early choice

Insiders predict 1967 recipient of Distinguished Service Award of National Association of Broadcasters will be John E. Fetzer, president of Fetzer stations, owner of Detroit Tigers and for over three decades leader in broadcasting. Mr. Fetzer, who served as assistant director of censorship

(broadcasting) under Byron Price during World War II, began his career in broadcasting as amateur in 1918, as engineer attended Hoover radio conferences in 1923 and in 1931 built WKZO Kalamazoo, Mich., his first station which he still owns.

## Growth minded

Hooper-Holmes Bureau Inc., 67-year-old commercial reporting service, which through its market research division has been intermittently active in broadcast audience measurement since late 1930's, wants to expand in this field. Division, headed by John Higgins with headquarters at Morristown, N. J., recently completed special-order radio study in home state, has another tentatively set in Connecticut—and is bidding for next assignment in NBC Radio's pioneering Cumulative Radio Audience Measurement (CRAM) project. Hooper-Holmes has nationwide fulltime field staff of some 2,000 persons and in radio research uses personally placed, personally picked up diary technique like one of two top-rated systems in All Radio Methodology Study (ARMS).

## Advance in FM

Nationwide FM listening survey commissioned by CBS Radio has come up with some figures that startled its sponsors but pleased them, too, since they're getting ready to syndicate specialized music programming to FM stations. Though study included small markets where FM listening is supposedly light, it found 41.1% of adults do "some" FM listening and 40.2% of these are listening more now than year ago. In 18-24 age group, approximate target audience of CBS Radio's FM service, FM listening was said to be up in 50.4% of cases. Survey was done by R. H. Bruskin Associates as part of its January AIM study.

*Although CBS officials decline for competitive and sales reasons to identify FM subscribers, it's understood that in addition to seven CBS-owned FM stations they include WJR-FM Detroit; WERE-FM Cleveland; WOW-FM Omaha; KXLS(FM) Oklahoma City; WCOD(FM) Richmond, Va.; WNCT-FM Greenville, N. C., and WSOY-FM Decatur, Ill.*



**Going places** WCKY, the Cincinnati sound of sports, joins America's most influential broadcast group. Mrs. Jeanette Heinze, Vice President and General Manager of the L. B. Wilson, Inc., station, announces the appointment of Blair Radio as exclusive national representative effective August 1, 1966 !

# WEEK IN BRIEF

Ford Foundation wants to put up its own satellite system. Would charge networks difference between its cost of operation and what AT&T now charges. Difference would go to ETV as continuing subsidy. See . . .

## SATELLITE AS ETV ANGEL? . . . 23

ITT and ABC waste few hours in responding to FCC's query for more information on proposed merger of companies. Say ABC would be autonomous unit of ITT. Hyde keeps alive possibility of hearing. See . . .

## FAST, FAST, FAST REPLY . . . 34

J. Walter Thompson, Knox Reeves, Campbell-Ewald get part of \$15 million Alberto-Culver billing being shifted out of BBDO's Chicago office after five years. Move is effective Sept. 1. See . . .

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Rapid growth in number of radio stations programing country and western music is reflected in BROADCASTING survey of stations. They have a top-40 Nashville sound; deliver big audiences; please sponsors. See . . .

## NEW APPEAL OF COUNTRY MUSIC . . . 53

Increasing number of radio and television stations that editorialize is making inroads on newspapers. Participants at Broadcast Editorial Conference say as on-air editorials get shorter, they'll be stronger. See . . .

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Magnuson offers new bill on tar-and-nicotine breakdown on packages and in advertising. It could lead to trouble within cigarette ad code. Meyner demands scientific proof of breakdown. See . . .

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New, lightweight TV cameras will aid man-to-moon and pre-moon flights. Westinghouse, RCA and Teledyne present minicameras to NASA. Westinghouse for moon details; RCA for astronauts in flight. See . . .

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## Broadcasting

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\*Based on latest FCC Reports

## AT&T hikes charges for TV and radio lines

### ANNUAL COST TO BROADCASTERS: \$18.4 MILLION MORE

AT&T proposed new rates for its radio and TV services Friday (July 29) that could result in video users paying \$13.1 million more in 1967 than they did in 1965 and audio users paying \$5.3 million more.

Proposals came in filing with FCC as part of commission's investigation of AT&T rates. Bell System officials had indicated earlier in hearing that increased rates might be required to improve revenue-cost relationship in program transmission services.

According to AT&T, video users paid it \$44.1 million in 1965 and AT&T's cost was \$60.4 million. Projections of estimated 1967 figures—assuming rate raises go into effect—show AT&T taking in \$57.2 million against expenditures of \$56.5 million.

Audio revenues were \$22.2 million in 1965, AT&T says, and costs ran \$26.4 million. Projecting 1967 figures (new rates) carrier anticipates \$27.5 million income and \$26.4 million outlay.

AT&T laid video "gap" between revenue and costs to occasional rather than monthly contract services.

In comments accompanying proposed rates, Gordon Thayer, AT&T vice president, said need for Bell System to have "extensive facilities readily available" for radio-TV coverage of "special events of national importance or widespread public interest" was major factor in "unfavorable" cost-revenue relationship in occasional use area.

Since such events are infrequent, he added, AT&T has had to make "major investment" in facilities that are not regularly used in monthly services.

Mr. Thayer said increases in video rates "must take into consideration competitive market factors as well as the prospect of changes" that may result from development of domestic satellite system. Preliminary study of satellites for domestic use, he added, "indicates that there may be possibilities for cost reductions when a combination of satellites and landlines is used for longer hauls" (see page 23).

Although there has been growth in number of TV stations, he went on, "a great many" (177) stations use "non-Bell facilities" for network programming.

AT&T's audio services, including audio associated with video, is made up almost entirely of services to networks and "numerous" unaffiliated radio and TV stations, he said. Growth of audio associated with video leveled

off about 1955.

As radio networks have shifted their programming emphasis to news feeds, he went on, they have had "tendency" to reduce their transmission costs by ordering lower quality channels.

Following are present and proposed rates for various video and audio services, as presented in AT&T filing.

#### Monthly video service.

Station connection—eight hours per day from \$500 to \$700, each additional consecutive hour from \$35 to \$125; additional for color from \$450 to \$500.

Local channel—per channel first month from \$175 to \$1,200, each additional month from \$175 to \$700; per ¼ mile for first eight miles is now \$20 and would be eliminated.

#### Occasional video service.

Interexchange channel per mile per hour from \$1 to \$1.60.

Station connection—per month from \$200 to \$250, plus per hour from \$10 to \$15; additional for color per month remains at \$250 and per hour charge remains at \$10.

Local channels—per month \$175 plus mileage charge per day would be eliminated. New rates would be first day \$400; each additional consecutive day \$100.

#### Monthly audio service.

Station connections—type 6005 channels, eight hours per day from \$55 to \$85, additional hours per day would be \$3; type 6003 channels, first hour from \$15 to \$25, additional hours per day from \$1.50 to \$2, for 24 hours from \$20 to \$30.

Local channels would go from mileage charges to flat rates of \$10 for non-equalized, \$18 for 100-5,000 cycles, \$24 for 50-8,000 cycles, \$30 for 50-15,000 cycles.

#### Occasional audio service.

Interexchange channels per mile per hour—type 6004B from 15 cents to 25 cents; type 6001 and 6002 A&D from 10 cents to 15 cents.

Station connections—type 6004 channels per month from \$20 to \$30, per additional hour of use from \$1.75 to \$2.50; type 6001 and 6002 channels minimum charge from \$10 to \$15, per hour of use from 62½ cents to \$1.

### Wallace to roving assignment

CBS News correspondent Mike Wallace has been reassigned as roving correspondent for CBS News's *Campaign*

'66 through November elections.

He leaves his current shows (anchor man on Mon.-Fri. morning and midday newscasts on CBS-TV and 9 a.m. news show he handles on CBS Radio) until after 1966 off-year balloting.

Mr. Wallace will continue with his "personal closeups" in CBS Radio's *Dimension* series. He'll also handle governor's desk on election night (there will be 35 gubernatorial contests) and special *Campaign '66* broadcasts.

## FCC approves Storer buy of Boston 'U'

FCC has approved Storer Broadcasting Co. purchase of WHS-TV (ch. 38) Boston. But 3-to-2 vote was closest by which commission has granted exceptions to interim policy designed to slow down expansion of multiple owners into top markets.

Vote in fact would have been deadlocked but for decision of Commissioner Lee Loevinger not to participate. He opposed sale, but not to extent of wanting to see tie vote. New Commissioner Nicholas Johnson, other non-participant, has yet to vote on any commission action.

Majority was composed of Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth.

Commissioners Kenneth A. Cox and Robert T. Bartley dissented, with Commissioner Cox branding action "glaring" violation of commission policy.

Under policy, commission designates for hearing application that would result in broadcaster acquiring more than three television stations (no more than two of them VHF's) in top 50 markets.

Policy, in effect pending completion of rulemaking, provides for exceptions where compelling showing is made that sale would be in public interest. Exceptions previously were granted to permit sale of what is now KWGN(TV) Denver to Continental Broadcasting Co. and of WUHF(TV) Milwaukee to WKY Television Systems Inc.

Storer, which is buying Archdiocese's 85.7% interest in WHS-TV for \$2,276,513, now has FCC-allowed maximum of seven television stations. All are in top 26 markets. Boston is fifth largest.

### Comsat sets new launches

Communications Satellite Corp. announced Friday (July 29) that National Aeronautics and Space Administration

## WEEK'S HEADLINERS



Mr. Dougherty

**Joseph P. Dougherty** named executive VP-tel- evision of Capital Cities Broadcasting Corp. with responsibility for Capital Cities' five TV stations: WTEN(TV) Albany, N. Y.; WTVD(TV) Durham, N. C.; WPRO-TV Providence, R. I.; WKBW-TV Buffalo, N. Y.; and WSAZ-TV Huntington, W. Va. Mr. Dougherty joined Capital Cities in May 1959 as general manager of WPRO-TV and became VP of the parent firm

later that year. In September 1964 he was named general manager of WPRO-AM-FM in addition to WPRO-TV. Before joining Capital Cities, Mr. Dougherty had been with WJZ-TV Baltimore, KYW-TV Cleveland (now WKYC-TV), and WPTZ(TV) Philadelphia (now KYW-TV).

**Lew R. Wasserman**, president, MCA Inc., unanimously elected chairman of Association of Motion Picture and Television producers. He replaces **Y. Frank Freeman**, who is retiring. Organization is nonprofit corporation which, among other activities, acts as collective bargaining agent for its members. Members include most of important Hollywood TV production houses.

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

would launch two new commercial communications satellites this fall. Comsat will pay NASA estimated \$3.57 million per launch. New satellites will have 2½ times power of Early Bird, first commercial communications satellite launched in April 1965 and now in orbit over Atlantic. One satellite will be positioned over Atlantic, other over Pacific.

## WHAM cleared in row with church council

Broadcaster who stops making time available to organization which undertakes project of which he disapproves is not misusing his facilities. FCC took this position last week in connection with complaint filed against WHAM Rochester, N. Y., by Rochester Area Council of Churches.

WHAM dropped religious program it carried for council on sustaining basis when council in 1965 signed \$100,000 contract with Saul Alinsky, controversial director of Industrial Area Foundation of Chicago, for Negro community organization project.

Station, which had editorialized against contract, said it didn't want to contribute to support of Mr. Alinsky. It said it would either charge council \$275 per broadcast or offer time to non-council churches.

Council said this constituted effort to influence its decision on contract.

In letter to council, made public Friday (July 29), commission said question of licensee responsibility might be raised if station sought to compel acceptance of its views "on a public question as a condition to others obtaining

access to its facilities."

But, it concluded, no such question is raised in WHAM case and, accordingly, no further action is warranted. Commission also held that station had met obligations under fairness doctrine in connection with Alinsky matter.

Vote was 4 to 1. One dissenter was Commissioner Kenneth A. Cox, who said that commission majority appears to be sanctioning form of "improper coercion"—namely, that licensee may grant or withhold free time on basis of whether group agrees with his viewpoint "on some outside, extraneous matter."

## Friendly calls for editorial leadership

Local broadcasters must "get smart" and tackle editorials on great issues or face business and international disaster tomorrow, Fred Friendly, former president of CBS News and now professor at Columbia Graduate School of Journalism and TV consultant to Ford Foundation, said Friday (July 29).

Mr. Friendly told fourth annual National Broadcast Editorial Conference (see page 70) that broadcasters must gain expertise to provide editorial comments on national and foreign affairs that networks do not provide.

He agreed with questioner that affiliates should expect network news briefings by closed circuit TV when satellite system is completed. Networks should also leave few minutes for local editorials at the end of network documentaries, he said.

Clark B. George, vice president and general manager of WCBS-TV New York, and A. Louis Read, Royal Street Corp. Stations (WDSU-AM-FM-TV New Or-

leans and WALA-TV Mobile, Ala.) also addressed editorialists Friday.

Mr. George said public is increasingly responsive to broadcast editorials, as measured by viewer and legislative reaction to WCBS-TV editorials.

Mr. Read maintained that strong editorial policy is good business, in addition to public service. Sponsors, he said, want to be identified with station that is powerful community voice.

## Record highs for Storer

Record operating earnings for first half of 1966 has been announced by Storer Broadcasting Co., which operates 12 radio and TV stations (now 13, see page 9) and is major owner of Northeast Airlines.

Operating profits were up 20.5% and gross revenues rose 10.4% compared to last year's first half.

Figures reflect operations of both Northeast Airlines and Storer Leasing Corp. (subsidiary which leases planes to Northeast).

For six months ended June 30:

|                                                            | 1966       | 1965       |
|------------------------------------------------------------|------------|------------|
| Earnings per share*                                        | \$1.16     | \$0.98     |
| Gross operating revenue                                    | 24,943,172 | 22,588,993 |
| Net operating earnings                                     | 4,819,116  | 3,998,885  |
| Non-recurring gain                                         |            | 1,524,885  |
| Net earnings                                               | 4,819,116  | 5,523,770  |
| *Adjusted to reflect 2-for-1 stock split in December 1965. |            |            |

## Franco-Soviet agreement

France and USSR officially have agreed to use SECAM III color TV system.

Announcement was made by Alain Peyrefitte, French minister of science, and followed lack of success in gaining agreement on single color TV standards for Europe at recently concluded Oslo conference of International Radio Consultative Committee (see page 85).

SECAM III is variant of French-sponsored SECAM color TV system which uses sequential scanning with memory. France and Russia already had agreed to use SECAM version for color TV in respective countries.

## Pilot is talent?

National Labor Relations Board has dismissed complaint by Westinghouse Broadcasting Co. (WINS New York) against New York local of American Federation of Television and Radio Artists. Wbc claimed union violated National Labor Relations Act by insisting on union scale for pilot hired by helicopter firm to supply traffic reports to WINS.

NLRB said that since WINS did not require that pilot be paid union wages, station was never forced to accept unfair labor practice.



—Starring Sammy Jackson, Harry Hickox, Kevin O'Neal, Laurie Sibbald and Andy Clyde. 34 half-hours. Available for fall start.

## ...the one-season off-network program backed by an on-network 20 rating!

Jog your memory. Try to think of the last time you heard of a *complete* off-network television series that offered these three advantages . . .

1. Well-known property with a tremendous built-in audience.
2. Right number of half-hour episodes for once-a-week scheduling over one season.
3. Average 20 rating\* during the October-April season on the network.

Haven't heard of one in a long time? Maybe never?

Perhaps you're interested in knowing that NO TIME FOR SERGEANTS *does* have these three advantages. And that makes it kind of unique. Doesn't it?

\*Nielsen Television Index: Oct '64 to Apr '65

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000

BROADCASTING, August 1, 1966



## DATEBOOK



*I didn't mean to  
get you into  
such a state!*

she said. I should have known what you were after. Yes indeed, replied the very demanding sales manager who was after the state of Wisconsin, only to find that much of his Madison, Wisconsin, tv buy was being aired to duplicated homes in the state of Illinois instead. It was a mere slip, said the mere slip of a time buyer. From now on your Madison, Wis. tv allocation shall be wisely placed on WKOW-tv, the station that feeds your tv advertising to 200,000 homes right smack within the Madison / Midwisconsin market. Great WKOW, beamed the sales manager. Yes, Great WKOW-tv, she replied. Good girl, said the sales manager.

**MADISON'S  
WKOWLAND TV**

WKOW-tv (interconnected) WAOW-tv

REPRESENTED NATIONALLY BY ADAM YOUNG  
IN MINNEAPOLIS BY WAYNE EVANS

Tony Moe, Vice-Pres. & Gen. Mgr.  
Ben Hovel, Gen. Sales Mgr.  
Larry Bentson, Pres.  
Joe Floyd, Senior Vice-Pres.

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

■Indicates first or revised listing.

### 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. 3—Auction sale of WTRA Latrobe, Pa., by receiver. New Federal Building, Pittsburgh.

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. 16—Annual meeting of stockholders of National Telefilm Associates to elect four directors and to transact other business. Beverly Wilshire hotel, Beverly Hills, Calif.

■Aug. 16—Annual meeting of stockholders of Desilu Productions Inc. to elect directors and to transact other business. 780 North Gower St., Hollywood.

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, KRLL-TV Dallas-Fort Worth. Sheraton-Dallas hotel, Dallas.

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

Aug. 23—Annual meeting of stockholders of Rollins Inc. Bank of Delaware building, Wilmington, Del.

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. 25-26 — Annual fall meeting of Arkansas Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Coachman's Inn, Little Rock.

Aug. 30 — Special stockholders meeting, Rust Craft Greeting Cards Inc., and Boise Cascade Corp., to vote on merger. Rust Craft meeting is in Dedham, Mass.; Boise Cascade in Boise, Idaho.

### SEPTEMBER

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

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

Sept. 6—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.

■Sept. 8-11—Annual fall meeting of Louisiana Association of Broadcasters. Downtowner hotel, New Orleans.

Sept. 11-14—Fall election meeting, Pacific

### 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.

Northwest Community Television Association. Portland Hilton hotel, Portland, Ore.

Sept. 12-13—Management conference sponsored by the Radio Advertising Bureau, Hilton Inn, Atlanta.

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. Speakers include Douglas Anello, general counsel, National 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. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Holiday Inn, Norfolk.

Sept. 19 — Annual stockholders meeting. Jerrold Corp. Fidelity-Philadelphia Trust Building, Philadelphia.

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

Sept. 20—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.

Sept. 20-21—Thirteenth annual convention of the CBS Radio Affiliates Association. New York Hilton hotel, New York.

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

Sept. 26-27—Management conference sponsored by the Radio Advertising Bureau. Hyatt House, near San Francisco.

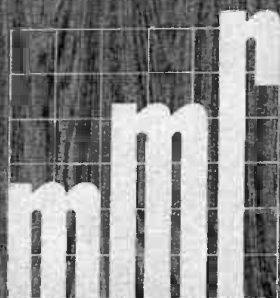
Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

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

Sept. 29-30—Management conference sponsored by the Radio Advertising Bureau. Warwick hotel, Houston.

■Sept. 30—A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 60th anniversary of his

BROADCASTING, August 1, 1966



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In August: The low-down on local programming, its dimensions, its impact, its challenge. The tricks of buying network packages, by a man who has all of them up his sleeve. Why the global market for U.S. programs is getting harder to crack. Interested? Call or write Television Magazine, 1735 De Sales Street, N.W., Washington, D. C. 20036; (202) 636-1022. Or bureaus in New York, Chicago, Hollywood.

start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

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. 1—Annual Paul White Memorial Banquet of Radio-Television News Directors Association. LaSalle hotel, Chicago.

Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

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. 3-5—1966 National Electronics Conference. McCormick Place, Chicago.

Oct. 5—Twelfth annual conference of the Advertising Research Foundation. ARF president Sherwood Dodge is principal speaker. Panels tentatively set: (morning) Julius Barnathan, ABC; A. B. Blakenship, Carter Products; Francis G. Boehm, RKO General Broadcasting; R. F. Creighton, Procter & Gamble; Cornelius DuBois of Foote, Cone & Belding; Remus Harris of MacManus, John & Adams; Helen Kaufmann, Clairrol Inc.; Herbert E. Krugman, Marplan; Malcolm A. McNiven, E. I. duPont de Nemours & Co.; Frank Stanton, Benton & Bowles; Joseph A. Steger, The Prudential Insurance Co. of America; Carroll J. Swan of "Mediascope"; Arthur H. Wilkins, Papert, Koenig, Lois; James A. Yergin, Westinghouse Broadcasting Co., all under panel chairmanship of Robert C. Sorensen, D'Arcy Advertising. (afternoon) Richard H. Baxter, Associated Merchandising Corp.; William S. Blair, Harper-

Atlantic Sales Inc.; Joseph E. Bradley, Thomas J. Lipton Inc.; George S. Fabian of Johnson & Johnson; Robert Garsen, Television magazine; Victor Hawkins, Campbell-Ewald; Babette Jackson, Dancer-Fitzgerald-Sample; Morten M. Lenrow, "The Saturday Evening Post"; Benjamin Lipstein of Sullivan, Stauffer, Colwell & Bayles; Howard Mandel, National Association of Broadcasters; Mary L. McKenna, Metromedia Inc.; Bruce Neal, Ford Motor; Richard H. Ostheimer, Time Inc.; Edward M. Stern, Foote, Cone & Belding, all under panel chairmanship of Leo Bogart, Bureau of Advertising of the American Newspaper Publishers Association, Waldorf-Astoria hotel, New York.

Oct. 6-7 — Management conference sponsored by the Radio Advertising Bureau. Hilton Inn, Tarrytown, N. Y.

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

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

Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

Oct. 10-11—Management conference sponsored by the Radio Advertising Bureau. Northland Inn, Detroit.

■Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.

Oct. 13-14—Annual fall meeting and election of officers of Indiana Broadcasters Association. Indianapolis.

Oct. 13-14—Management conference sponsored by the Radio Advertising Bureau. Pheasant Run Lodge, Chicago.

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

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

■Indicates first or revised listing.

## OPEN MIKE®

### Our readers who write

EDITOR: If ever I needed any evidence of the widespread readership of BROADCASTING, it was especially demonstrated by the many people who wrote and called me on my July 18 Monday Memo. It is always a pleasure to see one's name in print, but when it is in BROADCASTING it's a double honor as your publication is so widely respected in the industry.—*Martin Roberts, Shaw & Roberts, Beverly Hills, Calif.*

### Urges SESAC realism

EDITOR: Thanks for the fine coverage you gave the All-Industry Radio Music License Committee on the SESAC settlement (BROADCASTING, July 11).

Of course, we are not satisfied, but this is at least one positive step forward and something the industry has been

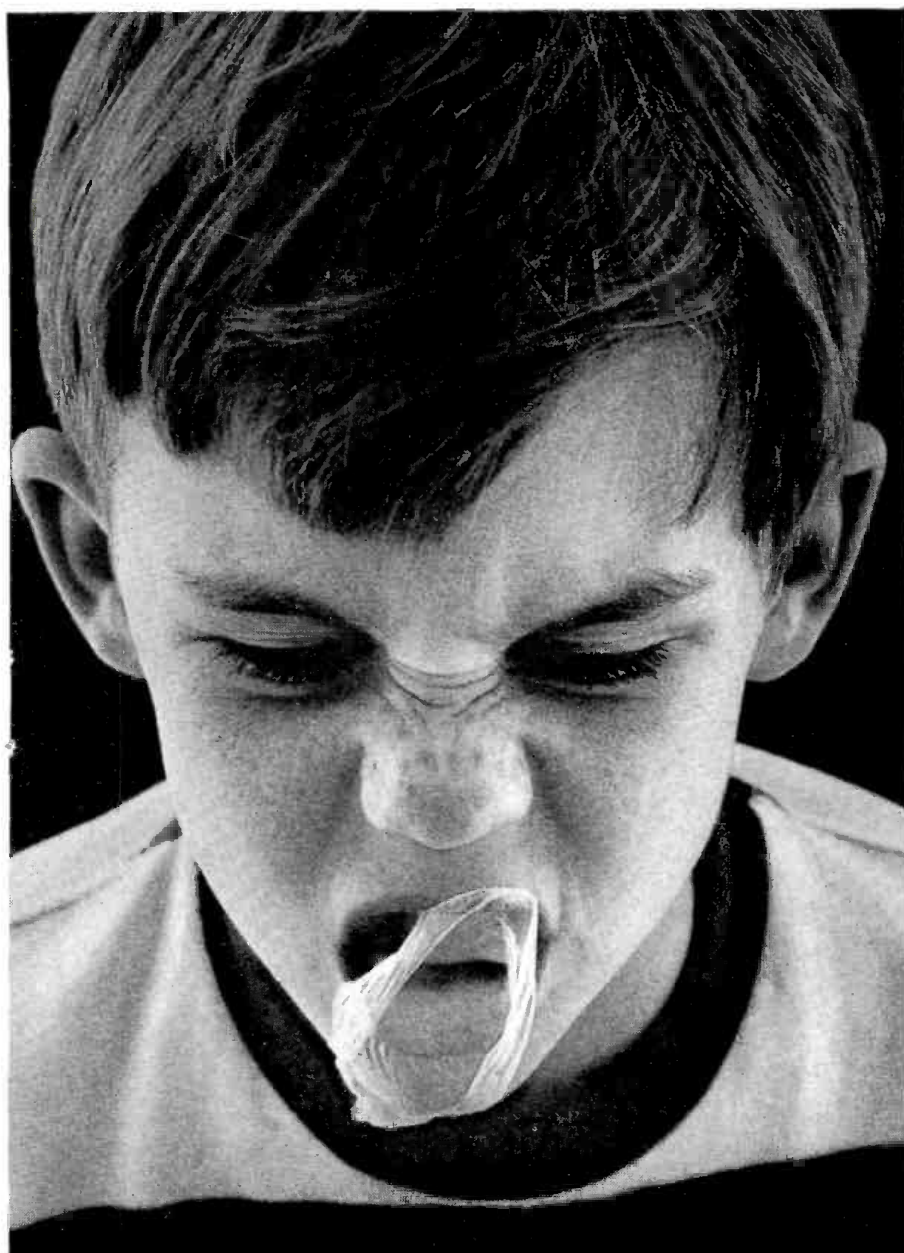
seeking for many years.

It would be my hope that we get a more realistic contractual arrangement for per piece use. It doesn't make any sense at all to send all the information to SESAC prior to broadcast. This presumes that the little church in the dale or the high school football band will have scheduled far in advance what will be played or sung. (Perhaps I shouldn't mention high school sports because they do plan far in advance.) —*Robert T. Mason, (WMRN Marion, Ohio), chairman, All-Industry Radio Music License Committee.*

### Protests 'FM bonus' myth

EDITOR: I vigorously protest your reference to FM being a bonus to AM station buys (CLOSED CIRCUIT, July 18). Pulse and Hooper have always included

# If kids don't believe in the station, they won't believe your gum makes the biggest bubbles in town.



Kids are funny people.

If you're a performer you had better be sincere with them, because if you're not they'll see right through you.

Group W personalities know how to talk to kids and families.

And they do. In 8 cities.

They don't talk over their heads.

They don't talk down to them. They simply talk their language. And they're quite good at it.

So good that in Philadelphia a clown by the name of Lorenzo dresses like a hobo . . . performs in pantomime . . . doesn't say a word. And he doesn't have to.

The kids of Philadelphia understand him.

When Lorenzo indicates that one brand of bubble gum makes the biggest bubbles in Philadelphia, the kids know it's true.

Because their friend Lorenzo doesn't lie.

The jump from kids who believe in a clown performer to grownups who believe in a station, isn't a big one.

Grownups believe in KYW-TV. It's the station they turn to when they want the news. When they want to be entertained.

It's a station that has won their respect.

And, naturally, when you respect a station, you also respect the products advertised on that station. Whether it's a \$3,000 car or a 5¢ pack of bubble gum.

**KYW-TV 3** <sup>GROUP</sup> **W**

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the simulcast FM under its sister AM's call letters in their rating reports. In its breakout of AM and FM in its radio reports last fall and winter, ARB indicates that in a significant number of cases the major market AM will suffer in the numbers race if the present FM audience does not switch to AM on "separation day."

Such references have helped keep alive the myth that a simulcast FM is a bonus to the AM buy. This misconception by national advertisers and their agencies has had an effect on the growth of national advertising on independent FM stations—the thought being, "Why buy FM when I can get it free as a bonus?"—*Marlin R. Taylor, general manager, WBCN(FM) Boston and WHCN(FM) Hartford.*

### Others think small too

EDITOR: I don't mean to detract from the excellence of WMCA New York's idea of a readable businesscard-size rate card (BROADCASTING, July 11). You did give the impression that this was a totally new departure for radio. Enclosed please find WGGG's local rate card first introduced in 1965. I'm sure there are other stations who had such flashes of brilliance.—*Pierre A. Bejano, manager, WGGG Gainesville, Fla.*

(WMCA did not claim a first for its miniature card and we tried to avoid any implication, Kay-Tee Productions Inc., Clarence, N. Y.)

### Right state, wrong town

EDITOR: In your article "Talk keeps syndicators busy," (BROADCASTING, June 27), for some weird reason Alan Sands Productions was listed in Clarence, N. Y.

This is a lulu. Could you please correct this to read New York, N. Y.—*Alan Sands, Alan Sands Productions, New York.*

(Identification of Alan Sands Productions was confused with another production company, Kay-Tee Productions Inc., in Clarence, N. Y.)

### Noncommercials talk too

EDITOR: I read your June 27 report on talk radio and found it highly informative. However, you left out a major segment of our industry which provides a great deal of talk radio for programming. This segment is the non-commercial, educational radio station. Although statistics on these stations are not readily available, from my own informal surveys, I have found that most educational radio stations offer more talk programming than many commercial stations. . . —*Peter M. Ballard, program director, WCMO-FM (Marietta College noncommercial, Marietta, Ohio.*

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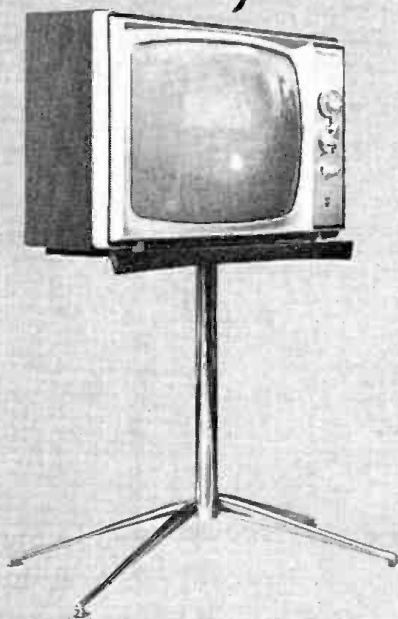
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## Reruns rate as regular fare—if missed first time around

Last fall, former FCC Chairman E. William Henry, as part of his campaign for the "50-50" proposal, criticized the network policy of summer reruns.

In an address before the International Radio & Television Society in New York, Mr. Henry stated that "by the middle of June, it is difficult to find anything that has not been shown one or more times before," and added that "in one week last July (1964-65 season), 75 out of 94 prime-time network programs listed in [his] *TV Guide* after 7:30 p.m. were repeats."

This summer should produce approximately the same numbers, but I fail to see the basis for criticism.

**Shown or Seen?** ■ To begin with, there is a big difference between a program having been *shown* before and having been *seen* before. You cannot assume that every time a network program is on, everybody sees it.

The fact is that the average network prime-time telecast is seen by less than 20% of the viewers. This means that the average rerun has not been seen by more than 80% of the viewers. Carrying this further, it can be demonstrated that an extremely small percentage of viewers have seen the specific episodes of all three network series in a given time period. (Of course, this would not apply to people in one-station markets).

As a viewer, I feel that any telecast I've never seen before is new. I really don't care if some other people have seen it, and the arithmetic above should make it safe to assume that the great majority of the audience for a typical "repeat" is made up of people who see it as brand new.

To me, this is analogous to seeing a play or motion picture for the first time, even though that play or movie may have been running for several weeks, or months. Why should a television program be penalized just because it has the potential to reach everyone on its initial showing?

**More Reason To Repeat** ■ As a matter of fact, I think there is more justification for repeat telecasts than for re-releases of movies or revivals of Broadway shows. An individual has considerable flexibility to see a given play or movie at his convenience. Without repeats, however, he would have one chance, at best, to see a particular TV program. And no chance if it happens to compete for his time with another program he'd rather see, or if his own time is pre-empted by other matters.

Then there are the economics of the

situation. Obviously, reruns lower the cost of filling a network schedule, and a part of this saving is enjoyed by the advertiser.

A question may be raised: "If the networks were to discontinue reruns, wouldn't summer audience levels increase, resulting in the willingness of advertisers to support the increased programming expenditure?" The answer is no. At least, not enough to justify the amount of that increased expenditure.

It has been demonstrated that TV viewing, in most prime-time hours, drops off sharply in the summer, regardless of whether the programs in the time period are originals or repeats.

If one network could consistently program originals opposite repeats on the competing networks, and thereby gain enough of an audience advantage to warrant the extra cost, it would obviously do so. There have been isolated instances where a network has had economic success in programming original product in the summer, but by and large it just hasn't paid off.

Let's take a look at some examples of how last summer's "original" programs fared against rerun competition. The following comparisons are based on July-August averages:

1. On Tuesday nights at 8:30, *Art Linkletter's Talent Scouts* got 33% of the viewing audience. Not bad, but repeats of *McHale's Navy* got 37% in the same time period.

2. At 9:30 Wednesday, *Our Private World*, a serial scheduling only original episodes, averaged a 27 share. This meant last place in the time period as repeats of *Amos Burke* averaged a 32 and movie repeats a 31.

3. At 9 o'clock Thursday, original episodes of *Password* averaged a 26

share. This was barely good enough for second place, edging out *Dr. Kildare* reruns at a 25. Repeats of *Bewitched*, however, won the time period handily with a 44.

4. *Fanfare*, an original summer variety show, averaged a 29 share from 7:30 to 8:30 on Saturday, while NBC averaged a 35 share with repeats of *Flipper* and *Kentucky Jones* in that time period. As a matter of fact, *Kentucky Jones* itself averaged a 31, substantially higher than it performed with original episodes during the previous fall and winter.

The situation seems clear. As long as the audience keeps repeats at their current rating levels, and continues to show its preference over the caliber of original summer programming the networks can afford, the proportion of reruns in the summer schedule will not diminish.

**Critics Corner** ■ It should be pointed out here that the critics do not always discredit repeats. Many a critic, after favorably reviewing a network special, for example, will comment on how eagerly he looks forward to its repeat telecast.

In these cases he acknowledges that there are many people who were unfortunate in not being able to catch the original, and will also admit that there are many who would simply enjoy a repeat viewing.

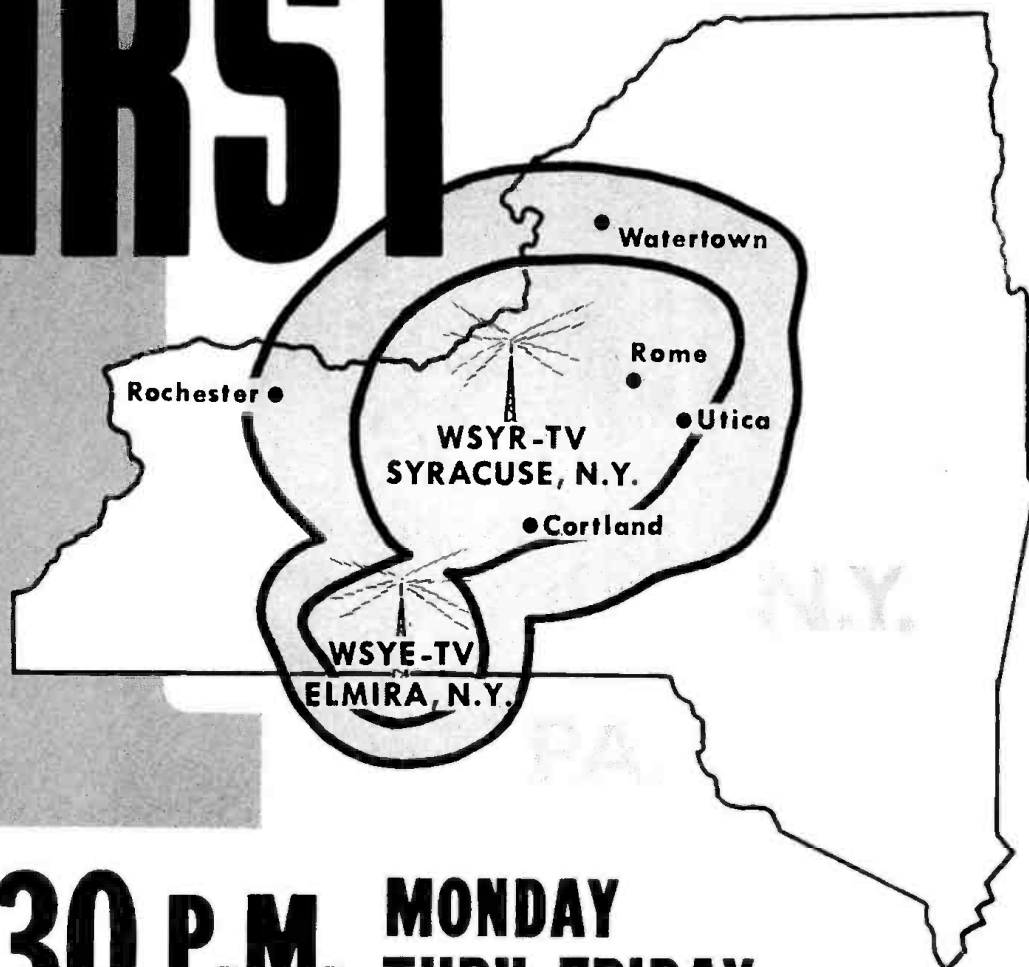
Therefore, as far as the critics are concerned, I think if we pinned them down we would find that it is really not the *concept* of repeat programming they object to but the quality of the original product that's being repeated.

And that, of course, is a completely separate problem.

Stuart Gray is director of media at MacManus, John & Adams, New York. He has been with MJ&A for about three years. Mr. Gray has been responsible for the evaluation of network TV for Pontiac, 3M, Dow Chemical and Hartz Mountain Products. His background includes TV program analyst at N. W. Ayer & Son in New York on such accounts as Plymouth, Breck, Sealtest, AT&T and DuPont; as account executive at TVQ and as senior research associate with NBC.



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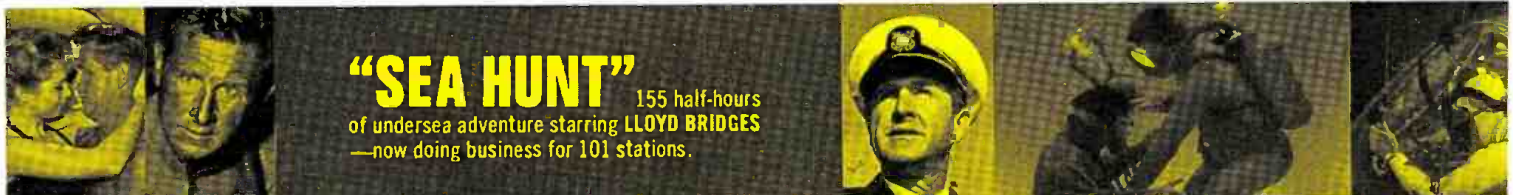
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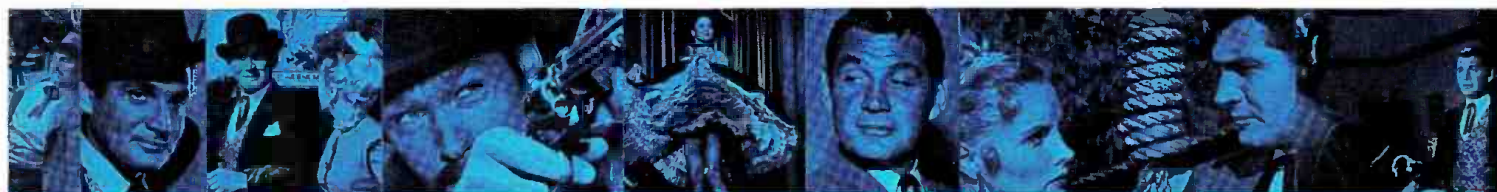
starring BRODERICK CRAWFORD in 156 fast police-action half-hours currently playing in more than three-score cities.



## COMEDY

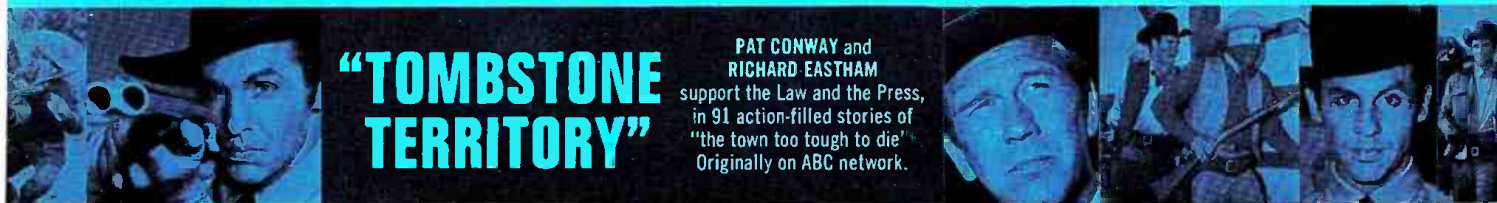
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Milwaukee

**WBTV** ranks 20th among 185 CBS affiliates — ahead of Kansas City, Milwaukee, Houston, Providence, Seattle and Cincinnati (tie).\*\*

**WBTV** delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse\*\*\* — reaching 505,400 homes each week.\*\*\*



\* Mar./66 ARB  
\*\* ARB/65 TMA (avg.qtr.hr. am-mid..M-S)  
\*\*\* ARB/65 TMA (ADC prime-time)  
\*\*\*\* ARB/65 Coverage Study

# Will a satellite be ETV's angel?

**Ford Foundation would offer networks services  
of space relay at cheaper rate than ground lines  
with profits supporting an educational network**

The \$2.4-billion Ford Foundation will throw its weight and wealth into the domestic communications satellite controversy this week, with educational television as its intended prime beneficiary but with an impact that may be far wider.

The foundation has drawn plans to underwrite its own satellite system for TV program distribution at prices that apparently would offer the commercial networks significant savings but still generate substantial excess revenues to provide a continuing subsidy for ETV.

All three major commercial TV networks were said last week to have indicated at least tentative—if somewhat grudging—support for the plan. National Educational Television, strapped for money for both programming and networking, is expected to be exuberant.

Foundation officials reportedly will file a broad outline of their plan with the FCC today (Aug. 1), the commission's deadline for comments on the legality and propriety of private operation of domestic communications satellites.

**Fuel for Flame** ■ The plan is expected to intensify the already hot dispute between the Communications Satellite Corp., which was created by Congress and claims sole jurisdiction over domestic as well as international satellite operation, and those favoring private ownership in the domestic field.

Some sources said last week that the Ford plan, although not yet announced, had already had a strong impact on Comsat's strategy and, they believed, on the thinking of the American Telephone and Telegraph Corp., currently the only source of national networking facilities and also the biggest single stockholder in Comsat.

These sources said Comsat had intended to defer filing detailed plans for its own domestic satellite operation but that, informed privately of the Ford Foundation proposal, it has drawn up an operating plan that will be submitted to the FCC today.

Comsat sources termed "absurd" the report that it was forced into submitting a detailed "model" of a domestic system by the activities of the Ford Foundation.

Not only was there a skeleton of the Comsat system for domestic satellite operations in existence early this year—presented at a Comsat-sponsored

seminar held in Washington last April that networks and carriers attended (BROADCASTING, April 18)—but, Comsat spokesman pointed out, Chairman James McCormack promised to deliver to the FCC a detailed study by Aug. 1 when he addressed the Radio-Television Executives Society in New York (BROADCASTING, April 25).

The Comsat plan was said to anticipate a system embracing three or four domestic satellites, each with a capacity of about 15 channels and designed to handle both program and message services, including telephone.

Comsat officials were said to have indicated privately that they could have their system—or at least one or two satellites of their system—in operation by the end of 1969 if they could get permission to start on it by the end of this year.

Comsat representatives have told commercial TV authorities that their proposed system would enable networks to distribute their programs to affiliates at substantially lower cost than is now charged by AT&T. They did not reveal specific figures, however.

**The Big Bill** ■ The three networks' combined bill for AT&T network facilities is believed to run about \$55 million a year. There have been earlier estimates that satellites could do the job for \$20 million to \$35 million less.

The speed-up in Comsat's schedule for submitting a detailed operating plan was construed in informed quarters as reflecting a significant change in AT&T's approach to the satellite communications question. These sources felt that, despite its substantial stock position in Comsat, AT&T's position has been vague and unaggressive where the introduction of satellites for domestic service is concerned.

Comsat's preparation of a definite plan for accommodating a wide range of services by satellite suggested, at least to these sources, that the telephone company had begun to take a much more positive approach to a situation



Fred Friendly

## WILL A SATELLITE BE ETV's ANGEL? continued

in which, to some extent, it would be in competition with itself.

AT&T officials declined to comment, except to say that they would be filing with the FCC over the past weekend.

Comsat officials confirmed that they would submit a plan to the FCC today and said it would be much like—but an expanded version of—ideas advanced by Comsat officials earlier this year.

**Comsat Plan** ■ At that time Comsat envisioned two active and two stand-by synchronous satellites in a system feeding programs to 225 ground stations, to which network affiliates would be connected by microwave or cable, with each network having access to facilities for transmission to different time zones and regional networks simultaneously. It was anticipated then that the stand-by satellites might also be used for other services or even for international television and radio programs (BROADCASTING, April 18).

Aside from affecting Comsat's strategy and possibly AT&T's attitude, the Ford Foundation plan would have an effect on ABC's position to the extent that ABC may support the proposal, because it was ABC that first applied for authority to operate its own TV satellite. That proposal is the one that set off the dispute over private-vs.-Comsat ownership on which the FCC is gathering comments today.

There is some thought, also, that this may fit in with plans of ITT, a worldwide communications giant which has no communications system within the continental U. S. The merger of ABC with ITT is awaiting FCC approval, which is expected to come soon following the network's and ITT's response to the FCC (see page 34).

While the Comsat plan contemplates

relaying both program and message services, it was not clear last week whether the Ford plan does, too, or whether it would be limited to TV relays. One source who had talked with foundation authorities got the impression that Ford might concentrate on TV at first but expand to other services at some point in the future.

Key figures in development of the Ford plan were said to be McGeorge Bundy, an influential White House figure in both the Kennedy and the Johnson administrations before he moved to the Ford Foundation as president a few months ago, and Fred W. Friendly, who became a TV consultant to the foundation after his resignation as president of CBS News in a public dispute over news policy last February.

The Hughes Aircraft Co., builder of the Early Bird satellite that is now in operation was said to have counselled the Ford people.

Mr. Bundy has sounded out all three networks on the foundation's plan. Among officials for whom he previewed it were CBS's president, Frank Stanton; NBC's president, Julian Goodman, and senior executive vice president, David C. Adams, and ABC's vice president and general counsel, Everett H. Erlick.

**Favorable Reaction** ■ Network authorities declined to comment officially, but in general their reaction was said to have been that if the plan would provide more efficient service, they would be for it—but that if some other plan proved even more efficient, they'd be for that one.

Some network officials thought the Ford plan might prove attractive to the commercial broadcasters on both economic and public-relations grounds if, as promised, it resulted in some sav-

ings in network distribution charges and at the same time developed funds to support an ETV network. As one source said: "This could make ETV a real force and take some of the heat off the commercial networks."

The added revenue for ETV that the Ford plan would provide was also expected to have strong appeal to the FCC and Congress, where ETV's future has been of much concern.

Just how much assistance the Ford proposal might swing to ETV remained conjectural. In their talks with broadcasters the foundation officials apparently mentioned no specifics.

There was also some uncertainty about how the foundation proposed to charge the networks—whether at rates well below what they pay now, close to what they pay now, or close to or below what they might have to pay under Comsat, or on a cost-plus basis.

There seemed to be agreement, however, that there would be a substantial difference between what the networks would pay and what it costs to operate the satellite, and that this difference would be turned over to ETV.

**How It Might Work** ■ One authority described his understanding of the arrangement as follows, explaining that the figures were his own, offered only for illustrative purposes and not based in any way on Ford estimates:

"Let's say, for example, that if the three networks now pay AT&T \$50 million a year, and if it costs \$15 million a year to operate the satellite, then the networks would be charged something between those figures—say \$30 million—and the difference between the operating costs and this figure would be turned over to ETV."

The Ford satellite would be operated by a company created by the foundation but run as a business, with business management. In effect, it would be nonprofit, since its profits would be channelled into ETV.

Neither Mr. Bundy nor Mr. Friendly could be reached late last week for comment, but there were widespread reports that they planned to hold a news conference to announce their plan today, after filing it with the FCC.

It was understood that what they planned to file was not a detailed operating plan, but a legal document supporting the right of private companies to engage in domestic satellite operation, plus a general description of their proposal and a request that the FCC take no action that would foreclose it. The operating plan would be filed later.

John White, president of NET, who presumably had also been briefed on the proposal, was on vacation last week and could not be reached for comment.

The foundation's interest in ETV is deep and long-standing and has provided educational stations with one of

### Others look at satellites for ETV, too

The Ford Foundation is not the only foundation interested in a domestic satellite communications system to make more efficient and cheaper educational distribution by television.

The FCC is also going to hear today from the Carnegie Corp.'s Commission on Educational TV, established last year and headed by Dr. James R. Killian Jr., chairman of the corporation. Massachusetts Institute of Technology. The Carnegie group is going to remind the commission that it is studying the whole spectrum of educational television and indicate that the use of

a satellite to distribute ETV programs is an important element of its study, due by the end of this year.

The Kellogg Foundation is also active in educational matters. Through the Interuniversity Communications Council, a group of 10 major universities, it may tell the FCC that it is vitally interested in the use of satellites for educational transmission. The council has a \$750,000 research project going at the University of Michigan investigating the feasibility of joining together the major universities of the United States through communications and the use of computers.



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-TV 11**  
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.

their biggest single revenue sources.

Since 1951, according to a report issued in January of this year, ETV projects had received \$96.8 million in Ford grants, either directly or through organizations set up by the foundation.

Its ETV appropriations in the year ended last Sept. 30 totaled \$16.5 million: \$10 million set aside to help community-supported ETV stations on a matching-funds basis over a four-year period, \$6 million for the National Education Television Center (NET) for programming and \$500,000 for WNDT(TV) New York. In February of this year the foundation said grants under the \$10

million matching-funds program had already reached \$4.7 million, distributed among 27 stations.

The foundation's net worth as of last Sept. 30 was put at more than \$2.4 billion, book value, and its total grants and expenditures since its formation in 1936 were said to have totaled \$2.5 billion, or \$847.5 million more than its income during that period.

All three television networks meanwhile planned to file comments today, but not on the Ford proposal. They presumably will get a chance to give their views on that after the foundation has put it in the FCC record.

CBS was expected to tell the commission that there's nothing in the law that gives Comsat exclusive jurisdiction over domestic satellites. This view is shared by NBC, which also feels, however, that the question of private satellite operations must be decided on a case-to-case basis, depending on the circumstances, but that private operation in any case should not be foreclosed.

ABC, whose satellite plan precipitated the issue, will reportedly assert that the FCC has the authority to authorize private satellites and ought to exercise it.

## BROADCAST ADVERTISING

# BBDO, Alberto-Culver split

**\$15 million in billings moves to**

**JWT, Knox Reeves and Campbell-Ewald**

Alberto-Culver Co. and one of its principal agencies, the Chicago office of BBDO, parted company last week. Some \$15 million in billings, chiefly television, will be redistributed among the advertiser's other agencies: J. Walter Thompson Co., Knox Reeves Advertising and Campbell-Ewald Co.

At issue in the split: differences over costs in handling the account as well as particulars of account staffing and service.

BBDO said it resigned the account effective Aug. 1 but with a termination date of Sept. 1. Alberto-Culver said it has decided to move the business involved to its other agencies on Sept. 1.

Alberto VO-5 hairdressing, Alberto VO-5 conditioner, Get Set hair-setting lotion and Gel and Mighty White toothpaste go to Thompson. Alberto VO-5 hairspray, the Kleen Guard line of household products and Subdue dandruff shampoo go to Knox Reeves while Calm spray powder deodorant goes to Campbell-Ewald.

Alberto-Culver said the billings for these products this year will probably hit \$17 million in total volume. BBDO reported the billings in 1965 totaled only about \$10 million and so far this year have been running at a level of just over \$12 million.

**Big Drop** ■ The loss of the account by the Chicago office of BBDO leaves that office with only about \$5 million in other business. But the agency said it expects to acquire new accounts there and is making every effort to absorb elsewhere in the agency the 75 Chicago people assigned to Alberto-Culver.

BBDO President Tom Dillon said the reason for dropping the multimil-

lion-dollar account "was the agency's inability to handle the Alberto-Culver business at a profit level consistent with that of other clients." He noted that two years ago BBDO announced its efficiency incentive fee system and at that time declared a policy of "eliminating loss accounts whenever it appeared that there was no likelihood of correcting the problem." BBDO began to work on Alberto-Culver in 1961 and the account has grown rapidly since then.

Alberto-Culver officials were upset over implications in the BBDO statement that the sponsor seems to be "hard to do business with." As one Alberto-Culver executive pointed out, BBDO itself knew it was "in trouble" properly staffing and handling the account as long ago as last December and on several occasions had openly admitted this to the client.

In this case, however, the Alberto-Culver source explained, the sponsor didn't want a repetition of the earlier big split with Compton Advertising there, so they endeavored to be as "patient as possible" with BBDO while the agency "worked out" its internal problems. More recently BBDO was making "very good" progress in every respect hence the break up last week came rather unexpectedly, it was indicated.

## Agency appointments . . .

■ Wilkinson Sword Inc., Mountainside, N. J., producers of Wilkinson Sword Blades, and Borinquen Distributors, San Juan, P. R., franchised dealers for Daihatsu automobiles, named Sullivan,

Stauffer, Colwell & Bayles's San Juan office to handle their advertising in Puerto Rico.

■ Fedders Corp., Edison, N. J., last week moved its \$300,000 account from Hicks & Greist Inc., New York, to Norman, Craig & Kummel there. The switch was said to be related to Fedders's plans to manufacture a line of major appliances.

■ Gordon Jewelry Corp., Houston, has appointed Winius-Brandon Co., St. Louis, to handle retail jewelry accounts for over 160 stores and plans for extensive use of radio-TV.

■ American Chicle Division of Warner-Lambert Pharmaceutical Co. has appointed Papert, Koenig, Lois, New York, to handle new product now in development.

■ Roman Meal Co., Tacoma, Wash., names McCann-Erickson, Seattle, to handle cereal and bread products in West, and Midwest.

■ Continental Can Co., New York, names Sullivan, Stauffer, Colwell & Bayles, that city, effective Aug. 24. The account, which bills about \$2 million, leaves BBDO.

## Business briefly . . .

**International Business Machines Corp.**, New York, through Benton & Bowles, that city, has signed for participations in six Sunday evening NBC News actuality specials (Oct. 2, 16, 30, Nov. 13, 27, and Jan. 8, 1967, 6:30-7:30 p.m. NYT).

Five advertisers bought time on NBC-TV's 1966-67 schedule last week. **International Latex Corp.**, through Ted Bates & Co., both New York, has bought into *Scherer-MacNeil Report* and 13 nighttime series: *The Girl from U.N.C.L.E.*, *Star Trek*, *Tarzan*, *The Andy Williams Show*, *Run for Your Life*, *Tuesday Night at the Movies*,

SEVEN ARTS TELEVISION PRESENTS

# Johnny Cypher in Dimension Zero

IN  
COLOR



## 130 six-minute astro-dramas in color

Johnny Cypher, a brilliant scientist, becomes man's greatest hope to save Earth by discovering the incalculable power of Dimension-Zero, enabling him to travel through time and space in superhuman form.

The fantastic Dimension-Zero is an indestructible force that defies science and nature. It is Johnny's ultimate weapon against treachery and injustice! Hovering above the Earth in his space satellite, Johnny maintains his space vigil with the aid of his beautiful assistant, Theora, and a friendly Martian named Rhom.

The threat to destroy and plunder Earth by an attack from a mysterious planet is planned by man's greatest enemy, Quad, who is assisted in this master scheme of evil by the villainous Dr. Root and his henchman, Arc.

Each of Johnny's action-packed astro-adventures in Dimension-Zero is super-charged with space suspense.

For the facts and figures on Johnny Cypher and his series of 130 astro-drama space cartoons in color, please contact your nearest Seven Arts Television office.



## Seven Arts Television

NEW YORK: 200 Park Avenue • YUkon 6-1717  
LOS ANGELES: 9000 Sunset Boulevard • CRestview 8-1771  
TORONTO: 11 Adelaide Street West • EMpire 4-7193  
Seven Arts Productions International Limited  
Roberts Bldg., East St., Nassau, Bahamas • Cable SEVINT

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## TV set makers spend 95% more in TV in '65

Enjoying the fruits of the continuing color boom, top manufacturers of TV sets increased their investment in advertising on TV last year by 95% over 1964.

According to the Television Bureau of Advertising, the top eight

set makers in TV advertising boosted their combined TV investment from \$5 million in 1964 to \$9.7 million in 1965. The outlook for all eight companies indicates a continuing upward trend this year.

Among the eight, TV last year at-

tained an ad budget share of 41.1%, compared with a 30.4% average share in 1963.

TVB's tables comparing the ad budget shares and TV investments of the eight set manufacturers follow:

1965 Television Sets Leading TV Advertisers  
(Ranked by total TV ad investment)

|              | Network     | Spot    | 1965<br>Total TV | 1964<br>Total TV | Change   | Newspapers | Magazines | Media<br>Total | TV<br>Share |
|--------------|-------------|---------|------------------|------------------|----------|------------|-----------|----------------|-------------|
| RCA          | \$2,549,600 | 99,500  | 2,649,100        | 1,534,300        | + 72.7%  | 1,548,800  | 2,182,000 | 6,379,900      | 41.5%       |
| Motorola     | 1,944,500   | 261,900 | 2,206,400        | 1,197,400        | + 84.3   | 379,000    | 403,800   | 2,989,200      | 73.8        |
| Admiral      | 1,776,300   | 4,400   | 1,780,700        | 2,400            | + Inf.   | 634,100    | 1,552,600 | 3,967,400      | 44.9        |
| Zenith       | 1,531,100   | 240,400 | 1,771,500        | 876,500          | + 102.1  | 1,696,700  | 561,600   | 4,029,800      | 44.0        |
| Westinghouse | 1,126,800   | .....   | 1,126,800        | 1,023,300        | + 10.1   | 320,000    | 322,800   | 1,779,600      | 63.3        |
| Muntz        | .....       | 122,500 | 122,500          | 336,700          | - 63.6   | .....      | 31,800    | 154,300        | 79.4        |
| GE           | 63,800      | 2,300   | 66,100           | 23,000           | + 187.4  | 696,000    | 923,700   | 1,685,800      | 3.9         |
| Philco       | .....       | 19,900  | 19,900           | 1,700            | +1,070.6 | 867,500    | 1,846,900 | 2,734,300      | 0.7         |
| Totals       |             |         | \$9,743,000      | \$4,995,300      | + 95.0%  | 6,142,100  | 7,835,200 | 23,720,300     | 41.1%       |

Sources: Network TV—(Net time & program costs) TVB/LNA-BAR  
Spot TV—(Gross time) TVB/Rorabaugh

Magazines—PIB  
Newspapers—Bureau of Advertising

*The Virginian*, *I Spy*, *Daniel Boone*, *The Man from U.N.C.L.E.*, *Laredo*, *Please Don't Eat the Daisies*, and *Saturday Night at the Movies*. **Colgate-Palmolive Co.**, through Norman, Craig & Kummel Inc., both New York, in *Tarzan*, *Daniel Boone* and *Flipper*; **American Chicle Co.**, Division of **Warner-Lambert Pharmaceutical Co.**, Long Island City, N. Y., through Ted Bates in *The Frank McGee Report*, *Star Trek*, *Tarzan*, *The Virginian*, *Daniel Boone*, *Laredo*, *Flipper*, *Saturday Movies* and *Andy Williams*; **Shulton Inc.**, through Wesley Advertising, both New York, in *Scherer-MacNeil Report*, *Run for Your Life*, *Tuesday Movies*, *The Virginian*, *Daniel Boone*, *The Man from U.N.C.L.E.*, *Laredo*, and *Tarzan*; **Simoniz Co.**, Chicago, through Dancer-Fitzgerald-Sample, New York, in *Tarzan*.

**General Foods Corp.**, White Plains, N. Y., through Young & Rubicam, New York, is introducing Mr. Wiggle, a gelatin dessert with kiddie appeal, in major western markets. The gelatin is being marketed through the *Jell-O* division. Mr. Wiggle has been test-marketed for more than six months in Tucson, Ariz., and the current introduction will be expanded through color TV spots.

**Clairol Inc.**, through Foote, Cone & Belding, both New York, has purchased half-sponsorship of ABC-TV's one-hour color special, *The World of Fashion and Beauty: Italy*. The program, presenting the collections of world-famous Italian fashion designers, will be broadcast Aug. 16.

## FCC mellow on commercials

Follows staff's advice  
on only two of four cases,  
delays action on others

The FCC appeared to soften a bit last week in its policy of policing over-commercialization on a case-by-case basis. It directed that letters be written to two of four stations that the staff had recommended be queried on apparent violations of their commercial policies, and it granted the license-renewal applications of the other two.

But commission policy on the commercialization-policing matter, which shifts back and forth as personnel changes occur, is expected to be set for some time to come on Aug. 17. The commission postponed until then action on four earlier promise-vs.-performance cases in which the staff had recommended one-year license renewals be given.

The commission, with new Commissioner Nicholas Johnson continuing to refrain from participating in commission actions, deadlocked on the four, 3 to 3, as it did the first time they were on the commission agenda on July 6 (BROADCASTING, July 11). Commissioner Johnson said he would be prepared to vote at the Aug. 17 meeting.

The commission, in the four cases on

which action was taken, voted 5 to 1 and 4 to 2 to renew the licenses of, respectively, WIP Philadelphia and WCMB Harrisburg, and 3 to 2 to send letters to WCBG Chambersburg and WCPA Clearfield, all Pennsylvania.

**Wadsworth Consistent** ■ The only commissioner who normally votes for letters in such cases and who did so in all four cases last week was James J. Wadsworth. His usual partners in such cases, Kenneth A. Cox and Robert E. Lee, voted for a renewal of WIP's license. Commissioner Lee was the lone defector in the WCMB case.

Both stations proposed 18 minutes of commercial time an hour. WIP reportedly exceeded that limit in 20% of the hours checked; WCMB, in 31% of the hours. Neither station, however, exceeded its proposal by more than two minutes in any hour.

Commissioner Lee Loevinger, who normally opposes letters in commercialization cases, abstained to permit commission action in the two cases in which letters were sent. WCBG reportedly exceeded its proposed limit of 4½ minutes of commercial time per quarter hour by from 1 to 3½ minutes in 18.9% of the quarter hours checked; WCPA, its limit of 3 minutes per quarter hour by 4 to 6½ minutes in 42.7% of the quarter hours checked.

But while there is a sharp split on the policy in connection with promise-vs.-performance questions there appears to be continuing general agreement on questioning radio stations on proposed policies, a practice that became possible last spring with the introduction of the new AM-FM program-reporting form and its more de-

tailed questions on commercial policies. Last week the commission instructed the staff to query eight stations that proposed what was considered an inordinate amount of time in which their normal maximums would be exceeded. The stations that will be asked for explanations of their policies are WBUT-AM-FM Butler, WCHA Chambersburg, WDAS-AM-FM Philadelphia, WKOK Sunbury, all Pennsylvania; and WAMS Wilmington and WDOV Dover, both Delaware.

In another matter, the commission asked nine stations to clarify their responses to question I in the program-reporting form relating to survey of community needs and interests.

## B&B, Burnett get Vick's ad accounts

Benton & Bowles and Leo Burnett are the spoils takers in the wake of last month's dissolution of Morse International, house agency for the Vick Chemical Co., all New York. B&B was named to handle Vick's major cough products, which bill over \$4 million, and Burnett picked up the rest of Morse's \$8 million account.

The B&B share, almost 90% of which, or \$3.6-4 million, is radio-TV, includes Formula 44 cough mixture. Formula 44 cough discs, Vicks cough drops and several new cold products.

Before the latest acquisition, Burnett already serviced about \$5 million in Vick's billing: Clearasil, Vicks VapoRub and other cold product lines. The new \$4 million assignment includes Lavoris mouthwash, Sinex nasal spray, Vicks cough syrup and a number of new products in the cold and other fields.

## Canada Dry billing is moved to B&B

Canada Dry Corp., New York, has appointed Benton & Bowles, that city, to handle its account for ginger ale and several other carbonated beverages. The account is estimated to be worth some \$4.5 million in billing, of which an estimated \$3.2 million is in radio and TV. J. M. Mathes Inc., New York, had the account previously.

For Benton & Bowles, this was the second account acquisition in a brief span following the loss of such accounts as Parliament cigarettes and some General Foods business earlier in the year (BROADCASTING, July 11). The other new account was several million dollars of Vick business (see above).

# Another hobble on cigarettes?

## Advertising would contain nicotine-and-tar breakdown under Magnuson's bill

A year after he failed in a similar attempt, Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, is again attempting to require cigarette manufacturers to put tar-and-nicotine content on all packages and in all their advertising.

He entered the bill (S 3654) for himself, Senator Maurine Neuberger (D-Ore.) and Senator Robert Kennedy (D-N.Y.), on Wednesday (July 27), the first anniversary of the Federal Cigarette Labeling and Advertising Act of 1965.

In a companion measure, Senator Magnuson said he had ordered the Federal Trade Commission to make quarterly reports to his committee on the comparative tar-and-nicotine contents for all major cigarette brands.

The Magnuson bill comes a few months after the FTC decision to allow cigarette makers to put tar-and-nicotine content on the packages (BROADCASTING, March 28). The FTC's deci-



Senator Magnuson

sion prompted P. Lorillard's resignation from the Cigarette Advertising Code, (BROADCASTING, April 4), which permits such listings only if accompanied by "scientific proof of the significance of the statement—facts by which one could come to a reasonable conclusion." This is to prevent the average consumer from taking the content statement as a health claim.

**Contradictory Possibilities** ■ Senator Magnuson's bill, if passed, could lead to internal eruptions within the Cigarette Advertising Code. If Robert Meyner, code administrator, does not back down from his order that scientific proof accompany the statement, cigarette companies would, in a sense, be called on to support advertising statements they are ordered to make by government fiat.

With one breath they would be complying with a congressional act in listing tar and nicotine contents. In the next breath they would have to provide the additional statement of significance.

The National Association of Broadcasters Code Authority is studying cigarette advertising with an eye to issuing its own guidelines. It has said that it would follow the FTC's lead and permit tar and nicotine content statements.

In a Senate speech, Senator Magnuson said he had proposed listing tar-and-nicotine contents on packages when the Commerce Committee was studying the original legislation in 1965. It was rejected, he recalled, because medical advantages of lowering the tar-and-nicotine content through filtration had not been clearly established.

Congress had hoped, he went on, that the cigarette makers would "strenuously compete in the development and promotion of less hazardous cigarettes. It now appears that these hopes were unfounded. I have therefore concluded that Congress must act. . ."

The senator pointed to the rising sales of filter cigarettes and attributed them to the average smoker who "consciously or unconsciously" has turned to filters "in the hope that filtration will provide some measure of protection against the hazards of smoking."

If the filters provide "even limited protection," he said, the switch to them would "warrant the wholehearted encouragement of the nation's public health forces." However, if they furnish only the semblance of protection, then the rise of filter cigarettes represents a "hoax and fraud" on the public, he added.

Senator Magnuson said his committee will take a close look next year at FTC and Health, Education and Welfare Department reports to determine if "it is necessary" to go beyond the health warning now required on cigarette labels.

## Initial decision on Fredericks at FTC

Examiner Joseph W. Kaufman of the Federal Trade Commission, in an initial decision, has recommended dismissal of misrepresentation charges in two 1961 advertisements aimed at radio stations to promote the program recordings of Carlton Fredericks, the radio lecturer on diet and nutrition. The examiner also recommended dismissal of charges that scripts of Mr. Fredericks's radio program were not reproduced in braille by the Library of Congress as claimed and charges that WEIV(FM) Ithaca, WOIV(FM) De Ruyter Township, and WJIV(FM) Cherry Valley Township, all New York, did not broadcast his program. Other charges questioned the educational credentials of Mr. Fredericks.

Mr. Kaufman did recommend an order requiring Mr. Fredericks to refrain from claiming a book as "new" that had previously been published in essentially the same form. The examiner said Mr. Fredericks's paperback, *Eat, Live and Be Merry*, published in 1961, was basically the same as one published by the author in 1951.

The decision is not final and may be appealed, stayed or docketed for review.

## Also in advertising . . .

**Long lease** ■ Post-Keyes-Gardner, Chicago, last week signed a long-term lease to occupy two floors of the 100-story John Hancock Center now under construction there with completion due in 1968. The building also will be the center for the city's TV stations' antennas.

**Beef in color** ■ The beef industry council, in Chicago, which issued its third set of color television commercials in May for use by local retailers, has reported the spots are in use in 45 markets. Chains sponsoring them include Safeway, AG, IGA, First National, Thorofare, National, Piggly-Wiggly and Big Bear.

**Radio tour** ■ A West Coast home constructor is literally taking the radio audience on a guided tour. Deane brothers, Huntington Beach, Calif., housing developers, with developments throughout Southern California, has started a radio campaign featuring housewife testimonials. Chuck Blore Creative Services, Hollywood, producer of the radio spots for the advertiser, took its recorders to several owners of Deane-built homes and taped the ad-lib comments of housewives as the women escorted the interviewer on a tour of their homes. Each 50-second guided tour has an open-end for live announc-

ers to mention specific locations of Deane housing developments. The spots are being heard daily on four southern California radio stations.

**New spot-making house** ■ FilmFair, the West Coast film commercial production house, has begun construction of an addition to its present facilities in Studio City. The new building will contain a 60-foot by 72-foot sound stage and a 24-foot by 24-foot insert stage. FilmFair also has studios in New York and Paris.

## Commercials in production . . .

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

Goulding-Elliott-Greybar Productions Inc., 420 Lexington Avenue, New York 10017.

General Electric Co., Cleveland (business lighting); eight 60's for radio. Victor B. Cowen, production manager. Agency: BBDO, Cleveland. Bernie Connor, account executive. Dennis Taylor, agency producer.

Jefferson Productions, 1 Julian Price Place, Charlotte, N. C. 28028.

Texize Chemicals, Greenville, S. C. (Fantastik);

eight 60's, four 30's for TV, live on tape. (Free-wax); one 20, one 30 for TV, live on tape. Reg Dunlap, Norman Prevatte, directors. Agency: Henderson Advertising, Greenville. Howard McIntyre, account executive. Ed Rizzo, agency producer.

FilmFair, 10920 Ventura Boulevard, Studio City, Calif.

General Foods, White Plains, N. Y. (Mr. Wiggle Jell-O); five 60's for TV, live and animated on film, color. Agency: Young & Rubicam, New York. Joe DeDeo, account executive. Pat Layman, agency producer.

General Telephone & Electronics Corp., New York (service); twelve 60's for TV, live on film, color. Agency: Tatham-Laird & Kudner, New York. Clair Callahan, agency producer.

Paul Kim & Lew Gifford Productions Inc., 342 Madison Avenue, New York 10017.

R. J. Reynolds, Winston-Salem, N. C. (Winston cigarettes); one 60 for TV, live and animated on film, color. Julia Whalen, production manager. Agency: William Esty, New York. Bill Muyskens, agency producer.

Manufacturer's Hanover Trust Co., New York (loans); three 60's for TV, animated on film, color. Julia Whalen, production manager. Agency: Young & Rubicam, New York. Joe Rein, agency producer.

Prudential Insurance Co. of America, Newark, N. J. (insurance); one 60 for TV, animated on film, color. Julia Whalen, production manager. Agency: Reach, McClintock Co., New York. Marce Mayhew, agency producer.

Wall Street Journal, New York (newspaper); one 60, two 20's for TV, live on film. Julia Whalen, production manager. Agency: BBDO, New York. Bert Mangel, agency producer.

Insurance Co. of North America, Philadelphia (insurance); one 120, one 60 for TV, live on film, color. Julia Whalen, production manager. Agency: A. W. Ayer & Son, Philadelphia. Carl Reiter,

## The worth of color TV in Fort Worth

Since Dan Henslee, vice president of Obid's Furniture Co., Fort Worth, Tex., decided to advertise on color TV, he's seeing green.

There's nothing wrong with Mr. Henslee's TV set, but there's a good deal right with his business—it's gone up 40%. He attributes the shower of green stuff almost entirely

to the color campaign he began in November 1965 on WBAP-TV Fort Worth-Dallas.

Mr. Henslee's belief in color's sales punch was buttressed by a test he ran at the campaign's outset. He concentrated his Sealy bedding advertising exclusively on color TV. The Sealy material sold out within two days.

The business executive keeps the dollars flowing in by writing his own commercials. For an announcer he has Larry Morrell, head of the agency for the account, Larry Morrell Advertising.

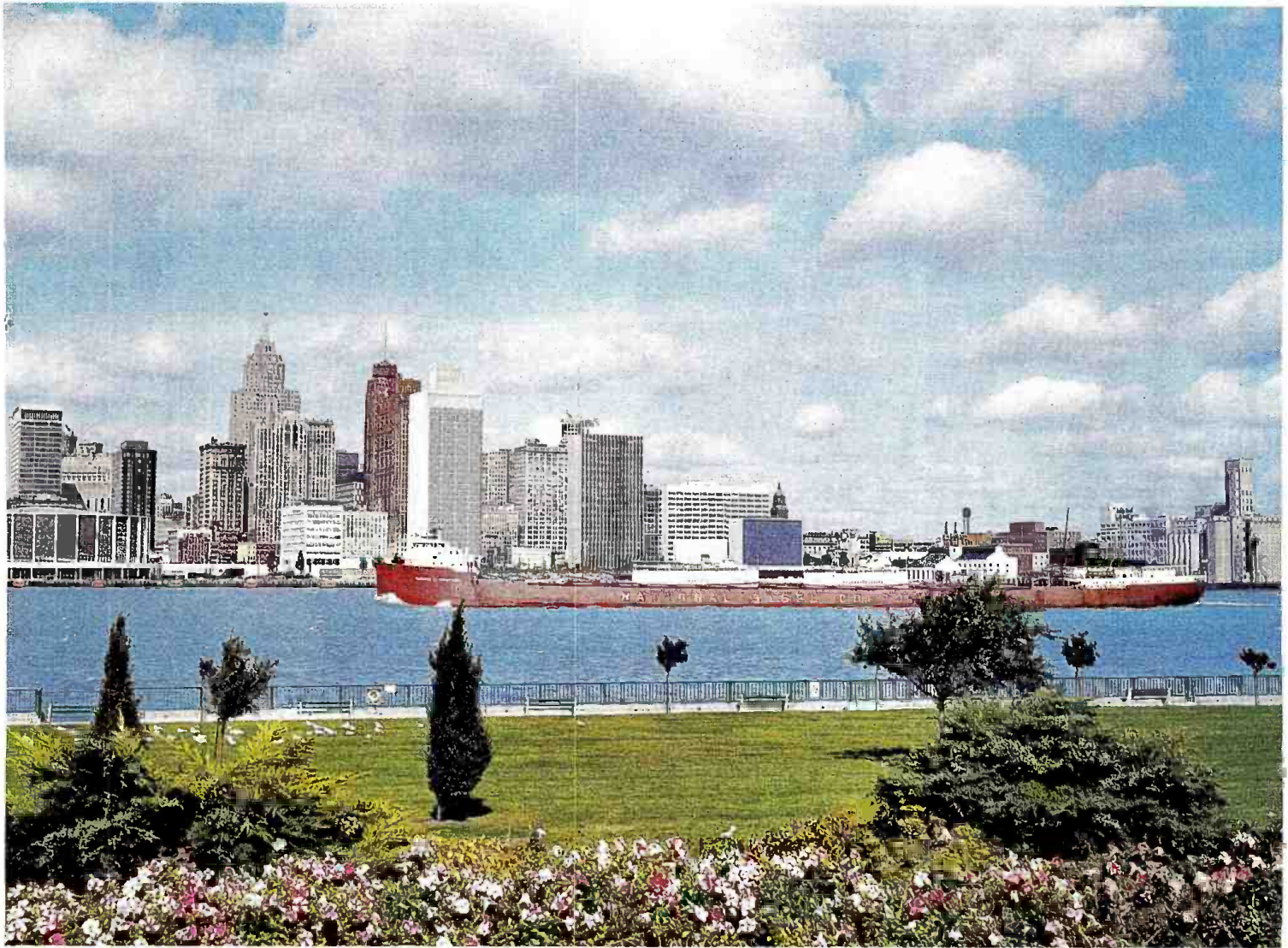
"Color has done a great deal for us," says the 25-year-old Mr. Henslee. "However, to maintain consistency of selling, a similar consistency of advertising must also be maintained."

Consistent with his appreciation of green, on and off the screen, Mr. Henslee has contracted with WBAP-TV for \$200,000 in color TV over the next five years.



Messrs Morrell (l.) and Henslee check over a commercial script.

## DISTINCTIVELY DETROIT



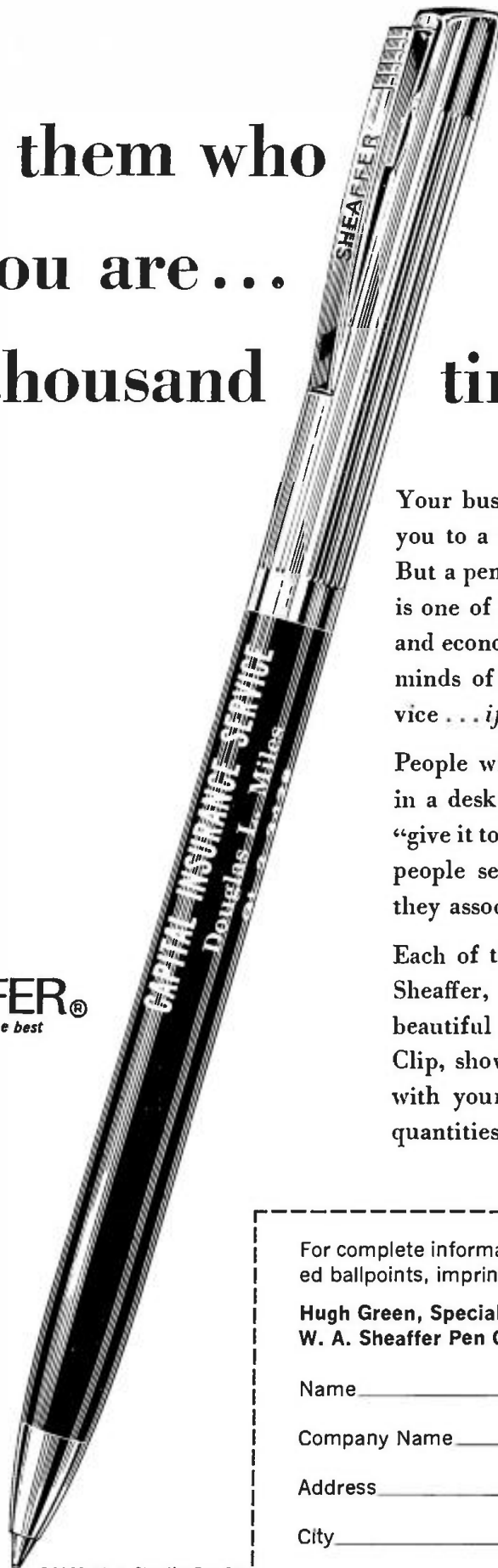
*Freighters of many flags carry more cargo through the Detroit River than through the Panama Canal. The Detroit River also harbors a half-million pleasure craft.*

WWJ-TV and WWJ are as distinctive of Detroit as the mighty channel of commerce as distinctive of Detroit, so they have remained the most distinctive of Detroit for 46 years. Why? Because of programming that reflects the city's greatest interests in local news, sports, entertainment, public affairs, and community service. WWJ's home-ownership by The Detroit News. When you ask a Detroiter what the most distinctive of Detroit are, he'll instinctively tell you "WWJ."

**WWJ and WWJ-TV**

OWNED AND OPERATED BY THE DETROIT NEWS. AFFILIATED WITH NBC. NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.

# Tell them who you are . . . a thousand times and more



Your business card travels a short distance from you to a dark corner of someone's desk drawer. But a pen imprinted with your name and message is one of the most tasteful, effective, long-lasting, and economical ways of keeping your name in the minds of potential users of your product or service . . . *if* it's a Sheaffer.

People will keep and use a Sheaffer, not hide it in a desk drawer, throw it in the wastebasket, or "give it to the kids." And, most importantly, when people see your name imprinted on a Sheaffer, they associate you with quality.

Each of the thousands of times people use your Sheaffer, your name subtly comes to mind. The beautiful \$1.95 retail Sheaffer with Safeguard Clip, shown at left, may be purchased imprinted with your name and message for \$1 or less in quantities of 100 or more.

For complete information about Sheaffer emblem and imprinted ballpoints, imprinted desk sets, return this coupon to:

**Hugh Green, Specialty Sales Manager,  
W. A. Sheaffer Pen Company, Fort Madison, Iowa**

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Zip Code \_\_\_\_\_

## Some classics may hit the ashcan

When the disparagement standards of the National Association of Broadcasters Code Authority go into effect Sept. 1, a modern classic of television advertising may be a thing of the past.

Included in the list of words that could be deemed derogatory are "greasy" and "stuff." Both turn up over and over again in Bristol-Myers's perennial series of spots for Vitalis hair dressing when the athlete looks at the white goo oozing from an unmarked tube and the off-camera voice says: "greasy kid stuff."

Such a spot, it's understood, would

be unacceptable under the new standards since it directly knocks a competitive product area.

However, another Vitalis spot that refers to a Vitalis user who does not have a "greasy kid look" would be allowed since it does not point a finger at competition directly.

One cereal commercial, which used the "ashcan" technique would also probably be termed unacceptable. The animated spot for Country Corn Flakes shows a rhinoceros stomping on boxes of unidentified corn flakes and referring to the competition as sweet, icky stuff.

agency producer.

American Iron & Steel Institute, New York (steel); one 10 for TV, animated on film, color. Julia Whalen, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Rod Albright and Mo Kennan, agency producers.

## 4A's urge 5 changes in packaging bill

Five major changes in the truth-in-packaging bill now before the House Commerce Committee have been requested by the American Association of Advertising Agencies. In a letter to Representative Harley O. Staggers (D-W. Va.), chairman of the committee, the 4A's asks that five provisions be eliminated or drastically altered since they go "far beyond" the announced intent of prohibiting "unfair and deceptive packaging and labeling."

John Crichton, 4A's president, identified the provisions as those which would:

- Permit standardization of package weights and quantities.
- Permit standardization of package sizes, shapes and dimensions.
- Authorize regulation of "cents-off" and similar merchandising practices.
- Prohibit addition of words qualifying quantity declarations even when those words do not in any way deceive or exaggerate the quantity.
- Require a separate label statement of content quantity in terms of ounces, instead of in terms of the largest whole unit, as now required by federal and state law.

The bill, which has already passed the Senate, would, Mr. Crichton says, "curtail or prohibit legitimate merchandising practices by all manufacturers to halt the abuses by a few."

He maintains it is the duty of Con-



Mr. Staggers



Mr. Crichton

gress "to distinguish between legitimate and illegitimate practices. If this line is not drawn, the honest manufacturer will suffer for the dishonest; the small manufacturer with a good new product will find new barriers to market entry, and consumer savings on sales and specials will be erased."

Prohibition of "legitimate sales and promotion practices," he adds, is "protection" the consumer neither wants nor needs. It would add to the consumer's cost and would ultimately lead to a slow-down in development of product improvements and conveniences which consumers do want and need."

More effective administration of current law, Mr. Crichton says, would be of more value to the consumer, government and manufacturer than new provisions that "needlessly duplicate or supersede" existing federal and state statutes.

### New rep opens 4 offices

Major Market Radio, new station representation firm, which will represent six Storer Broadcasting radio stations starting Jan. 1, and four Golden West Broadcasters outlets effective Aug. 1 (BROADCASTING, July 4), has announced the opening of four offices in addition to the New York office that was opened on July 1 at 12 East 46th

Street (telephone: 682-8500). The new offices: 400 North Michigan Avenue, Chicago (321-9850); 1030 Penobscot Building, Detroit (963-2177); 5939 Sunset Boulevard, Los Angeles (467-1193); 950 California Street, San Francisco (421-6936).

## Disparagement rules take hold Sept. 1

A month from today on Sept. 1, the National Association of Broadcasters Code Authority rules on disparaging advertising go into effect. Although the language in the TV and radio codes differs slightly, the Code Authority points out they have been similarly interpreted.

To help clarify the purpose and application of the disparagement standards, the code has issued a set of question-and-answers to be used as guidelines.

Among their key points:

- Identification of a competitive product is not in itself objectionable provided the references are factual and do not discredit, disparage or unfairly attack the competitor.

- Comparative advertising is not banned; it is recognized as a basic technique in product promotion.

- The types of techniques that are generally objectionable, and all must be evaluated on a case by case basis, are: (1) "Ashcanning"—throwing away or discarding a competitive product. (2) "X-ing out"—crossing out of competitive products. (3) "Mudslinging"—covering a variety of techniques that knock competitive products or their advertisers.

"Such techniques include using language or terms, which in context or by implication are disparaging, belittling or contemptuous. Some typical words which advertisers and subscribers might be cautious of in this context are: greasy, glob, dingy, messy and stuff."

## Rep appointments . . .

- WLVA-AM-TV Lynchburg, Va.: H-R Television and H-R Representatives Inc., New York.

- KJIM Fort Worth: George P. Holingbery Co., New York.

- WCWA Toledo, Ohio: Avery-Knodel Inc., New York.

- WLPO La Salle, Ill.: Meeker Co., New York.

- KCHV Coachella, Calif., and KYND Tempe, Ariz.: Ewing/Radio, Hollywood.

- WKVT Brattleboro, Vt.: Harold H. Segal, Boston, for New England.

# Fast, fast, fast ABC-ITT reply

Geneen and Goldenson answer FCC's questions

about merger four days after they're asked;

Hyde discounts talk that no hearing will be held

The heads of the International Telephone & Telegraph Corp. and ABC lost little time last week in responding to the FCC's request for additional information on their companies' proposed merger. Harold S. Geneen of ITT, and Leonard Goldenson of ABC, on Monday (July 25)—four days after the commission queries were mailed—filed responses aimed at assuring the FCC that:

ITT is committed to permitting ABC to operate as a "substantially autonomous" subsidiary and is fully aware of what its responsibilities will be as the owner of a commission licensee of 17 AM, FM and TV stations.

ITT has committed itself to providing ABC with financing, "as needed," to expand its program service and make itself more "viable." In this connection ABC disclosed that its network operations, as distinct from its overall operations, lost \$18.6 million over the last three years.

Mr. Goldenson, ABC's president, outlined the expansion plans ABC has in mind that, he says, will result in in-

creased competition to CBS and NBC, "enabling both its stations and its affiliates to improve their service to the public. . ."

Mr. Goldenson and Mr. Geneen, president and chairman of ITT, also said that concern over a large diversified company, like ITT, acquiring a broadcasting network is misplaced. They mentioned a number of large companies with broadcasting divisions that, they said, have benefited from ownership by multipurpose companies. RCA's ownership of NBC was cited.

**Reply to Bartley** ■ They made the argument in response to Commissioner Robert T. Bartley's dissent from the issuance of the commission letters. He said the commission should not approve the merger without a hearing on the question of whether ABC's broadcasting interests would be unsubordinated to ITT's other commercial interests. He saw a possible conflict of interest. ABC's broadcast revenues would account for some 13% of the merged company's revenues.

Mr. Goldenson, who was president

of United Paramount Theaters when it acquired ABC in 1953, said that the "ABC broadcast activities," as part of ITT-ABC, "will be as unsubordinated as they have been as part of UPT-ABC." He also said the merger would result in expansion of ABC's broadcasting service without any of the "inhibiting influences on which the dissent speculates."

Chairman Rosel H. Hyde last week sought to spike talk stemming from the commission's 4-to-2 decision to override Commissioner Bartley's dissent (in which Commissioner Kenneth A. Cox joined) that the commission has signalled its intention to grant the applications without a hearing.

"We will take another look at the applications in light of the responses [to the commission queries] before deciding on whether a hearing is needed," he said. He also said the commission would have to consider the Justice Department's views on the merger—if they are submitted. That department is being closely advised of the commission's deliberations.

Mr. Goldenson's letter strongly hinted the network would like affirmative commission action on the merger soon, in view of the imminence of the new television season and the basic decisions and commitments in connection with the 1967-68 season that are already being made. However, with commission activities due to slow down this month, it appears unlikely that the commission will act on the matter before September.

**ITT Letter** ■ The ITT letter, in the view of some commission officials, added little to what had been filed in connection with the applications for merger. Where many of ITT's promises had been made to ABC, however, they have now been made directly to the commission, which had been one of the purposes of the commission's inquiry.

There was some disappointment within the commission that, although specific comment on the common-carrier aspects had not been requested, there was no discussion of them in the letters from the heads of the two companies. Commission officials noted that as independ-

## ABC merger letter reveals profit figures

Broadcasters generally keep their profit-and-loss information as closely guarded a secret as women do their age. But last week ABC, in order to convince the FCC of the financial need it hopes to satisfy by merging with International Telephone & Telegraph Corp., disclosed some of its figures. And in the process, it provided a clue as to the profitability of CBS and NBC.

ABC President Leonard Goldenson, in a letter to the FCC, said that ABC network operations, after showing a profit of \$3.3 million in 1962, showed deficits for the next three years—\$4.6 million in 1963, \$8.4 million in 1964 and \$5.6 million in 1965.

Since the commission annually

makes public the total figure for network operations, Mr. Goldenson was able to calculate that the combined network operations of CBS and NBC showed a steadily increasing profit in that period—\$33.4 million in 1962, \$61 million in 1963 and \$68.6 million in 1964.

ABC's over-all operations in the last three years were profitable, as the network's owned-and-operated stations made money—\$16.2 million in 1963, \$21.9 million in 1964 and \$25.5 million in 1965, Mr. Goldenson said. But whereas ABC's share of the total broadcast profits of the three networks was 18% in 1962 (\$20.2 million of \$111.4 million) it was 9% in 1964 (\$13.5 million of \$156.5 million).



On July 10, 1966 we hid a picnic.  
 The above photo was taken the same day at Coney Island.  
 Just about 45 miles away at Eastern Military Academy in  
 Cold Spring Hills, Long Island, people from all over  
 "The Wonderful World of the Good Guys" were finding wmca's  
 picnic. Working from clues given on the station.  
 Some people walked to the picnic. Others rode bicycles. Most drove.  
 In the kind of 95° weather that overheats cars, let alone people.  
 10,000 of them made it.

**wmca turns people on.**

ent companies ITT and ABC might be expected to take different positions on such issues as whether or not domestic satellites should be owned by a company other than the Communications Satellite Corp., of which ITT is a major stockholder, and on the rates Comsat should charge for international television service. With the companies merged, they say, the commission would probably be denied the views of one company or the other.

ABC, which last year sparked the question of whether entities other than Comsat should operate domestic satellites, however, will argue in comments to be filed with the commission this week that the FCC has and should exercise the power to authorize non-Comsat ownership of such facilities.

ITT's promise to permit ABC to operate "substantially" independently was made in response to a direct commission question. "As we have stated in the applications," Mr. Geneen said, "the broadcasting operations of ABC will be kept separate from other ITT operations and the operations of ABC as a licensee will be performed unaffected by commercial, communications or other similar interests of ITT."

**Will Be Bound** ■ He also said that, to the extent ABC statements in the applications represent promises of future performance by ITT, "ITT fully accepts the commitments and considers itself bound" by them.

He added that the ITT board of directors is fully aware of the responsibilities to the commission and the public that the corporation will acquire as the owner of a licensee of numerous broadcast stations. ITT, he said, "will fulfill all of those responsibilities."

Mr. Geneen said that the board in a meeting April 13 voted to approve all of the "undertakings" enumerated in his correspondence with Mr. Goldenson, including the promise to make financing available, "as needed." He added that specific requests would require specific board approval. The commission had asked whether the ITT board had approved financial aid "generally or specifically."

Mr. Goldenson underlined ABC's need for financing by making public financial figures that are normally consigned to the commission's confidential files. He said that while CBS's and NBC's network operations have been increasingly profitable, ABC's have been losing money—\$4.6 million in 1963, \$8.4 million in 1964 and \$5.6 million in 1965 (see page 34). ABC's profits from its owned-and-operated stations—\$63.5 million—more than made up the loss, Mr. Goldenson noted. But the profit gap between ABC and the other networks has widened. ABC's share of the total broadcast profits of the three networks and their owned stations



## Dig that transmitter

A number of stations in the farm belt make their transmitter sites do double duty as model farms. Now KXYS Corpus Christi has come up with the Texas counterpart: a drilling rig at its transmitter location.

The search is for natural gas, but the station will even settle for oil, says General Manager A. C. Lloyd Jr.

At a cost estimated in excess of a half million dollars, the drilling will extend to 12,500 feet, and is expected to be completed sometime this week. The operation is under a lease arrangement with the Coastal States Gas Producing Company, with the W. B. Dansfield Company doing the drilling.

dropped from 18% of \$111.4 million in 1962 to 9% of \$156.5 million in 1966.

Mr. Geneen said ITT has "very large and ample credit and capital resources" available to aid ABC. He cited ITT's annual consolidated earnings, which are approaching \$100 million annually, its present assets in excess of \$2 billion, and a line of credit in the amount of \$140 million with a nationwide group of banks and cash on hand of about \$30 million. He also said ITT "can create substantial long-term debt within the terms of its most restrictive debt instruments."

**ABC's Plans** ■ Mr. Goldenson, stating that "survival in this dynamic industry will go to the fittest, those with the know-how, the resources, and the ability to serve the public interest," said the financing would enable ABC to undertake a wide-ranging effort to improve its programing service.

He said the network would have the resources to gamble on new programing and thus avoid "sameness" in its programing; provide more "spectaculars;" permit the production of "still

more news, special-events and public-affairs programs;" continue feature-length presentations, and expand its sports programing.

He also said it would speed ABC's conversion to color and help the network meet other increased program costs. Mr. Goldenson noted, as an example, that the average cost of a half-hour pilot had risen from \$72,000 in 1960 to \$87,000 in 1964.

Mr. Goldenson, in replying directly to Commissioner Bartley's dissent, noted that the commission has often permitted multipurpose companies to acquire or operate broadcast properties. "In no instance of which we are aware," Mr. Goldenson said, "has the commission later encountered any instance . . . in which the broadcasting activities were being subordinated to other interests of the companies. In fact, many of these licensees are among the most outstanding licensees."

He mentioned General Electric, RCA, Avco and General Tire. He also cited companies with interests in broadcasting that also own magazines and newspapers, such as Meredith, Triangle, Hearst, Scripps-Howard, Time-Life, *Chicago Tribune*, Cowles, Cox, Gannett, Metromedia and Newhouse. While broadcasting and publishing might be considered competitive activities, Mr. Goldenson said, experience has shown that none of the companies has subordinated its broadcasting activities to those of its other interests.

## NAB denied entry into AT&T inquiry

The National Association of Broadcasters' attempt to add its name to the lengthy list of participants in the FCC's inquiry into AT&T rates was denied last week. The FCC stated, however, that the NAB could submit another petition to intervene if it clarified matters left unsaid in the original request.

In explanation of its denial, the FCC said that petitions to intervene should have been filed by Dec. 2, 1965, and that late petitions should "show how the petitioner's participation will assist the commission in the determination of the issues, and set forth reasons why it was not possible to file a timely petition."

NAB's petition, according to the FCC, does not do this.

In its petition the NAB had said that it would present "expert testimony" regarding determination of a proper rate base for television program-transmission services. It was understood that NAB would have an economist prepare a study in this area (*BROADCASTING*, July 18).

## Stay up front with the NBC Owned Stations

A television station ought to know its place...and nobody knows Cleveland like NBC-OWNED WKYC-TV. But when it comes to programming, we like to reach out a bit. That's why WKYC-TV is especially proud of its Saturday documentary series, *Montage*—a program that spans topics as diverse as the problems of parenthood or the joys of Beatlemania.

This past May, WKYC-TV's *Montage* won a Gabriel Award. In so doing, it won over all types of program

entries in its category—network television productions as well as local offerings.

In presenting the award, the Catholic Broadcasters Association noted that *Montage* had attained "a level of art seldom achieved by the best dramatic shows."

Thus, like so many other programs produced by the five NBC OWNED STATIONS, *Montage* is proving that "local" doesn't have to mean "provincial."

WKYC-TV knows its place. It's up front.



**Represented by NBC Spot Sales**

WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles





# Why an insurance company went into the movie business...

Here's the behind-the-scenes story of the new Allstate Good Driver Trainer—key to a remarkable program that is revolutionizing Driver Education

Back in 1962 the nation's facilities for Driver Education were too few and far too inadequate.

Allstate decided to do something about it and embarked on a public service project that would make a major contribution to the industry's dream of the day when every new driver will be a trained driver.

The goal was lofty. But it would take a toll in time, sweat and money. Allstate's people would have to take miles of realistic color movies (more than 400 miles as it turned out) and then match the

movies with "classroom automobiles" that weren't even built yet.

**Allstate went into production in February, 1962.**—Here is a brief account of some of the hurdles that lay ahead:

**New Camera . . . New Car . . . New Budget**—Realism demanded a driver's-seat view. To get it, Allstate had to mount a Cinemascope camera on a special right-side-drive car from Canada.

It cost plenty—but it worked fine.

**It wasn't all just movie-making**—when the Allstate crew headed to location.

One big problem was the pedestrians who would point back at the weird camera-car instead of looking realistic and unrehearsed.

And in La Porte, Indiana, a civic-minded but over-eager snow-plow crew completely cleared a bridge that was supposed to be a natural setting for part of a film on winter driving.

After explanation, the Allstate cameramen were allowed to shovel snow back onto the bridge, and another film was finally in the can!

**Finally 400 miles of film later,**—the Allstate Good Driver Trainer film library boasted 12 color films—a coast-to-coast course through night, snow, city, and over crowded highway and rutted country roads.

Now came the hard part—matching the films to the "classroom automobiles."

This part of the project was spearheaded by the Link Trainer people—the outfit that trained thousands of pilots for World War II.



These student drivers have their "accidents" in the classroom, not on the highways. In just 50 minutes at the wheel, they will react to more than six dozen driving hazards.



**1962 model cars were used—** The Link people used the front seat and dash of actual automobiles and put complete equipment in each. From an accelerator and speedometer to a special device that simulates the situation of motor stall.



**Camera in the drivers seat.** Student drivers get a realistic "drivers-eye" view ...the result of mounting a Cinemascope camera in a special right-side-drive car. Film crews travelled many hundreds of miles to build the 12-film library.

**Finally, everything was set.—** Film was in the projectors, keys were in the "cars."

The first driver got behind the wheel.

Three minutes later, when he yelled at a "Sunday Driver" on the screen, Allstate's project was suddenly well worth the two years of time, sweat and money.

**Another Allstate first . . . "Drive-Away" Theatres—** By May, 1964, the project was completely under way. 1550 of the Good Driver Trainers were installed—either in classrooms or on board specially-built mobile trailers. They were in use at 130 installations and Driver Trainer Centers around the country.

More Good Driver Trainers are at this moment being produced, and it's Allstate's goal that they'll be used in every county in every state.

**Statistics show they're needed.**  
—The Good Driver Trainer pro-

gram gives each student hundreds of driving situations to react to . . . experience shows that the Trainer can handle up to one-third more students with the same number of instructors . . . that it's up to 40% more economical than present facilities . . . and finally, *that auto accidents are cut in half when new drivers are trained drivers!*

So that's why Allstate went into the movie business. And it looks as though we're in it to stay.

**Realistic movies to train young drivers is another reason why we can tell our customers, and mean it...**

**You're in  
good hands with  
Allstate®**

Insurance Companies  
Home Office: Skokie, Ill.      Founded by Sears

# 5-year licenses urged at hearings

NAB's Wasilewski appears before small-business panel,  
also asks rules for owner-announcers who are candidates

The House Small Business Subcommittee concluded its hearings into activities of the FCC last week with a plea from broadcasters to lengthen license terms and preserve the present allocations plan.

Vincent Wasilewski, president of the National Association of Broadcasters, was the only witness at the 40-minute closing session Thursday (July 28). He focused on three problem areas created by federal regulations, and said if spectrum space is taken away from broadcasters and given to land mobile users, it would "result in a gross disservice to the public."

Mr. Wasilewski called on the subcommittee to "examine broadcasting itself as a small business." There are many advertisers who spend millions yearly, he said, but there are "thousands of small advertisers whose budgets are counted in hundreds or even tens of dollars. The latter are of particular concern for small-market radio."

He pointed to NAB figures showing that 17% of all commercial TV stations in the country are in markets of less than 100,000 population and nearly 40% of the revenue of these stations comes from local advertisers. In addition, he said, in markets of more than a million population, more than 20% of the ad revenue is from local sponsors.

**Local Buying** ■ In radio, he cited an NAB study that showed 87 cents of every time-sales dollar of the typical radio station came from local advertisers (BROADCASTING, July 11).

Mr. Wasilewski said broadcast licensees, particularly in small markets, face problems that are "unique" to this industry. Chief, among them, is the three-year license renewal.

He maintained the three-year term was an arbitrary choice with "the only reluctance" to providing a longer term rooted in "a general feeling that the science of broadcasting was new and relatively unexplored." There is now 40 years of experience to support a longer term that would "reduce paper work for both broadcasters and the FCC, while preserving all necessary authority in

the government," he added.

Broadcasters, he said, "have earned a longer license term, and its grant by amendment of the Communications Act would be a demonstration by the Congress of public confidence."

Asked by Representative Silvio O. Conte (R-Mass.) how long the term should be, Mr. Wasilewski said he felt five years would be "reasonable" with the hope it would be extended in the future. Five-year terms, he added, are applicable since they are already used for other services under the Communications Act.

Mr. Conte also asked if the license term was increased and paper work was reduced would the government be able to retain control and supervision of broadcasting. The NAB president said he didn't think a great deal of paper-work improves a broadcaster's service. "I feel," he added, "the less supervision from a regulatory body, the better the service would be."

Regarding other ideas to reduce paperwork, Mr. Wasilewski said he thought it would be worthwhile to create a joint industry-government group to look into the many forms sent to stations to see what they ask, how they ask it and what could be eliminated.

Other problem areas cited by the NAB executive are "the relative infrequency and remoteness" of locations for FCC examinations for third-class operators, and the alternatives that face a station owner or manager, who doubles as an announcer, when he is a qualified candidate for public office.

In regard to examinations, Mr. Wasilewski said, the FCC has been appraised of the problem and NAB hopes it will provide "a reasonable solution" such as allowing the tests to be given in a manner similar to civil service examinations under supervision of a local postmaster or other federal authority.

The owner-announcer who becomes a candidate, he pointed out, must either quit appearing on the air and hire a replacement (if one is available for hire), or he must offer free time to opposing candidates under Section 315 of the Communications Act. "Either alternative might prove too expensive."

The NAB president attacked proposals to delete some UHF frequencies from broadcasting for reassignment to land mobile because UHF stations "will make an essential contribution to our expanding economy and to the enrichment of the many cultures of our people." The announcement three

weeks ago of the Overmyer Network (BROADCASTING, July 18), he added, "will give dramatic emphasis to the further growth and development of UHF stations."

Representative Conte asked how the land mobile users, who have the problem of limited frequency space, are to be taken care of. Mr. Wasilewski asked in turn why it seems that television is always the area from which spectrum seekers attempt to get their space. He said he wondered how effectively the government frequencies (about half of available frequencies) are used, and felt this is "a proper area for inquiry."

It is one area that will undoubtedly be covered by an industry-government committee looking into sharing of TV frequencies by land mobile use (BROADCASTING, July 25). The initial meeting of the committee is set for Sept. 29.

## Review board denies AM application

A long-standing application submitted by Ned N. Butler and Claude M. Gray for a new AM station in Prattville, Ala., was denied by the FCC's review board last week.

The board based its decision largely on the grounds that Mr. Butler, licensee of WTLS Tallahassee, Ala., had submitted falsified program logs in connection with the renewal application filed for his station in 1964.

Mr. Butler's "actual knowledge of the log falsification and his failure to correct that falsification constitute such a serious infraction of his duties and responsibilities as a broadcast licensee as to require a denial of the Prattville application . . . on this ground standing alone, and without regard to the other separate and independent conclusions set forth," the board stated.

The application of Messrs. Butler and Gray for the Prattville AM was submitted to the commission in 1962 and was designated for a comparative hearing with the mutually exclusive application of Billy Walker. A 1963 commission decision recommended the granting of Mr. Walker's application, but additional information bearing on the character qualifications of both applicants prompted the review board to reopen the case. The issues were enlarged, a further hearing was ordered and eventually Mr. Walker withdrew his application for the Prattville AM. It was at this time in 1964 that the commission levelled the charge that Mr. Butler had falsified the logs of WTLS, thus raising a question as to whether he possessed the character qualifications to be a licensee.



Mr. Wasilewski

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| Market             | Station | Rating | Share |
|--------------------|---------|--------|-------|
| Los Angeles        | KHJ     | 12     | 29    |
| San Francisco      | KTVU    | 13     | 31    |
| Salt Lake City     | KSL     | 19     | 50    |
| Boston             | WNAC    | 18     | 44    |
| Hartford-New Haven | WTIC    | 15     | 38    |
| Providence         | WPRO    | 17     | 42    |
| Albany-Schenectady | WTEN    | 19     | 48    |
| Buffalo            | WKBW    | 15     | 31    |
| Washington DC      | WMAL    | 11     | 28    |
| Syracuse           | WHEN    | 16     | 41    |

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## AM assignment in 3-way controversy

What started off as a hard-fought but relatively simple controversy over the assignment of an AM license in Washington six months ago has developed into a chain of controversy involving six applications and three antagonists.

The principals are WUST Bethesda, Md., whose programing is designed to serve the Negro population of nearby Washington; WOL Washington, another Negro-oriented station; and Bethesda-Chevy Chase Broadcasters Inc., which is seeking WUST's facilities.

The controversy began heating up in March when the commission designated for hearing an application to transfer WOL-AM-FM's licenses from Washington Broadcasting Co. to WOL Inc. (Sonderling Stations Group) (BROADCASTING, March 21).

The \$1.25 million sale had been approved by the commission eight months earlier. But WUST appealed the decision to U. S. court of appeals and later petitioned the commission to set the grant aside, contending that the survey

of programing needs submitted by WOL appeared "riddled with falsehoods and exaggerations and distortions."

The hearing is to determine whether there is sufficient cause for setting the grant aside.

**Then Came BCC** ■ The next link in the chain was forged when BCC, composed of area advertising and broadcasting personnel, applied for WUST's facilities; the daytime station operates on 1120 kc with 250 w.

The commission on June 16 designated the BCC application and WUST's renewal application, along with the station's request for an increase in power, for consolidated hearing.

Then, last week, the circle was completed when WUST, with WOL's renewal application pending, filed an application for that station's facilities. Unlike WUST, WOL is a fulltime station, operating on 1450 kc, with 1 kw daytime and 250 w nighttime.

At the same time, WUST asked the commission to consolidate the various proceedings in one hearing. WUST said the issues involved overlap to a great extent. It also noted that, if it prevails in its effort to acquire WOL's facilities, the 1120 kc frequency in Bethesda would be vacated and would be available for assignment to BCC.

## WCAM sale by city set for hearing

The city of Camden, N. J., faces an FCC hearing in its efforts to sell WCAM Camden to the L&P Broadcasting Corp. The commission last week designated for hearing the city's application for assignment of its station.

One of the major issues to be investigated during the proceeding is whether or not L&P's survey of the needs and interests of the people of Camden was adequate. WDAS Philadelphia, which opposes the sale of WCAM to L&P, will also participate in the hearing.

The principal owners of L&P are Leonard and Philip Chess, who are the licensees of WVON Cicero, Ill.

## Changing hands

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

■ WSNY Schenectady, N. Y.: Sold by Western Gateway Broadcasting Corp. to Gene F. Seehafer, Skitch Henderson, Dr. John T. Parente and Francis Stratman for \$400,000 including five-year consulting agreement. Mr. Seehafer is former college professor and author of several college text books on radio-TV advertising. Mr. Henderson is musical director of NBC-TV's *Tonight* show, which he will leave next fall. Dr. Parente is gynecologist and cancer specialist, and owner, with Mr. Henderson, of Vermont ski resort. Mr. Stratman is president of WMWM Wilmington, Ohio. WSNY operates fulltime on 1240 kc with 1 kw daytime and 250 w nights. Broker: Edwin Tornberg & Co.

■ WKVK Virginia Beach, Va.: Sold by Arthur W. Arundel and C. Braxton Valentine to group headed by Sidney S. Kellam for \$160,000. Mr. Arundel is owner of WAVA-AM-FM Arlington, Va. and WXVA and WZFM(FM) Charles Town, W. Va. Mr. Kellam, who is Virginia Beach political figure and businessman and stockholder in WAVY-AM-TV Norfolk, Va., will dispose of WAVY interest if assignment is granted. WKVK, founded in 1954, operates daytime on 1550 kc with 1 kw.

■ WMBH Joplin, Mo.: Sold by Radio Joplin Inc. to David Fransen for \$95,000. Radio Joplin, Dick Kasten, president, also owns KSTL St. Louis. Mr. Fransen of Wichita, Kan., is local businessman. WMBH, founded in 1928, operates on 1450 kc fulltime with 1 kw daytime and 250 w nights. Broker: Hamilton-Landis & Associates.

■ WTKM Hartford, Wis.: Sold by Top

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Hat Enterprises Inc. (Ralph Schewe, president), to A. R. Ellman for \$75,000. Mr. Ellman is part owner of WOKZ-AM-FM Alton, and WGSB Geneva, both Illinois. WTKM operates with 500 w daytime on 1540 kc. Broker: Hamilton-Landis & Associates.

▪ WRWJ Selma, Ala.: Sold by Ronald Jordan Jr. to Mrs. A. B. Stutts for \$69,500. Mrs. Stutts along with her husband has CATV interests. WRWJ operates on 1570 kc with 5 kw daytime. 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 90).*

▪ KCUL-AM-FM Fort Worth: Sold by Dalworth Broadcasting Co. to John B. Walton for \$1,150,000. Mr. Walton presently owns KVII-FM-TV Amarillo, KVCM-FM-TV Monahans, KELP-AM-TV El Paso, all Texas; KFIF Tucson, Ariz., and KVOD Albuquerque, N. M. He was recently granted approval for purchase of KBUY Amarillo, Tex. Commissioner Bartley dissented, and Commissioner Cox abstained from voting, also on KBUY. KCUL, founded in 1946, operates on 1540 kc with 50 kw daytime and 1 kw night. KCUL-FM operates on 93.9 mc with 57 kw.

▪ KBUY Amarillo, Tex.: Sold by Radio KBUY Inc. to John B. Walton Jr. for \$250,000. For information concerning Mr. Walton see WCUL-AM-FM above. KBUY operates fulltime on 1010 kc with 5 kw.

▪ KEDO El Cajon, Calif.: Sold by John Hearne and Howard Tullis to Metro Communications for \$425,000 and \$160,000 noncompetitive and consulting agreements. Principal stockholders of Metro Communications are Mortimer W. Hall, former president and owner of KLAC Los Angeles; Don Balsamo, KHJ-TV Los Angeles; Morton Sidley, RKO General, and Leonard Cohen. Mr. Balsamo will be vice president and general manager. Messrs. Hall and Sidley have interests in KEAP Beverly Hills, Calif. KEDO is on 910 kc fulltime with 1 kw.

▪ KOWH-AM-FM Omaha: Sold by William F. Buckley Jr. to Starr Broadcasting Group Inc. for \$475,000. Starr Broadcasting Group is 66⅓% owned by William F. Buckley Jr. and 33⅓% by Peter Starr. Mr. Buckley is publisher of *National Review*. Mr. Starr is general manager of KOWH. Mr. Buckley, pending FCC approval, has purchased KISD Sioux Falls, S. D. KOWH, founded in 1922, operates daytime on 660 kc with 500 w. KOWH-FM is on 94.1 mc with 69 kw.

▪ WGMA Hollywood, Fla.: Sold by Dan Enright and Jack Barry to Hollywood

Community Service Radio Inc., group of Hollywood (Fla.) businessmen, civic leaders and broadcasting personnel, for \$350,000. Hollywood Community Service Radio is composed of Henry D. Perry, C. Edward Little (presently general manager of WGMA), Tom Kearns, George Pallatto and Edward Foster. WGMA is 1 kw daytimer on 1320 kc. Station had its license renewal denied because of Messrs. Enright and Barry's involvement in the quiz scandals of the 1950's. Later the FCC relented and permitted the station to be sold.

▪ KENM Portales, N. M.: Sold by Plains Broadcast Co. to Portales Broadcasting Co., owned by Carol Cagle, Wyeth Patterson, Gary Robert and Larry Dale Ackers for \$240,000. Mr. Patterson is employed with KVOP Plainview, Tex. Messrs. Ackers and Miss Cagle own minority interests in KRBC Abilene, Tex. Miss Cagle also owns interest in KRBC-TV Abilene and KACB-TV San Angelo, both Texas. KENM, founded in 1950, is fulltime on 1450 kc with 1 kw day and 250 w night.

▪ KEED-AM-FM Springfield-Eugene, Ore.: Sold by Radio Wonderful Willametteland Inc. to McKenzie Broadcasting Co., owned by John W. Paulson, R. John Schaecher Jr. and others, for \$200,000. Mr. Schaecher is manager of

KEED-FM. KEED, founded in 1954, operates daytime with 1 kw on 1050 kc. KEED-FM is on 93.1 mc with 1.35 kw.

## Revocation upheld in Puerto Rico case

An FCC hearing examiner has reaffirmed an earlier decision in which he recommended the revocation of three commonly owned Puerto Rican radio stations in a case involving the rebroadcast of Armed Forces Radio Service programs.

Examiner Forest L. McClenning, left virtually intact the conclusion of his earlier decision, on Dec. 21, 1964 that the stations' former manager and minority stockholder, George Mayoral, bore principal responsibility for the alleged rule violations involved (BROADCASTING, Dec. 28, 1964).

The commission ordered the record in the case reopened and remanded the proceeding to Mr. McClenning in response to a petition by Mr. Mayoral, a 30-year veteran of broadcasting, who said he wanted to refute the "damaging allegations" against him. Mr. Mayoral claimed he had not been permitted

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to defend himself in the hearing.

The stations involved are WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez, all owned by Alfredo R. de Arellano Jr. and his family. The stations are accused of rebroadcasting without written permission programs that Mutual Broadcasting System furnished to the Armed Forces Radio Service in New York.

Additional charges alleged the stations failed to identify the programs as being mechanical reproductions, operated in a manner to give a false impression that the programs were coming directly from Mutual, and made misrepresentations to the commission.

Examiner McClenning, in his initial decision, held that the station owners, having given Mr. Mayoral broad authority, must be held legally responsible for any wrongdoing, and recommended the license revocations.

Mr. Mayoral, in petitioning for a rehearing, said that he had actually spent little time at the stations and that while there he was primarily engaged in engineering duties. He also said the unauthorized broadcasts were a result of a deliberate attempt on the part of some employees "to condemn and convict WKYN in the eyes of the Federal Communications Commission."

Examiner McClenning, however, said in his supplemental decision that he found no reason to change in any material way the conclusions he had reached previously. He also said he found "no evidence" supporting the alleged conspiracy to defame the station.

## Hurleigh expected to leave hospital soon

Robert F. Hurleigh, president of the Mutual network, was reported last week to be making "good progress" in recovering from a heart attack, but was expected to remain in the hospital for at least another week or 10 days and to be convalescing for six to eight weeks.

He was stricken at his summer home at Ocean City, N. J., July 16. He now is in the nearby Shore Memorial hospital at Somers Point, N. J. A Mutual executive said his doctor described the seizure as a "delightfully dull coronary" and reported that Mr. Hurleigh was able to be taken out from under oxygen last Monday (July 25).

Three days before the attack, Mr. Hurleigh had broken a bone in his foot when he twisted an ankle while stepping out of a cab in New York. On the day of the attack, his New York apartment was entered and robbed.

Stephen J. McCormick, vice president for news and also assistant general manager, is serving as the network's



Mr. Hurleigh



Mr. McCormick

chief executive officer during Mr. Hurleigh's absence. He is operating out of New York on a Monday-through-Thursday basis, and returns to Washington, from which he normally operates, on Fridays.

Corporate headquarters for the Mutual Broadcasting Corp., which recently bought MBS (BROADCASTING, July 11), has been established in New York at the Waldorf-Astoria hotel. John P. Fraim, president of the parent company, is operating there on a fulltime basis.

## Will radio gain from fourth TV network?

The advent of a fourth TV network is likely to benefit radio because of the intensified competition for the TV audience, according to an editorial in the August issue of the MBS newsletter, *Of Mutual Interest*, which is being distributed this week.

The editorial was drafted by MBS President Robert F. Hurleigh before he suffered a coronary on July 16 (see above). It makes the point that "the average consumer has two eyes and has not been given the gift to operate them separately," and adds:

"The more he has to look at (as far as radio is concerned) the more the odds will become even all the way round."

Mr. Hurleigh insists that if another network "muddies the TV waters," the face of radio "should become clearer and prettier with every passing day." He notes that the initials of the network operations are ON [Overmyer Network] and expresses the hope that "the letters never are reversed."

When Mutual was in the process of being sold to its present owners, Mutual Broadcasting Corp., several months ago, Mr. Hurleigh indicated that the new management intended to expand into TV and work toward a fourth network. At the time of the announcement of the Overmyer Network several weeks ago, Mr. Hurleigh said Mutual was still not dissuaded from considering a venture into another TV network but added it planned to "move along, one step at a time" (BROADCASTING, July 25).

## FCC to slow down, but not to stop in August

FCC activities were scheduled to begin slowing down this week, but not to the extent they have in the past during August. The commission is even expected to break an 11-year-old habit and hold one or two business meetings.

The commission, which announced in June it would arrange August schedules "with due regard for the proper disposition of pending matters," will continue its hearings in the AT&T rate investigation.

Chairman Rosel H. Hyde said last week the commission would meet weekly throughout the month. The only date on which all seven commissioners are expected to be on hand for a meeting is Aug. 17. But the chairman said a quorum would be available when needed.

Commissioners Kenneth A. Cox and Robert T. Bartley serve with Chairman Hyde on the telephone committee, which is conducting the rate inquiry. Commissioners Robert E. Lee and Nicholas Johnson will also be in Washington during the month. Commissioners James J. Wadsworth and Lee Loevinger will be on vacation out of the city during part or all of the month. But both would be close enough to return to Washington if necessary.

The commission is slowing down this month, rather than stopping, reportedly because of a mounting workload and a shortage of personnel to handle it (CLOSED CIRCUIT, June 13).

## FCC St. Louis action upheld on two counts

A federal court in Washington last week said the FCC had acted properly in authorizing interim operation on 1380 kc in St. Louis pending the outcome of a hearing for that vacated kwk frequency.

In a unanimous three-judge decision, the U. S. Court of Appeals for the District of Columbia upheld the FCC's action and denied a petition from 1380 Radio Corp. against the interim grant to eight of the nine applicants for the 1380 kc frequency in St. Louis. They also upheld the FCC's position holding that WBEL Beloit, Wis., also on 1380 kc, did not have the right to require a hearing because of interference from the St. Louis facility.

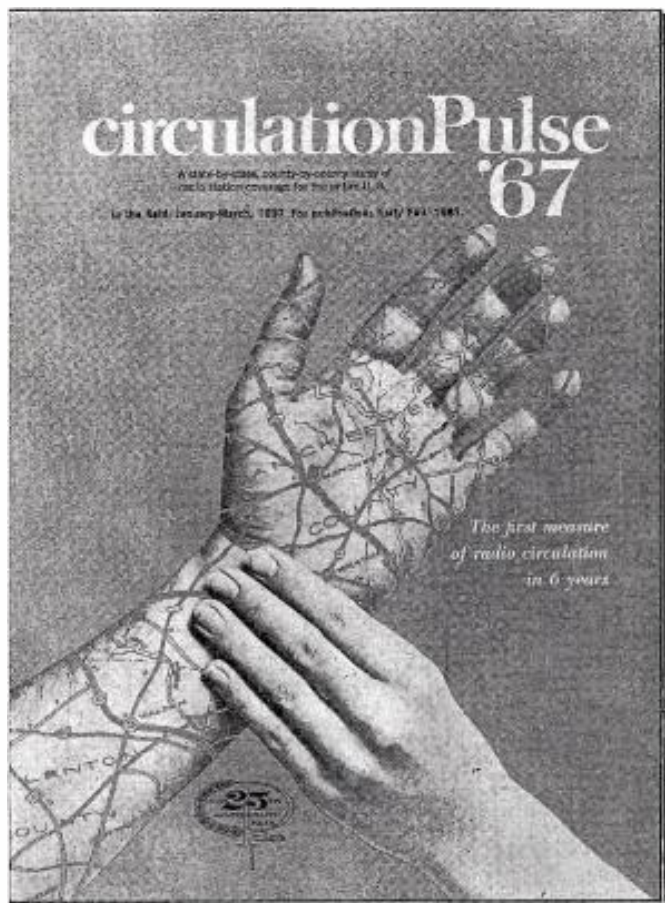
The case stems from the 1963 revocation by the FCC of the license of kwk St. Louis. As soon as the 1380 kc frequency was declared vacant, more than

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a dozen applicants filed. A group got together and proposed interim operation pending the outcome of the hearing. The commission granted this application without a hearing.

1380 kc Radio Corp. applied for interim operation only, but the commission found that it was related both to the prior licensee of KWK and to Kwk Broadcasting Corp., one of the applicants for a regular grant of the facility.

Because the interim operator is "open ended," the court said this does not conflict with its prior decision forbidding the FCC to make a grant without a hearing where there is more than one applicant.

On the WBEL complaint, the court said that WBEL's original authorization and subsequent renewals conditioned WBEL to receiving interference from the pre-existing station in St. Louis. Revocation of the KWK license did not expand the scope of WBEL's license, the court said.

Circuit Judge Warren E. Burger wrote the appeals court decision. Judges Walter M. Bastian and J. Skelly Wright concurred.

## NAB group discusses pay-television stand

Discussion of the National Association of Broadcasters' position on pay TV and copyright regulations for CATV was covered last Wednesday (July 27) by the NAB Future of Broadcasting Committee. Later, the NAB executive committee laid plans for selecting a three-man architectural panel to review proposals for the new NAB headquarters building.

On record in opposition to any form of pay TV, NAB will attempt to show that pay-TV operations, wired or wireless, offer no more variety in programming than that available on free TV. The comments will be made on the FCC's proposed rulemaking to establish a nationwide pay-TV system.

Douglas Anello, NAB general counsel, will testify before a Senate Judiciary subcommittee on the copyright question this week (see this page). Based on the FCC's 24-hour nonduplication policy, he will advocate allowing CATV's within a station's grade A signal to carry programs without paying a copyright fee. This would be only if the CATV's do not originate programming.

The executive committee, which with the building committee is under board instructions to select the architectural experts, will be seeking and contacting candidates for that blue-ribbon group this month. The next scheduled meeting of the executive committee will be in Chicago Sept. 7-8.

# A task force for CATV

## FCC plan will bypass

## Broadcast Bureau in

## cable regulation

The FCC is moving toward the creation of a task force of staff members who will handle CATV matters and report directly to the commission. It would operate independently of the Broadcast Bureau, which now has responsibility for CATV matters.

The bureau has long been criticized by CATV forces as being prejudiced against cable companies. And that cry has been taken up within the commission by Commissioner Lee Loevinger.

The task-force idea, however, was originated and is being pushed by Chairman Rosel H. Hyde. And he said last week the question of prejudice is not involved.

He said it was simply "too early to make a judgment as to what this [CATV] business will amount to. I wasn't prepared to make any changes in the organization chart. As a result, I suggested a special task force be set up that would report to the commission."

The idea of a task force was not universally acclaimed at the commission. Commissioner Kenneth A. Cox opposed it when it was first broached at a commission meeting two weeks ago. And last week he made clear he was still opposed to the establishment of a unit independent of the Broadcast Bureau. Commissioner Robert E. Lee has opposed the idea also.

Chairman Hyde, however, said that the commission discussed it at a meeting last week and that there had been "no objection." He also said that no further vote of the commission was required to establish the unit.

The move comes at a time when the commission is bogged down in a flood of pleadings involving CATV matters—petitions and counter-petitions involving CATV requests for waivers of the rules and broadcaster requests for additional protection against CATV systems.

A Broadcast Bureau force of four lawyers, whittled down from six after one resigned and another was hospitalized, and three secretaries is struggling merely to keep up with a flood of congressional correspondence and to prepare a draft of a commission order on the petitions for reconsideration of the new CATV rules. "We're making no progress," said one staffer. "We're just

standing still."

The creation of a task force won't solve the critical problem of lack of manpower, a problem that all government agencies are facing as a result of the administration's efforts to curb government spending. At one time estimates of the number of personnel needed to handle CATV matters was put at 40 new hands. Now commission officials talk of "squeezing out" 10 to 25 staffers from the existing table of organization.

The job of finding the people to staff the task force has been given to the commission's executive director, Max Paglin. But while the chairman has said he would like the force set up "promptly," there was no indication of much progress last week.

In another CATV matter, the way has been cleared for final commission action probably at a meeting scheduled for Aug. 17, on a reporting form to be used by CATV's in submitting the information that is required by the new CATV rules (BROADCASTING, July 11). The National Association of Broadcasters and the National Community Television Association expressed their approval of the draft form in letters to the commission last week.

## CATV copyright hearing set

The first move in a campaign by the CATV industry to revise the copyright law to exempt cable operations from paying copyright fees where they are already paid by TV stations gets underway Tuesday (Aug. 2). A Senate Judiciary subcommittee will begin a hearing that is expected to range from points of view of cable owners to those of the government, broadcasters, licensing organizations, organized sports and motion pictures (BROADCASTING, July 25).

Aside from the principle of exemption itself, which is bound to have protagonists as well as antagonists, the major question is expected to be a matter of distances.

The CATV industry, undoubtedly, will recommend a wide-area service contour for each TV station. Broadcasters are expected to concur in the idea of exemption but only to the grade A contour. Other witnesses are expected to take varying positions.

The hearing, which will run through Thursday, will take place in Room 1318 of the New Senate Office Building in Washington. Witnesses in order of appearance:

Aug. 2—Abraham L. Kamenstein, register of copyrights, Library of Congress; Rosel H. Hyde, chairman, FCC; Frederick W. Ford, National Communi-

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Aug. 3.—Douglas A. Anello, National Association of Broadcasters; Ernest W. Jennes, Association of Maximum Service Telecasters; Herman Finkelstein, ASCAP; Sydney M. Kaye, BMI; Albert F. Ciancimino, SESAC; Pete Rozelle, National Football League; Harold O. Lovre, American Football League; Paul A. Porter, organized baseball.

Aug. 4.—Louis Nizer, American Motion Pictures Association; Arthur Krim, United Artists; Richard Jencks, CBS.

ABC and NBC have notified the committee, which will be headed by Senator Quentin N. Burdick (D-N.D.), that they will file statements.

## Public service prevails: FCC waives 3-year rule

In giving up private life for public service, Theodore Kupferman and Robert Price, former principals of Atlantic States Industries Inc., parent corporation of WNVY Pensacola, Fla., WLOB-AM-FM Portland, Me., and WTSB Brattleboro, Vt., have decided that their new obligations require fulltime allegiance and the FCC has agreed with them. Mr. Kupferman is now a member of the House of Representatives and Mr. Price is presently deputy mayor of New York City (BROADCASTING, July 25).

In granting its approval of the sale of 52% of Atlantic States to Ralph Guild, the FCC concluded that the current commitments of transferors Theodore Kupferman and Robert Price warrant an exception to the rule that requires licensees to hold authorized control of broadcast facilities for at least three years. Messrs. Kupferman and Price did not hold authorized control of WTSB, WLOB-AM-FM and WNVY for the required three-year period.

Both Messrs. Kupferman and Price have stated that their present duties make it impossible for them to devote adequate time to supervision of the stations. Both men have concluded that it would be in the best interest of the public if control of Atlantic States were transferred to a person capable of giving fulltime supervision to the stations.

## Cooke firm buys microwave

Los Angeles businessman and sports promoter Jack Kent Cooke, who has grabbed up major-league franchises in both professional hockey and soccer in recent months, turned his acquisition drive to the community antenna television business last week.

He announced purchase of a television microwave system for more than \$500,000. Trans-American Microwave Inc., a Jack Kent Cooke-owned firm,

which now operates in Los Angeles and San Francisco, will merge with the new firm, Television Microwave Inc. The latter company now transmits Salt Lake City television signals to CATV systems in Elko and Wells, Nevada, as well as to a number of other small markets in that state and California.

In addition to the combined operation, Mr. Cooke will continue operating separately his American Cablevision Co., one of the nation's major CATV systems.

## Valley Cable request for microwave approved

Valley Cable Television Corp. last week received FCC approval to construct fixed point-to-point microwave stations for additional CATV service in Idaho.

The new microwave stations will enable Valley Cable to relay the television signals of KCPX-TV, KSL-TV, KUTV(TV) and KUED(TV), noncommercial, all Salt Lake City, to Mountain Home and Mountain Home Air Force Base, in Idaho.

The commission denied petitions by Boise Valley Broadcasters, licensee of KBOI-TV Boise, Idaho, which had requested additional nonduplication protection and also enforcement of the FCC's rule that requires a hearing before a CATV can import distant signals into any of the top-100 markets.

## Broadcaster buys newspaper

Purchase of the *Black River Falls* (Wis.) *Banner Journal* by a group headed by Charles R. Dickoff, WEAQ Eau Claire, Wis., was announced last week. The weekly newspaper, with 4,000 circulation, was sold by Perry Hull, former congressman. Broker: Hamilton-Landis and Associates.

## Media reports . . .

**After 40 years** ■ The call letters of a Richmond, Va. 5 kw fulltimer WMBG will be changed to WTVR. The station, founded in 1926, joins its sister TV WTVR(TV). Along with its new name, the station plans a change in its programming aimed at the young moderns. The news staffs of both radio and TV will be joined to offer more complete coverage. Roy H. Park Broadcasting is licensee.

**International project** ■ Government and business leaders from three states and Canada are to attend the groundbreaking ceremony Aug. 9 for the new million-dollar broadcast center of KDAL-AM-TV Duluth, Minn., in Duluth's Gateway urban renewal area. WGN Continental Broadcasting Co. officials also will take part.

## Another court test due on CATV rules

The basis for another court challenge of the FCC's CATV rules was laid last week in a commission order directing TeleSystems Corp. to stop violating those rules. If implemented, the order would require the system, which operates in the Philadelphia suburbs, to halt operations, at least temporarily.

The order provides the customary provision for an automatic stay to permit the system to seek judicial review. And the system has served notice it would challenge the commission's authority in the CATV field (BROADCASTING, May 30).

The vote was 4 to 2, with Commissioner Kenneth A. Cox signing the order, in which Chairman Rosel H. Hyde and Commissioners Robert E. Lee and James J. Wadsworth joined. Commissioners Robert T. Bartley and Lee Loevinger dissented in separate statements in which they reasserted their view that the commission lacks the necessary jurisdiction. Commissioner Nicholas Johnson did not participate.

**Top-100 Rule** ■ As in all other cease-and-desist orders issued since the commission rules became effective March 17, the case involves violation of the requirement that systems obtain commission permission in a hearing before transporting signals beyond their grade B contour into any of the top-100 markets.

But for the first time in its effort to bring CATV's into regulatory line the commission is faced with a system that has violated the rule requiring CATV's to notify local television stations before beginning operations.

It is this violation that could require TeleSystems to come to a temporary halt. The commission order directs TeleSystems to cease operations until 30 days after notification is given to the licensees and permittees of stations in whose grade B contours the system operates.

TeleSystems is violating the distant-signal rule by carrying the signals of three New York stations—WNEW-TV, WOR-TV and WPIX(TV)—into Springfield Township, a suburb of Philadelphia, the fourth largest market. In all, the system carries the signals of 11 stations, six of them from Philadelphia.

TeleSystems had served notice that it disputed the commission's assertion of authority in the CATV area and intended to violate the rules and thus bring about a court test. Buckeye Cablevision Inc., of Toledo, Ohio, the first CATV hit with a cease-and-desist order, has already gone to court.

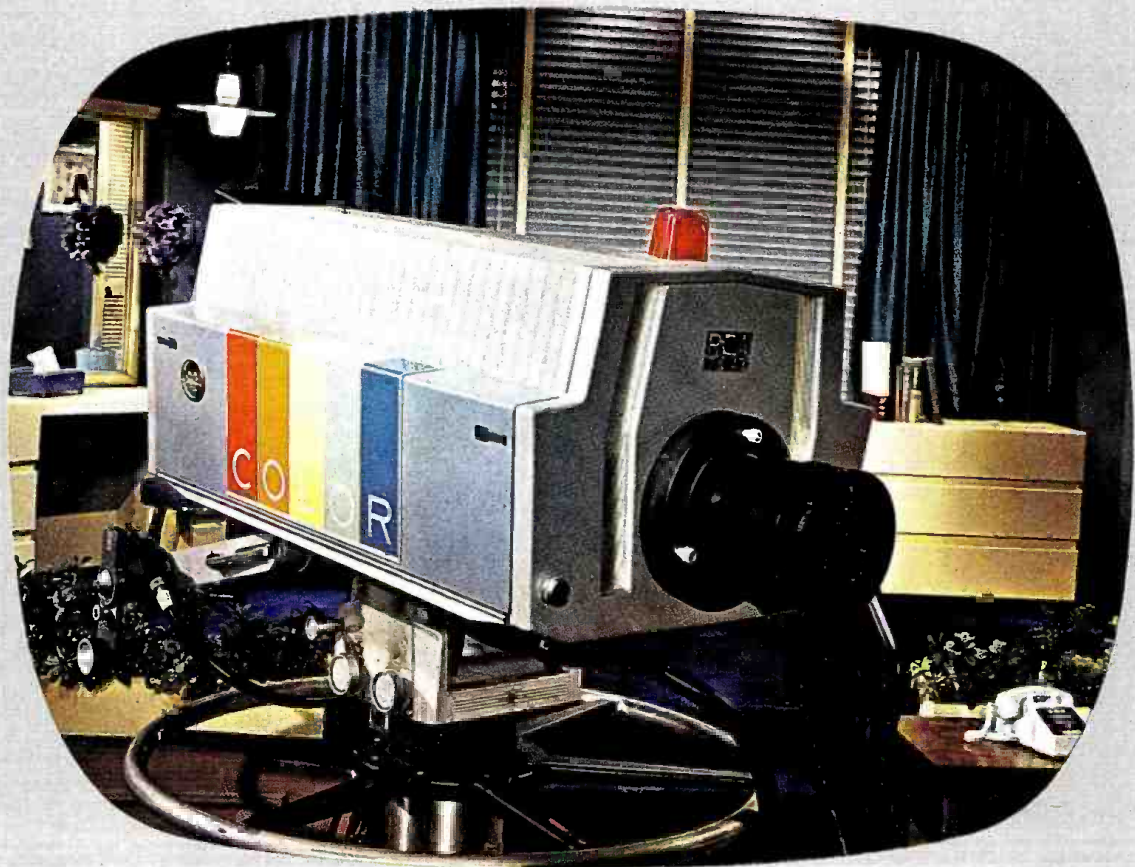
# Putting the RCA **TK-42 COLOR CAMERA** Through Its Paces at 1966 NAB CONVENTION

The one color camera operated under widely varying conditions at the 1966 NAB convention was the TK-42. Live demonstration of the numerous features of this "Big Tube" Color Camera showed what the camera can do under normal and "problem" conditions.

The big 4½-inch image orthicon in this camera makes every color picture better . . . Flesh tones are vibrant and realistic over widely varying light levels. Silhouettes,

usually avoided with color cameras, are now possible. The green hair effect, caused by back light on dark-haired performers, is eliminated. Strong reflections (speculars) are handled without halo or flash. Color tracking is accurate down to the subtlest shades.

Photographs on these pages depict several of the scenes from the NAB demonstration. The captions for the pictures are taken from the script.



"Your date with the TK-42 begins. The "silhouette" has till now been an effect generally avoided. Notice how the TK-42 handles this low light level, with uniform shading in the low light areas. Notice particularly the color fidelity of the face. The light level of the face is in the neighborhood of 20 foot candles yet the camera is operating at  $f/8$ , which is the normal opening at 250 foot candles.



"In this area of our set the lighting from the front is all at 250 foot candles, but if the camera looks into the mirror, we see the face in light and shadow. The ratio of illumination on her face from lightest to darkest is 8 to 1. You are watching at this point a most critical test of color fidelity. The ability of a camera to faithfully reproduce skin tones in widely varying light levels.



"It has often been said that one picture is worth a thousand words. Compare now the live image with the monitors in this example of the sharpness and color fidelity of the TK-42 as it scans milady's dressing table.





"Although the video operator would normally make an adjustment of the iris to compensate for changes in scene lighting level, we wish here to show the ability of the camera to handle this change during the interval before the operator has been able to optimize the iris setting. Watch as our models pass through various light levels on the set.



"Milady's dress, in beaded white, is handled cleanly and beautifully by the TK-42. The scene here is under normal lighting.



"The jewelry reflects the light directly into the camera. The TK-42 is unique in its ability to handle "speculars" such as these, cleanly. The big four-and-a-half inch image orthicon makes the big difference here.

"Watch now as the candles are lit. The TK-42 handles this in color better than most monochrome cameras do in black-and-white. In a scene such as this specular highlights are often 50 times as bright as the overall lighting.



"Have you ever noticed that a dark-haired TV performer standing in strong backlight will appear to have green hair? Technically this green hair effect is called polarization. The TK-42 has eliminated this problem.



"There you have it. The TK-42 with its superior resolution, sensitivity, color fidelity and tracking ability. We hope that its specular response, remarkable ability to handle overloaded light and eliminate polarization has been amply demonstrated. The TK-42 is the BIG TUBE camera with the perfect color picture."



**THE MOST TRUSTED NAME  
IN TELEVISION**



# The new appeal of country music

Loyal, growing audience leads advertisers, stations to turn to C&W with a sophisticated format, a vast change from the hillbilly tunes that were its origin

"It's a big, wide wonderful world of country music and the whole wide world is singing this song."

The lyrics opened LeRoy Van Dyke's appearance at the National Association of Broadcasters convention in Chicago last spring and they seem to be ringing closer to the truth daily.

Mr. Van Dyke is one of the new breed of country entertainers. He doesn't wear a 10-gallon hat or hand-tooled boots. He does appear in continental-cut suits, shirts with tab collars and conservative four-in-hand ties.

He is of the new breed that has turned up in radio, too. Many of the stations changing to country-and-western formats (almost 100 since last October, a BROADCASTING survey shows) have dubbed their disk jockeys as the "country gentlemen," the "southern gentlemen" or the "western gentlemen." In each case the word "gentlemen" is the key to the new image that stations want to create when advertisers and listeners find out that C&W is now in town.

There are still plenty of C&W entertainers appearing in the traditional western-style garb, just as some stations still have DJ's like Uncle Bill, Cousin Al or Old Pappy Pete.

But to many the name of the game is "image" and the folksy nicknames can evoke the thought of a coverall-clad, "terbaccy-chompin'" clodhopper from East Overshoe in the minds of advertisers and agencies. What's worse,

Madison Avenue agency types may think the audience listening to such "personalities" is located entirely in East Overshoe where the mean income is \$4.28 a week. At least those are the fears of some station executives who claim some advertisers are still reluctant to lend their names to a C&W station, regardless of how impressive the station's ratings are.

**A New Image** ■ On the other side of the coin, many stations feel they have acquired—via osmosis—a good deal of this new image since timebuyers in markets like New York, Chicago and Atlanta have been exposed to the modern format of country music. The introduction of C&W formats by WJZZ Newark, N. J., WJJD Chicago and WPLG Atlanta, the latter in a market that already had several C&W outlets, has given the media departments of many larger agencies the opportunity to tune their local dials to the country sound of the '60's.

Station reps complain about the low rates of some country stations. They feel the stations are vastly underpriced, considering the audience they deliver. In turn, they point to the adult audience most C&W stations have—an audience that is very heavy on men and women between 18 and 34 and secondly between 35 and 49.

The reps turn this low price into a selling point, however, once the stations begin to deliver the numbers. Then they can point to the low cost-per-

thousand for adults.

This approach is bringing more national money to C&W stations than ever before. Major reps, who previously did not go out of their way to acquire C&W stations, now are interested in them. In addition, reps are suggesting to their own stations that are not faring well in the numbers game that they look into a C&W format.

**Unduplicated Audience** ■ The interest of the reps, the increasing number of stations, the results these stations produce for advertisers and the size and composition of audience are also playing a part in the spectrum buy. Uncommon in C&W until the past year, stations are finding they get some business, with or without ratings, just because they're reaching an audience no one else is duplicating.

A major factor in the switch to C&W is the individual station's market situation. In many cases, and the stations have no reluctance in talking about it, they were the third top-40 in a market with three top-40 stations, the fifth middle-of-the-road station out of a six-station market, or as one station put it: "We were just duplicating a service that the audience seemed to prefer over ours."

Other stations, and several major reps support the thesis, feel that rock

**Broadcasting**  
THE WEEKLY JOURNAL OF TELEVISION AND RADIO  
SPECIAL REPORT

## THE NEW APPEAL OF COUNTRY MUSIC *continued*

'n' roll is on the wane as the major format in radio today and that country music's star is on the rise as *the* format. When they saw the trend forming, these stations add, they jumped in with both feet to be the first in the market with the new sound.

The only fallacy in this position is that the sound actually isn't new. Except for classical music, it's been around longer than any other form of music played on the air. The only thing that has changed is the beat.

Popular music goes through cycles that have run the gamut from Wayne King to Wayne Newton, from Kay Kyser to Chubby Checker, from Wee Bonnie Baker to Petula Clark. The average pop-music station, that mixes in some soft sounds with a top 40, might turn up with a Peggy Lee, Frank Sinatra or Bing Crosby—but Wayne King, never.

**Many Kinds of Country** ■ In country music, a station can and often does mix the ultra-modern sound of country-pop artist Roger Miller with the traditionalist vocals of Ernest Tubb, who has been cutting records for 25 years. They can segue from the ballads of Loretta Lynn to the instrumentals of Del Wood

Who Made Honky Tonk Angels," "I'm Throwing Rice at the Girl I Love," "They Took the Stars Out of Heaven," "Why Don't You Haul Off and Love Me," "Dear John Letter," "There Stands the Glass," "I've Enjoyed as Much of This as I Can Stand," "Young Love," "I Don't Hurt Anymore," "Your Heart Turned Left and I Was on the Right," "Blue Kentucky Girl," "The Other Woman."

These songs and thousands more like them reflect the daily lives of people who love, hate, win, lose. More than any other form of American music, C&W reflects the heart of America. They may sound like corn, but the listener can identify with the lyrics and that is one of the elements that has perpetuated country music.

The growth of C&W can easily be reflected in Nashville, the home of the music, where 10 recording studios are always in use pumping out tunes for 26 record labels that have offices there.

Roy Acuff, the 62-year-old "King of Country Music," a member of the Country Music Association's Hall of Fame and a partner in Acuff-Rose Publications, Nashville's first publishing house, says that writers who only

As in any other music form there are complaints about the music available. Several stations say they need more modern instrumentals and one FM station bemoans the lack of C&W available in stereo.

But they all agree on one thing: The amplified guitar, the thumping bass, the steady drumbeat, the occasional use of string sections and the professional chorus backgrounds have done the most to update country music and urbanize it.

Most C&W stations say that hillbilly music doesn't get played on their stations. They go for the Nashville sound—not bluegrass. They're aiming for the young adults who have moved out of the rock stage but now want a beat and lyrics they can make out.

The growth of stations that program country music is shown in the figures of the Country Music Association, the organization that has been the marshalling force for C&W. At its board meeting in Beverly Hills at the Beverly Hilton a few weeks ago the CMA announced membership had reached 1,550 individuals and 111 organizations. A year ago, the comparable figures were 1,406 and 71.

**Station Statistics** ■ CMA's June 1966 report of stations programming C&W music lists 2,066 radio stations programming it anywhere from two to 24 hours a day. Last year the figure was 1,639 and in 1963 it was 1,300. Of the 2,066 stations, 298 are exclusive C&W stations compared to 208 in 1965 and 97 in 1963.

Many stations feel the help given them by the CMA and its members has been instrumental in making their switch to C&W successful. The CMA board is now developing a new package of programming and sales tools including a series of jingles for on-air use.

A history of country music and CMA will be on display for all to see this fall when the Country Music Hall of Fame and Museum is opened in Nashville. The building is due to open on Oct. 1, less than three weeks before country-music disk jockeys, entertainers and fans make their annual pilgrimage to the country-music festival which surrounds the birthday of WSM's *Grand Ole Opry*.

The *Opry*, perhaps more than any other single entity, has been responsible for keeping country music a viable, living thing during periods in the past when it lost popularity.

A staple for 40 years, the *Opry* will celebrate its 41st birthday on Oct. 20-22. The more than 300 past and present members of the *Opry* represent an ultimate "Who's Who" of country music. The continual sold-out status of *Opry* shows and broadcasts and the increasing need for extra shows on Friday



Country and western stations pick up additional publicity whenever one of their stars appear in public. Here Johnny Dollar, Columbia recording

star, appears on the Mountain Dew music review at Palisades Amusement Park, N. J. The program is broadcast on WJRZ Newark, N. J.

without losing a listener or a sponsor.

The sound of country music is modern. It has an infectious beat, somewhat more subdued than pop music, and listenable lyrics that tell some of the most plaintive stories man has yet heard.

The titles of some popular C&W tunes over the past 20 years reflect the trials and tribulations that a true C&W fan can soak up like a sponge: "Divorce Me C.O.D.," "It Wasn't God a few years ago were pounding out

pop tunes are moving over to the country field. More songs than ever are being submitted to the publishing houses and more country music than ever before is being recorded and sold.

**Growth Is Steady** ■ "It's like planting a seed and waiting for it to grow," says Mr. Acuff. Country music has been nurtured through the years by those who weren't ashamed to admit they liked it and now it's growing to the point "city audiences are willing and proud to admit they listen," he adds.

## Switch to C&W format seems to forecast higher ratings

There is no more important subject to stations seeking a share of the national and regional advertising budget than ratings.

That explains some of the increase in number of stations using the country and western formats. As a rule the audience increases.

A random selection by BROADCASTING of a dozen major-market stations that have made the switch to C&W in the past two years reflects the stations' claims. They generally do show increases.

The shares and ratings are based on data supplied by The Pulse, C. E. Hooper and Mediastat. (M-morning, A-afternoon, E-evening. Pulse figures reflect share of audience. Hooper figures are ratings.)

In Akron, Ohio, WSLR had Pulse shares of 7 (M), 3 (A) and 12 (E) before the change. Three months later the shares were 13 (M), 14 (A) and 13 (E). Hooper rated the station with 6.1 (M) and 4.9 (A) before the switch, and 15.2 (M) and 16.9 (A) after.

WYLO Jackson-Milwaukee was below the Pulse cutoff point before its

switch to C&W. Afterward, the daytimer received morning and afternoon shares of 4. The station was also below Hooper's cutoff and then turned up with ratings of 3.8 (M) and 3.2 (A).

WSLS Roanoke, Va., had Pulse shares of 7 (M), 8 (A) and 24 (E) when only the evening segment was C&W. A year later after complete conversion the shares were 35 (M), 42 (A) and 37 (E).

WPLO Atlanta had Pulse shares of 10 (M), 10 (A) and 15 (E) before converting. Afterward, the shares were 15 (M), 19 (A) and 13 (E). Before C&W, it had a total Hooper rating of 9.9. This became a 12.0.

WYNR Rochester, N. Y., went from 3.0 to 10.3 (M) and 2.4 to 10.8 (A) in Hooper ratings. In Pulse its shares went from 8 to 17 (M) and 7 to 14 (A).

WJRZ Newark, N. J. was below the Pulse cutoff before going C&W. After, it received shares of 4 (M), 6 (A) and 5 (E). Hooper rated the station with 0.3 for the total rated time period before C&W and 3.7 after. Mediastat showed its shares

increasing from 0.7 to 2.6.

WESC Greenville, S. C. increased its Pulse shares from 12 to 22 (M) and 10 to 20 (A).

WABR Orlando, Fla., below the cutoff before going C&W, showed Pulse shares of 11 (M), 15 (A) and 12 (E) after switching.

WIVK Knoxville, Tenn., increased Pulse shares from 9 to 12 (M), 6 to 12 (A) and 1 to 2 (E). Its Hooper ratings went from 3.4 to 7.9 (M), 5.3 to 10.9 (A) and 2.8 to 10.3 (E).

WJJD Chicago went from below the cutoff point to shares of 8 (M), 9 (A) and 5 (E) in Pulse. Its total rated Hooper period went from 1.5 to 3.7.

WOOD Chattanooga was below the Pulse cutoff point before switching and went to 13 (M), 15 (A) and 30 (E). Its Hooper ratings went from 5.3 to 4.0 (M), 3.0 to 8.7 (A) and 3.8 to 10.9 (E).

WYDE Birmingham, Ala., saw its Pulse shares go from 4 to 7 (M), 6 to 9 (A) and 5 to 4 (E). Its Hooper rating went from 3.3 to 7.4 (M) and 3.5 to 10.2 (A).

and Saturday nights at Ryman Auditorium, the home of the *Opry*, is testimonial to the enduring qualities of the music and the performers.

The CMA claims stations are switching to country-music formats at the rate of one a day, and it could be right.

One station making the change today (Aug. 1), is KYND Tempe, Ariz. The 50 kw daytimer has had a middle-road format and has felt it was one of a dozen stations in the 26-station Phoenix market that was going nowhere. Now it's shooting for the C&W fans.

**C&W Chart** ■ The average country music station today programs against a top 30,40,50 or 100 chart. It is, essentially, a pop top-40 station, substituting C&W for rock 'n' roll and using DJ's that are fast paced, but just a hair quieter and slower than those on rockers.

It has the sound effects, jingles, promotions and contests, most often associated with rockers. And it publishes its own weekly list of the top-country hits in its market.

There is also an increasing awareness of the need for strong news operations to help create the "image" the stations desire. As one station rep phrased it, "today's C&W stations are simply good radio programed by professional broadcasters."

For broadcasters, C&W has meant

increased listenership and increased business. They're getting numbers of the size every manager dreams about and every rep wants to have in hand when he faces the gray-flannel set.

As the number of stations programming C&W grows, however, there is a strong feeling among many stations and reps that the audience doesn't grow at the same pace. There is a basic hardcore country-music audience in any community, they say, and these listeners will go over to the first station programming the music they want to hear. Additionally, listeners who are tired of other formats will switch over to C&W stations.

Some say the audience is limited. When a station has reached its optimum audience, these supporters believe, the second C&W in the market will cut more into that audience and take away less from listeners to stations with other formats.

Just as rock 'n' roll, classical, middle-road and background music stations split their audiences, so do country stations. And the stations in country now, while extolling their successes, are wary of the next guy who is looking for a gold-mine format.

**Daytimers Wary** ■ This is particularly noticeable in the case of daytimers on regional frequencies with low power. When a fulltime station moves to C&W,

and it may not be playing music any differently or have any better DJ's, the daytimer stands to lose something on the move.

One major advantage country stations seem to have over their other-format opposition is in the identification of the listener with the artist and the announcer. Rockers may hold in-person shows featuring top national talent as headliners with a series of relatively unknown supporting acts and draw fair to good audiences. The appearance of the Beatles, of course, is an exception to the rule and by the same token that long-haired English group does not need a station to sponsor it.

The C&W stations, however, can pack auditoriums from one end of the country to the other, with one headliner and 25 local acts. In addition, many country stations feature live, local music with a home-grown C&W band.

WHow Clinton, Ill., has live music with its Cornbelt Country Style Artists. Last summer the artists played 26 dates, broadcasting from most of them, including a 10-day stint at the state fair. This year they'll be playing 30 locations.

WDVA Danville, Va., which programs C&W only 50% of the time, but is considering expanding in this area, has carried the *WDVA Virginia Barn*

**HAPPY  
BIRTHDAY  
TO US**

**WE'RE  
CELEBRATING  
OUR 10th YEAR  
IN COUNTRY MUSIC  
WITH THE**

**# 1 \***

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6 AM - 6 PM**

\* SOURCE APRIL PULSE 1966

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AM and FM**

Roland Broadcasting Co. Inc.

SOON: 50,000 WATTS AM

Represented Nationally By

Vernard, Torbel and McConnell

## THE NEW APPEAL OF COUNTRY MUSIC continued

*Dance* live every Saturday night from the local fairgrounds for 18 years. It's called "most profitable and possibly the best promotion ever for the station."

This combination of profit and promotion also gives the station a chance to see what kind of audience it has listening. Contrary to the belief of some agencies, the listeners are not over-alled hayseeds driving up in Model A Ford trucks.

**Middle Class People** • They may not all show up in Cadillacs and minks but neither do they qualify for aid from the poverty program. They are, in the words of nine-out-of-10 stations, the "blue-collar" audience and more important, the stations feel, they are primarily adults who tune into a station and stay there.

The last national survey on the demographics of the country-music audience was published by The Pulse Inc. in August 1965 and it pictured the average family preferring C&W as financially secure homeowners.

Several stations have gone on to make their own demographic studies at stage shows which they sponsor. Two of them are KSON San Diego and WJJD Chicago. Both admit they are not comparative studies, but do offer profiles of their respective listeners.

The KSON survey of 2,500 adults was taken at the San Diego Civic Theater on Jan. 30, 1966, at a live C&W show. It showed 55.3% with family income of \$5,000 to \$10,000; 16.8% from \$10,000 to \$20,000; 1.8% over \$20,000, and 27.9% under \$5,000. Homeowners made up 63.5% of the respondents. The survey showed 59.5% were high school graduates and 24.9%

attended some college. Almost three-fourths (72.1%) owned two or more cars.

Of the respondents, 8.9% were professional, 5.4% managerial and proprietors; 8.4% clerical and sales, 7.0% government employes, 22.7% skilled and semiskilled, 22.9% military, 10.4% unskilled, 14.3% housewives, students and others.

The WJJD study was conducted on Sept. 19, 1965, during the Shower of Stars performance at McCormick Place. The survey was restricted to the usable questionnaires of 5,222 adults in the audience who said they listened to WJJD.

Of the respondents, 8% were professional, 7% managerial and proprietor, 15% clerical and sales, 23% skilled and semiskilled, 13% unskilled, 3% all other males, 8% blue-collar females, 21% housewives. Twelve percent said they did not own a car, 31% owned two or three cars and 56% owned one car. Home owners accounted for 45% of the respondents.

Slightly more than half (52%) had family income from \$5,000 to \$10,000, 12% had \$10,000 and over, 23% had under \$5,000 and 13% did not answer. More than four-fifths (82%) said they owned two or more radios with 8% owning six or more. FM radios were owned by 64%.

The figures support the country music station's contention that the audience is solvent. And when it comes to selling time there are no sweeter words a salesman can tell a timebuyer than that he offers a large audience that pays attention to the station and has the money to buy goods and pay for services.



Crowds for live country and western shows have ranged up to 33,000—the number drawn to the Houston Astro-dome earlier this year. Above singer

Ray Price found himself in a sea of autograph hunters at one of the several shows WBMD sponsored last year in Baltimore's Civic Center.

WSM's

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# Want a sound of your own? Try C&W

## BOTH AUDIENCE AND BILLINGS USUALLY CLIMB, STATION SURVEY SHOWS

The average station switching from another format to country and western usually makes sizeable gains in ratings and shows a healthy increase in billings.

One reason, observers feel, is that stations going C&W have an exclusive sound. They differ from others in the area, even top-40 stations that have some country tunes on their pop lists.

Added together, these factors make an impressive argument for the country format. In some areas the switching is rougher than in others, but once they get past the bumps, stations often find a pleasant four-lane money-making highway.

Respondents to a BROADCASTING survey of stations programming seven or more hours of C&W daily, without exception, reported an improvement in ratings, billings or both. Undoubtedly there are stations that have not fared as well with a country format, but BROADCASTING did not hear from them. The stations mentioned here are representative of those that answered our survey.

KAYO Seattle, made the switch from top 40 to C&W in 1963. The station's

gross billing this year, says John R. DiMeo, general manager, will be "close to four times that of 1962," the last year as a top-40 station. National sales, which once made up 5% of the billing, are now accounting for 35%, he adds.

D. C. Loughry, general manager of WFRB Frostburg, Md., went country last November because with the "mixed format we were continually being turned on and off." The audience that listens continually now has been responsible for an increase in business, although not all advertisers recognized the potential at first. He cites a local merchant who "detests" country music and who cancelled his spots until he polled his customers. WFRB got 263 votes, almost four times as many as the runner-up station, the poll showed.

A 60% increase in sales in the past year has been recorded by KKAL Denver City, Tex. It went C&W in 1964, says Lewis Driver, general manager, to get away from the teen-age audience and reach the "buying power, the adult audience."

Full-Timer ■ WHOK-FM Lancaster, Ohio, went to C&W on a 24-hour basis

in September 1963, when it began programming separately from its AM operation. Prior to the switch it had been a good-music station. With a modern country format, Paul Hyme, manager, finds "ratings soaring" and sales going from \$800 to \$3,000 a month with local, regional and national accounts moving to FM.

When it went from a good music format to C&W last August, wwok Charlotte, N. C., claimed it was moving from "the world's most beautiful music to the world's most listened to music." James M. Martinson, general manager, reports the audience has increased "by as much as 300% during certain time periods," and sales for the first six months have equalled all of 1965. National business in the first half is twice all of last year's billings, and for all of 1966, wwok expects to show an 800% increase in national over the previous year.

On Aug. 8, 1965, WRVM, a good-music station in Rochester, N. Y., became WNYR, a C&W outlet with the Nashville sound. Accompanying the music was an intensive news schedule and editorials on local issues. These combined ingredients have lifted the station to one of the top three "in most time periods" and have produced "a 200% increase in local billing and a steady increase in national billing."

WHYY Orlando, Fla., has been C&W for seven years. Business has been on the upswing, says Douglas Coombs, general manager. It is up 25% locally and 50% nationally over a year ago.

New York's populous Long Island got its own C&W station this year when WTAE Garden City, went the route on Jan. 1. Hartley Samuels, vice president and general manager, finds the audience, "a large and growing one," enthusiastic about the music. The most gratifying part of the switch, he adds, is the response from sponsors.

On the Bandwagon ■ A 25% sales increase and growth in audience have been seen by KMON Great Falls, Mont., since it switched to C&W last September. Al Donohue, general manager, says he saw the trend to C&W and "wanted to get on the bandwagon."

WKMF Flint, Mich., went all country in 1963, found its audience increasing rapidly and its billings shooting up, president John J. Carroll reports. Before the switch, WKMF was "often number seven in a six-station market. Currently we hold number-one rating daytime," he adds. In the three years, he re-

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## WANT A SOUND OF YOUR OWN? TRY C&W continued

ports a 170% increase in sales.

In Laurel, Miss., WLAU went to 100% C&W last August after programing as a top-40 station. The change, according to F. M. Smith, general manager, has had an effect on advertisers and audience "the likes of which we have never before experienced in 16 years in this business." Since the switch, gross sales have risen 75% to 100%. Rates went up once and another rate increase is planned for early next year he notes. WLAU's musicians have been used by various area advertisers, he says, adding that those shows are booked solid every weekend.

Last August wysi Ypsilanti, Mich., was "flat broke." Then it went C&W with a "fantastic" audience effect and a "very profitable operation" emerging. Peter E. Keith, general manager, says billing is up about 75% and remotes on Friday and Saturday are sold out several months in advance.

Joe B. Foster, general manager of KJOE Shreveport, La., reports ratings up "10% to 13%" and sales up about 70% following the switch from a pop top 40 to a country top 40 last September. In one recent sales effort, KJOE was the only medium used to promote an anniversary sale at Clarence King Trailer Sales. During the two-day push, which included remotes from the lot, more than 7,000 persons showed up and 10 units were sold. Mr. King called the results "a special kind of magic."

**Long Haul** ■ It took a year for WDM Wheaton, Md., to break even after it switched from top 40 to country in January 1963. The suburban Washington station lost a "great many" sponsors in the first few months, recalls Everett L. Dillard, owner and general manager. They were interested only in the younger audience and "our new C&W image had not yet jelled with those most likely to use a C&W station." But after the first year, he says, billings have "considerably exceeded the former top 40 days."

He feels what is "country" in a major eastern market is different from the definition in a rural area. Experienced announcers who really know their music are a "prime requisite" in the metro areas because a loyal country fan "can smell a phony, or affected dialect a mile away."

WQRC Charlotte, N. C., signed on as a C&W station eight years ago, and John G. Kenworthy, president, reports sales have been "great" for that whole period.

WIBW-FM Topeka, Kan., is a relative newcomer to the C&W list, but in the six months it has followed this format it has found more business and a larger audience. Jerry Holley, manager,

## C&W audience loyal

Country-and-western-music radio stations tend to command a "loyal adult audience," according to Ted Bates & Co.

An agency official commented last week that C&W music has grown from regional or geographical area acceptance to one that is becoming national in scope. But he stressed that stations programing this format "must be evaluated individually on a market-by-market basis." He added that Bates has made spot purchases on C&W stations for such clients as American Home Products, National Biscuit Co., Continental Baking Co. and Colgate-Palmolive Co.

Country-and-western music today is being presented in "a new, updated fashion," the Bates official said, through use of such modern techniques as echo chambers and electric guitars.

Some reasons he cited for the growing popularity of country-and-western music: Adults are looking for a new sound in music; network TV and syndicated programs (*Jimmy Dean Show* and *Midwestern Hayride*) have helped to promote C&W; top-name recording stars (Connie Francis, Dean Martin) have been singing this type of music.

says the switch from classical music "had a marked effect on sales with our gross nearly doubling over last year at this time." However, he still finds it difficult to sell national accounts on FM.

When KONI Spanish Fork, Utah, went from a pop-standard format to C&W last November, it left six years of red ink behind. George K. Culbertson, president and general manager, reports the switch "has had a great effect upon sales." KONI has no salesmen, he notes. "We are swamped just servicing the sponsors who phone us and want to advertise. They stay on and pay their bills." But the best thing for C&W stations now, he feels, "would be for no more stations to make the switch."

WHYD Columbus, Ga., has just completed "the best quarter in our 12-year history," only nine months after it went to a "sophisticated" country sound. It had been a nonrock pop-music station with an apathetic audience. Mail and phone comments were 15 to 1 in favor

2

# GREAT COUNTRY & WESTERN STATIONS

2

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## WANT A SOUND OF YOUR OWN? TRY C&W continued

of a country format and the station finds the listeners are "mainstream, active, loyal, knowledgeable and very responsive."

**Big Gains** ■ For WELE South Daytona, Fla., the move to C&W last December produced "an audience that has more than doubled, billings that are running as much as 169% ahead of a year ago and a balance sheet that has changed from "anxiety red to profitable black."

Advertisers have found their goods really move on WELE. One TV dealer called the station on Christmas Eve to say: "Merry Christmas. You've sold us out." The station notes that when it began its country format there were no country-oriented nightspots in town. Now there are six, all doing well with C&W talent.

KRAK Sacramento, Calif., went from middle-road to C&W in 1962 because it wasn't "making a dent in the ratings or in the cash register," Manning Slater, president, explains. The top 50 country formula, now employed, has produced ratings listing KRAK as number one in the Sacramento metro area and in the Stockton metro area on an 18-hour average basis, he says.

He describes the effect on sales as "phenomenal" with business having quadrupled in the four years.

In Santa Barbara, Calif., KGUD was number six in a six-station market until it went to C&W from good music in December. Today the station is a "very strong number two," says Ron Lloyd, program director. The format change was made because of a "lack of business." However, under C&W, "what results!" Mr. Lloyd says, "not one cancellation in our seven months."

Billings tripled for WYDE Birmingham, Ala., when it went country last November. The switch, adds Berkley L. Fraser, manager, "had no less fattening effect on the wallets of our adver-

tisers. One auto dealer has put his whole budget on WYDE and in two months has moved from ninth to second place in the market."

The switch from top 40 to "Country-politan" saw a "rapid and almost complete exodus" of the teen-age audience, he says. WYDE now has shown a "300% increase" in audience share with the largest segment of listeners in the 18 to 49-year bracket.

In the Baltimore market, WISZ-AM-FM Glen Burnie was losing money until it went to C&W two years ago. Charlie Doll, general manager, calls the effect "wonderful" with ratings going from nothing to a three and recently to a five, and with sales "tripled after the first year."

**Gain in Adults** ■ WPLO Atlanta went to C&W on Jan. 15 after being a top-40 operation that "enjoyed decent ratings and business." Aware of the "inroads" progressive C&W's were making and taking cognizance of the success its sister station WJJD Chicago had with country music, the switch was made.

Herbert A. Golombeck, vice president and general manager, says the audience reaction was immediate with the station gaining adult listenership "in the 18-to-35 age group." Business went along for three months with little change. Then, he adds, "it began to move so that today we are doing almost twice the volume we were a year ago."

Sales have tripled since Jack Grant, president and general manager of KRDR Gresham-Portland, Ore., took the station over and instituted a C&W format three years ago. The change from middle-of-the-road pop music also gave it numbers. "From absolutely no ratings at all," he says, KRDR averaged fourth in the 17-station Portland market for all of 1965.

Less than three months ago WBIX Jacksonville, Fla., went from middle-of-the-road programming to C&W. Jim

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BROADCAST MUSIC, INC.

## WANT A SOUND OF YOUR OWN? TRY C&W continued

Atkins, general manager, reports a "100% increase" in sales since the format of top-50 C&W tunes mixed with old and new releases went into operation.

KDKO in the Denver suburb of Littleton went from jazz and sports operation to C&W in April 1965. "Local acceptance and business is fantastic," says David M. Segal, president and general manager. He notes six sponsors spending more than \$1,000 a month on the station. Two of them, auto dealers, "are having the biggest years in history."

KGBS Los Angeles went C&W in January after deciding its "beautiful music" format was being adequately served by more than 20 other stations in the market. Dale Peterson, general manager, reports sales running "considerably ahead" of last year. One local advertiser who sells land in Oregon, he says, "has found KGBS to be the number-one lead-puller for his account. He increased his schedule with us by taking some money from a TV budget he had running in our market."

**Took Time** ■ It took a little while to sell, says Dorothy McCue, assistant manager of KQOT Yakima, Wash. Now after four years, the C&W format is

well established there and May was the best sales month in the station's history.

Illustrating the reception by businessmen in the early days of C&W, she recalls the operator of a dry-cleaning plant who said he couldn't imagine anyone who liked such music caring whether or not his clothes were clean. But another dry cleaner, who liked C&W himself, she adds, bought one spot a day and has been on the air ever since. When he opened his second shop last month, he began increasing his schedule.

KOGT Orange City, Tex., went from a "mish-mash" format to 24-hour C&W on April 1. Ed Lovelace, executive vice president, reports billing up 30% over last year.

The growth and retention of audience that is the key to increased sales turns up constantly in reports from country music stations. In most instances they are dramatic upswings that seem almost unbelievable except for the fact that they do happen.

When WSLR Akron, Ohio, went to C&W in 1965 it left behind a middle-road, commercial religion format that was rated fifth in a four-station market, recalls Sheldon C. Singer, vice president

and general manager. With a modern sound, ratings have increased "300% to 400%" and the station has received "as high as a 3.8% share" in Cleveland where it had not previously shown in surveys, he says.

Management was changed at the time of the format switch and the combination has resulted in a sales increase of "over 100% and still climbing sharply," he adds.

Programming a top-40 country format since it went to C&W almost four years ago, WRIB Providence, R. I., finds it has increased its audience almost 100%. Arthur Tacker, vice president and general manager, says the station has come from "nowhere in the market to some sort of respectability."

WJEF Grand Rapids, Mich. went the C&W route two years ago switching from an adult, middle-of-the-road format. From being a no-show in ratings in the six-station market, WJEF has become a strong third, says Roger Hoffman, station manager. He feels an 18-month study of C&W in various markets was a key in getting the format on the right track.

KIEV Glendale, Calif., went C&W in 1963. Although the station delivers "only 2's and 1's," William J. Beaton, president, considers them very respectable in the Los Angeles market. Es-

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## C&W audience exclusive

Bob Guthrie, spot broadcast supervisor at J. Walter Thompson Co. assigned to the Ford account, says: "Country and western listeners are as exclusive an audience as you can get."

For various Ford Dealer Associations, JWT buys time on more than 2,000 radio stations, he pointed out, and unless C&W stations are purchased specifically, the advertisers "will miss out on these listeners who are extremely loyal." He could not pinpoint the number of C&W stations carrying Ford messages but indicated it's substantial and growing year by year.

"For Ford, we require a diversified cross-section of listeners," he pointed out, "and to reach the maximum audience, we have to use country and western stations."

pecially, he adds, since KIEV did not show up in the ratings prior to the switch.

**Survey First** — On Sept. 1, 1965, WESC Greenville, S. C., went all country, a move that followed an extensive survey of musical tastes in the market. The move, says John Y. Davenport, general manager, has brought to the station the things "we're in business to do—serve more people and increase sales." The audience increase is about 95%, he says, and sales are up 30% locally, 10% nationally and regionally.

In Fargo, N. D., KFGO "had been unable to break out" in the ratings with a middle-road format. Five months ago it switched to C&W, says A. E. Dahl, president, to give it the "distinction needed in a market where only lip service was being provided" to such music.

He cites an ARB study taken in April, which shows KFGO second in the 7-9 a.m. period and third from 4-6 a.m., as evidence of increasing listenership. The music change, he adds, coincided with improvement in reporting markets, an increase in farm service programing, weather, editorial subjects and general news.

Joel Netherland, assistant manager of wgvm Greenville, Miss., recalls the station changed from rock 'n' roll to C&W in December 1964 after querying the audience on how they would program the station. "Country music won out," he says, "and since then our ratings have skyrocketed; our billing has tripled."

In the nation's largest market, WJRZ Newark, N. J. has made an impact since it went to a country format last Septem-

ber. Prior to the change from a middle-road format, the station was never listed in ratings in the 18-county New York metro area, says Harry W. Reith, general manager. Since the change, WJRZ has shown up in "all the measurements" with the May Pulse placing it "among the top seven" metro stations, he notes.

National and local sales have increased, Mr. Reith adds. Overall sales are up 60% and national sales have risen 150%. He notes there is still an "unwillingness of certain agencies and buyers to accept the country music audience." Although the problem is lessen-

ing daily, "we still feel hesitation in some categories, mostly insurance companies and airlines."

WJAB Westbrook-Portland, Me., after five years as a top-40 rocker with "excellent" ratings, dropped that in favor of C&W on June 1. It appears the station has picked up a new audience, says Robert R. Michael, general manager. The mail, "and there is plenty of it," he says, "is strictly adult. They all say that they tune in early and stay with the station all day."

WJJD Chicago made the move to C&W in February 1965. Before that it had been a pop-standard station with



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Over 10,000 people in Western Michigan have joined the fastest-growing, most *inclusive* Country Club we know anything about.

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Skeptical? Ask Avery-Knodel—and get into the WJEF selling act yourself.



## WANT A SOUND OF YOUR OWN? TRY C&W continued

the same kind of programing three or four other stations had, reports George Dubinetz, vice president and general manager. Prior to the switch, he says, WJJD had "a few Hooper points and occasionally attracted a large enough audience to appear in Pulse. Almost immediately after the change the ratings began to climb." By September it was ranked fifth by Pulse, and in the September-October ARB report it was rated number one in adults between noon and 3 p.m., he adds.

**New National Business** • With the ratings have come new accounts. With the old format WJJD had "no more than four or five" national accounts on the air at one time. Three weeks ago there were 25 national accounts on. Overall, Mr. Dubinetz adds, billing has tripled.

In the Milwaukee market, WYLO Jackson went to C&W in June 1965 because it needed more unique programing to create a stronger identity than its middle-road format had provided. At the time of the switch, it was ranked 12th in the market by Hooper and ARB and wasn't rated by Pulse, says Charles M. Phillips, general manager.

Now the station is "a solid number

six on all ratings surveys—number one of the daytimers." Within 60 days business was up 30% over the corresponding period a year earlier. This June was up 54% over the year before.

Last October WEEZ Chester, Pa., changed ownership and format. Previously it had programed C&W plus talk, other music and religion. The audience reaction to the change to exclusive C&W, says William Dalton, executive vice president and general manager, was "fantastic," with the station showing up for the first time in the eight-county Philadelphia Pulse.

In addition, WEEZ decided to conduct its own woman-in-the-street survey in Chester to find out who listened to which station in the Philadelphia-Wilmington area. The 500-person survey, conducted in the downtown district by a "White Glove Girl" from Manpower, showed 160 listened most to WEEZ. The next highest station was named by 66 listeners.

Erwin Needles, general manager of WHIM Providence, R. I., went to a pop-country format in February changing from a "so-called good music type format" because ratings had dropped off. The increase in audience is 400%, he says, with the format having a dramatic effect on sales. June billings were the station's highest in years.

Glenn Corbin, general manager of KLLL Lubbock, Tex., which went C&W in 1958, describes his programing policy as "rather unorthodox," but one that keeps the station usually in second place in the ratings most of the day. KLLL plays "practically no records which have drinking, divorce, marital infidelity or other bad taste themes," he says.

This means KLLL "ignores 30% to 40% of the current hit records," Mr. Corbin adds. "We also will not play records by the country artists who just can't sing. . . . We emphasize the new breed . . . also if a pop artist records a country song and does a good job



C&W stations are always looking for attractive promotion ideas. Here is a pair of them. The KDKO Cowgirls appear at all the station's remotes.

on it, we play it."

WEEB Albany, N. Y., had a "poor" rating with a good music format so it became a country station in June 1963. Since then, says George E. Geib, vice president and general manager, WEEB has become the "number three station in the outer eight counties and is number two in the area in adult audience."

KARI Blaine, Wash., went C&W on Aug. 1, 1964, the same date it went to 5 kw fulltime from 500 w daytime. The switch from good music to country, says Don Bevilacqua, general manager, has found ratings "going up each survey" and a sales picture that has "steadily improved" to the point that May was the station's best month in history.

WHCO Spartanburg, S. C., went C&W at the end of 1965 because there was an opening for it in the market, says Bob Dean. The change has "better than doubled" the audience size and sales. The station finds its band, which is used on remotes is a "most valuable"



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C & W FANS ARE EVERYWHERE  
AND IN MIAMI THEY'RE WITH US!



1220KC  
MIAMI, FLORIDA

## Pearl beer finds syndicated C&W pays off

There are several syndicated country and western radio programs available to stations and sponsors. Among them: the *Faron Young Show*, from Faron Young Productions Inc., San Antonio, Tex; the *Johnny Cash Show*, *Flatt and Scruggs* and the *Arthur Smith Show*, from Arthur Smith Studios, Charlotte, N. C.; the *Grand Ole Opry* from WSM Nashville; *Tennessee Ernie Ford Show* and *Red Foley Show*, from RadiOzark Enterprises Inc., Springfield, Mo.

The *Faron Young Show*, on 44



Faron Young

stations, is in its third year of syndication as a 5-, 15-, or 30-minute vehicle. For those three years, Pearl Brewing Co., San Antonio, through Tracy-Locke, has sponsored the 15-minute program on 30 stations in Texas, Louisiana, Mississippi and New Mexico.

Robert D. Brown, account executive for Pearl, says the show is scheduled Monday through Friday through the middle 26 weeks of the year to "take advantage of the increased summertime radio audience"

and to give "needed additional exposure during the best beer-drinking months."

The audience of a C&W station, he feels, is "a prime beer-drinking audience." Since the gap between the Nashville sound and rock 'n' roll has narrowed, he notes, and as more "pop or rock artists record country songs, we see C&W format stations becoming a lot more appealing to young people. This means young beer drinkers. This is a market we must get our share of if we are to maintain our sales position in the years to come."

He also finds that C&W stations "have increased their shares of the listening audience in most of the southwestern markets to a point where they can't be overlooked, regardless of what you are selling. You just can't do a thorough radio job in these markets if you don't buy the C&W stations."

Faron Young delivers the Pearl commercials, Mr. Brown says, because he talks the language of the C&W fan and Pearl is taking advantage of "the rapport between performer and audience. This isn't 'hawg jowl and grits' material, it's just straightforward, honest copy delivered in a natural, down-to-earth manner. The hillbilly image is not a part of today's successful C&W format stations or of today's successful C&W performers."

In addition, he adds, Mr. Young plays many shows in the Pearl marketing area and promotes the beer wherever he appears, playing the jingle and asking the audience to support his program through Pearl purchases. "This is strong medicine," Mr. Brown feels, since C&W fans "are intensely loyal to both their musical preference and the country music performers."

promotion asset.

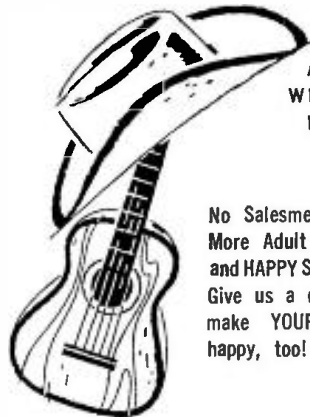
In Davenport, Iowa, KWNT switched 100% country three years ago. In the fall the daytimer will add a fulltime FM sister, which also be programed

**WJAB, big country sound,  
Portland, Maine**

C&W. Robert W. Schmidt, manager, notes that the new format has created a "much larger and more responsive" audience, lifting the station from number eight in a five-station market to "two, three or one" depending on the time of the day.

**Live Shows** ■ To some stations, the side activity of running live shows is the greatest promotion they can have to keep the station call letters before the public. In many instances stations book their own shows. In others, they just

## "TOP GUN" - UTAH COUNTY



ADULT  
WESTERN  
RADIO

No Salesmen. Just—  
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**Reds hear C & W too**

Country music went behind the Iron Curtain last week when Radio Prague broadcast a tape of WSM's *Grand Ole Opry*. The universality of the music can be noted by other areas where the *Opry* is carried on a delayed basis: Singapore, Malaysia and Kuala Lumpur.

work with a local producer. In all instances their airwaves are used to draw the people to the auditorium, arena or park. And draw them they do.

WIVK Knoxville, Tenn., went C&W in November 1964. A year later it ran its sixth Shindig at the coliseum and auditorium to 8,700 people. The show had been booked for the coliseum but it was a 7,000 person sellout a day early. So 1,700 persons were put in the auditorium and the acts went from one audience to the other, with half starting on each stage.

For six years, WBMD Baltimore has been programing C&W. During that period it has run 16 Country Jubilee shows at the city's civic auditorium, which can seat 13,169. Those shows, says Carl Brenner, executive vice president, have drawn 167,488 paid admissions—an average of better than 11,000 per show.

WBMD also broadcasts a daily one-hour luncheon interview program in a leading restaurant. The guests have been politicians, sports stars, pop recording artists, movie stars and some C&W folks. Country music is played during the show. But, says Mr. Brenner, the idea of a C&W station doing a remote from a fashionable restaurant has to dispel any idea that country stations have an audience made up of "barefoot pregnant hillbillies that live on Tobacco Road."

KSOP Salt Lake City has been C&W since it took to the air in 1955. (KSOP-FM, an all-stereo C&W adjunct was

added in 1964.) In those 11 years, KSOP has sponsored live country shows on the average of one every six weeks, says Paul Bragg, station manager. They've been profitable and an image builder.

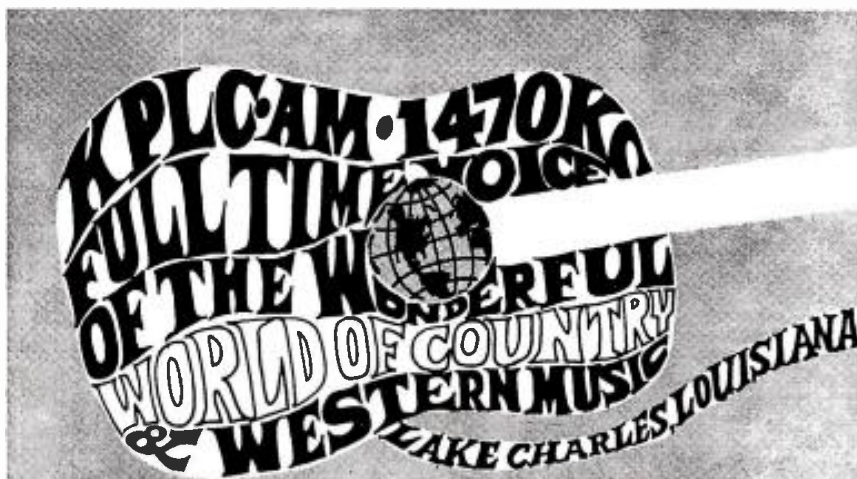
WQIX Jacksonville, Fla., has been fulltime C&W for 11 years. It runs two country music shows yearly at the Jacksonville Coliseum. For the past five years, says Marshall W. Rowland, general manager, attendance has ranged from 8,200 to over 13,000 in a building with a 12,800 capacity. The attendance at shows, he feels, "are a direct reflection" of the WQIX audience.

There are other promotions, too, which reflect a station's success. KFBI Wichita, Kan., has programed modern country since the fall of 1964. Its biggest single promotion of the year is inviting listeners to an all-day fete at Joyland, an amusement park. Last year's affair drew 6,000. This year, says Mike Otaman, commercial manager, the celebration attracted nearly double that figure. It included an all-day broadcast from the park with a talent contest, old-fiddlers' contest and *Grand Ole Opry* performances.

WUNI Mobile, Ala., had "ratings that were low and billings that were lower" when, as WALA, it switched to C&W in 1961. The effects were immediate, recalls Tom Jackson, vice president and general manager, with billings and ratings going up.

A major boon was changing the call letters to WUNI and creating the WUNI bird, a tie tac or scatter pin, to symbolize the station. Today there are more than 40,000 members of the WUNI-bird club.

In Tucson, Ariz., KHOS went on the air in August 1963 giving the market its 12th AM signal. Jim Slone, manager, says the station is rated second in morning and afternoon. The station swings, with C&W he says, and "we're heavy on promotions, contests. We like to involve ourselves with our listeners and make them feel that they will miss something if they don't tune us in."



## DDB stock has secondary offering

Doyle Dane Bernbach, New York, publicly owned advertising agency, last week announced a secondary stock offering of 146,251 shares.

It was speculated that the agency was moving toward eventual listing on the New York Stock Exchange. With the new offering DDB will have approximately 650,000 shares outstanding, 50,000 shares short of the minimum big-board requirement for listing.

Proceeds of the offering will go to individual selling shareholders, the major ones being agency principals Messrs. Doyle (selling 37,740 shares), Dane (selling 21,884 shares) and Bernbach (with wife, selling 37,740 shares).

## Memorex registers stock with SEC

Memorex Corp., Santa Clara, Calif., has filed a registration statement with the Securities and Exchange Commission seeking registration of \$12 million of convertible subordinated debentures due in 1986. Blyth & Co. and Smith, Barney & Co., both New York, will head a group of underwriters offering the debentures. The manufacturer of precision magnetic tape is also seeking registration of a separate 95,150-share secondary offering of its common stock.

Proceeds of the sale are to be used to repay bank loans, including indebtedness incurred as a result of the firm's expansion program.

The company has outstanding 1,006,641 common shares, of which management owns 27.6%. The largest block of shares (25,000), is being offered by W. Lawrence Noon, a vice president and director, who currently holds 50,750 shares.

Memorex previously reported sales of \$10,582,000 and net income of \$1,216,000 for the six months ended June 30 (BROADCASTING, July 25).

## Technicolor net down

Although its television division is consistently generating an increasing volume of business, Technicolor Inc., Hollywood, last week reported a sharp drop in net income for the first six months of the current fiscal year. Net income dipped almost \$2 million, while gross, holding up better, was still off about \$1.7 million. Reflected in the current report is a \$2.1 million write-off of inventory of the color film processing

company's Marshall Burns Inc., Chicago division.

For the six months ended June 25:

|                    | 1966       | 1965       |
|--------------------|------------|------------|
| Earnings per share | \$0.08     | \$0.68     |
| Net sales          | 46,184,547 | 47,886,745 |
| Net income         | 280,446    | 2,185,987  |

## New interstate-tax bill may meet NAB objections

Broadcasters appeared to have won a battle last week when Representative Edwin E. Willis (D-La.) offered a bill (H.R. 16491) to provide a system for the taxation of interstate commerce. The measure is described as a "clean bill" that supersedes H.R. 11798. The earlier bill was debated in Representative Willis's Judiciary subcommittee.

H.R. 11798 would have set up a uniform sales and use tax that would tax broadcasters for programing costs rather than just tape or film itself. It had been strongly opposed by the National Association of Broadcasters, which claimed it would subject the programing costs of stations to the sales and use tax of each state where the broadcaster is located. The taxes could have run up to 50% of the total operating cost of the broadcast industry, the NAB had contended (BROADCASTING, March 21).

At first glance, one industry spokesman noted, the "clean bill" is "much more acceptable and appears to have deleted everything broadcasters had objected to."

## Strikes cause drop in Chris-Craft earnings

Sales and earnings were down for the first half of 1966 for Chris-Craft Industries Inc., Oakland, Calif., due "primarily" to a series of strikes at four of the company's Michigan boat plants, according to John G. Bannister, president. Mr. Bannister stated that the strikes lasted for 79 working days and that the last two plants to settle resumed production July 11.

Christ-Craft owns KCOP(TV) Los Angeles; KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis. The company also manufactures inboard, outboard and sail boats; inboard marine engines; foam rubber, fiber and fabric products for the automotive and apparel industries and has interests in oil and gas fields in 13 states.

For the six months ended June 30:

|                    | 1966       | 1965       |
|--------------------|------------|------------|
| Earnings per share | \$0.76     | \$1.13     |
| Net sales          | 36,311,289 | 41,392,604 |
| Net income         | 1,196,861  | 1,786,159  |
| Shares outstanding | 1,584,060  | 1,503,736  |

## Comsat reports its first-half finances

The Communications Satellite Corp. reported revenues from the operation of Early Bird, the communications satellite launched a year ago over the Atlantic Ocean, were \$2,107,000 for the first six months of 1966. This brings total Early Bird revenues, which are placed in a deferred account pending FCC hearings on Comsat's tariffs, to \$4,246,000.

Comsat also reported income from temporary cast investments of \$4,472,000 for the half-year period, and expenditures of \$6,024,000 for property acquisitions and \$8,130,000 for satellite system development costs.

The company also received \$2,088,000 from other members of the International Telecommunications Satellite Consortium representing their share of expenditures for property and development.

As of June 30, the corporation's cash and temporary cash investments totaled \$186,534,000.

## NGC expects record

Both record annual gross and net profits for the current fiscal year were projected last week for National General Corp. Eugene V. Klein, president and chairman of the Beverly Hills, Calif., company, whose main business is operation of a major chain of movie theaters, told members of the Los Angeles Society of Financial Analysts that a profit of from \$3.7 million to nearly \$4 million was expected. This would translate to between \$1.07 and \$1.15 earned per share. Mr. Klein also disclosed that NGC is close to completing a deal for profitable sale of all of its CATV systems subsidiaries. The company's CATV's service subscribers in Michigan, Mississippi, Pennsylvania and West Virginia.

## Disney net up 15%

Walt Disney Productions, Burbank, Calif., announced last week that consolidated net profit for the first nine months of the current fiscal year topped last year's corresponding figure by better than 15%. Net profit of \$3.7 million for the third quarter, or \$1.87 per share, was up 25% compared with the like period last year.

For the nine months ended July 2:

|                           | 1966       | 1965       |
|---------------------------|------------|------------|
| Earnings per share        | \$4.19     | \$3.79     |
| Gross earnings            | 76,340,000 | 70,987,000 |
| Consolidated net earnings | 8,168,000  | 7,042,000  |

# Radio-TV editorial influence growing

That's recurring theme heard at fourth  
National Broadcast Editorial Conference

The editorial on the air is making a greater impact today and earning broadcasters more community influence—and often in many communities is replacing the voice of a defaulting newspaper.

This theme was emphasized last week at the fourth annual National Broadcast Editorial Conference, held Thursday through Saturday in New York. Sponsors of the NBEC were the Radio-Television News Directors Association and the Columbia University Graduate School of Journalism in cooperation with the National Association of Broadcasters.

New York Deputy Mayor Robert Price, a top political campaigner and former broadcaster, told the opening session that the broadcast editorial would overtake and far surpass the influence of newspaper editorials, even though political and industrial leaders around the country now hold the broadcast editorial less potent than its newspaper counterpart.

Mr. Price said broadcasters will learn to air their opinions in a shorter and more simple style that will wield vastly increased influence on their audience.

The requirements of the equal-time law weaken the station's editorial position, the deputy mayor maintained. But he felt the broadcaster's professionalism in delivery and style still outweighs the amateur rebutter's often "doddering voice and grammatical error."

Mr. Price advocated that government grant the licensee "more freedom to do what he feels is responsible."

**Over and Over Again** ■ To compensate for the chance character of the broadcast editorial's audience, editorials must be repeated, Mr. Price said, "not just five or six times, but 40, 50 and 60 times. Only when the message is coming out of its ears is the public beginning to listen.

"If I have one basic instruction," he reiterated, "editorials ought to become more simple. Break your sentences in half."

Mr. Price was a part owner of radio stations in Maine, Vermont and Florida (see page 48). He plans to resume

his broadcasting activities after he leaves New York City public office, which at present, he said, carries legal impediments to owning radio or TV stations.

Howard Mandel, NAB research vice president, in a speech prepared for delivery Friday, questioned the FCC's fairness doctrine and the equal-time law.

Citing preliminary results from an



Mr. Frank



Mr. Barrett



Mr. Campbell



Mr. Mandel

NAB study that will be completed in a few months, Mr. Mandel said very often station managers gave the "vagueness or the complexity of FCC requirements" as a reason for not editorializing.

According to one TV-station manager quoted by Mr. Mandel: "In my opinion the rules governing editorializing by the FCC are too general in nature. The commission recommends that all stations editorialize, which is very admirable, but many of the stations that have editorialized have spent more time than they can afford in answering the commission, which gets

letters from people who are not thoroughly informed, or who are misinformed. . . ."

The NAB study, Mr. Mandel reported, will not attempt to obtain views from a cross-section of the industry, but aims to measure the degree of variation in broadcast editorial practices and attitudes.

**Lack of Time** ■ The deterrent to broadcast editorializing most often cited in this stage of the study, said Mr. Mandel, is the lack of qualified personnel or lack of time to prepare.

Mr. Mandel said that many broadcasters seem to apply the fairness doctrine to their editorial stance in isolation although, "as you know, FCC has repeatedly stated that it is the balanced presentation of issues on total programming, not simply the editorials alone, that is involved."

Dean Edward W. Barrett of the Columbia Graduate School of Journalism stressed the opportunity for stations to pick up and use the cudgels dropped in many communities by the newspapers. Dean Barrett asserted that despite the newspaper situation in New York City and in a "few other areas," American newspapers in general are profitable.

He said "94% are monopolies. Many are alert and vigorous. But a minority—too big a minority—are fat, smug, complacent, and reluctant to offend local powers-that-be. It is in some of these communities that we thank heavens for vigorous broadcasters."

Dean Barrett said he once opposed broadcast editorials on the ground that it "might constitute abuse of a public franchise," but since has changed his view because of the "multiplicity of channels, because of the effectiveness and responsibility demonstrated by some, and because, in actual fact, we have far, far more monopolies or near-monopolies among newspapers than among broadcasting stations."

Eldon Campbell, vice president and general manager of WFBM-AM-FM-TV Indianapolis, noted how editorializing has given broadcasters stature and "unique recognition . . . that at least you stand for something."

Mr. Campbell noted that contrary to what may be the belief of many, "gutsy" editorializing will not drive local advertisers away from the station nor should it necessarily put broadcasters into the dog house permanently with state and city government leadership. He said he thought his station's policy on editorializing had won the admiration of the "power structure" within the community. He said the greatest problems were not of the nature of

## Bishop to be host of ABC-TV late-night entry next April

If there's a lot of potential action in the late-night hours on television, then ABC-TV, which already has a piece of the action on the books, expects to be fully occupied with sales next spring.

The network next April will start programming an 11:30 p.m. to 1 a.m. variety-type show, Monday-Friday, with Joey Bishop featured as the host. ABC-TV's decision was conveyed to the network's affiliates in a closed-circuit telecast last Thursday. Thomas W. Moore, ABC-TV president, and John O. Gilbert, ABC-TV vice president, affiliate relations, gave the news, and some of the selling points, to the stations.

ABC-TV had already sold half of the network commercial positions in the time periods to Bristol-Myers, through Young & Rubicam, and has also signed General Foods, also through Y&R, for another chunk. A network spokesman said ABC expects the Joey Bishop entertainment segment to be fully sold to national sponsors by this week with the addition of "a tobacco advertiser."

According to the network's plans, 15 minutes, or one-sixth, of the 90



Late-trick motorman Bishop

minutes programed nightly will be sold to advertisers. Of the 15 minutes, the network will sell six and the rest of the time (nine minutes) will be made available to the stations for sale.

The appearance of the Joey Bishop

vehicle will come up against at least two similar formats on other stations, one supplied by NBC-TV with Johnny Carson in the hosts' chair, the other by Westinghouse Broadcasting Co.'s syndicated *Merv Griffin Show*.

ABC-TV in past weeks had sounded out its affiliates about their interest in a late-night entry, and CBS-TV has polled its affiliates for their interest in an after-11 p.m. period (BROADCASTING, July 18). As a result, CBS is now considering a move into the late-night field no later than the fall of 1967.

ABC-TV in previous years had mounted various late-night programming efforts to stimulate station and advertiser interest. It dropped the most recent attempt, the late-night *Les Crane Show*, last October after almost a year on the air.

Mr. Bishop will tape the show in color in Hollywood at a studio to be selected. The network said the comedian will have some nine months to fetch a "TV family" (regulars) for the show. The William Morris Agency handled his negotiations with the network.

upsetting sponsors or community leaders but rather the mechanics: There's too short a time to prepare editorials needing lengthy research. But, he cautioned, no editorial is broadcast until "we're certain of our evidence." He indicated that complex matters are handled editorially only when there's adequate time to study them.

**Too Serious** ■ Reuven Frank, vice president, NBC News, discussed trends in broadcast news and emphasized that television is beginning to shake its newspaper and radio origins in coverage of events. He conceded that TV reporting, like radio, tends to take itself too seriously, but said he believes that will change.

Much of the conference's first day was devoted to station editorial case histories and critiques of selected editorials.

A total of 11 editorials were critiqued chiefly on technical detail, by Ralph Renick, WTVJ(TV) Miami, vice president in charge of news, and Dr. Herbert E. Krugman, vice president and research director, Marplan Division of Communications Affiliates Inc., New York.

Case histories were presented on behalf of KYW-TV Philadelphia ("This is a School" shown by Philip Fine, editorial director); KOGO-TV San Diego

("Airport Parking and State Park" by Clayton Brace, Time-Life vice president and KOGO-TV general manager, assisted by Gene Fuson, editorial research director); WDAS-AM-FM Philadelphia ("Open Letter to State Legislators" by James E. Klash, news director), and WMCA New York ("The Slumlords" by Bill Scott, director of public affairs).

On Friday, in addition to appearances by Mr. Mandel, Mr. Campbell, Mr. Frank and Dean Barrett, talks were scheduled by Clark George of WCBS-TV New York, A. Louis Read of WDSU New Orleans and Fred W. Friendly, former CBS News president and now professor at Columbia and consultant to the Ford Foundation.

### Film workers to meet with networks on runaway

A special Hollywood labor committee specifically set up to wage war against runaway TV and movie production reported last week that a strategic skirmish in the campaign had been won. The Foreign Films Committee of the Hollywood AFL Film Council said that the presidents of the TV networks of ABC, CBS and NBC have agreed to a meeting in New York to discuss its claim that

home-produced product for TV is being bypassed for foreign-made series.

The meeting with the network heads grew out of a previous one between the union committee and advertising industry representatives (BROADCASTING, July 18). TV sponsors and agency people had indicated that program production was the responsibility of the networks and that they were powerless to stem the runaway tide.

No date for the meeting with the network heads has been announced.

### Seven Arts sells 30 films to CBS-TV

Seven Arts Associated confirmed last week that it has leased a package of 30 feature films to CBS-TV at a price of approximately \$15 million covering two telecasts of each motion picture.

Reports of an impending transaction circulated last month (BROADCASTING, June 20) but an announcement was withheld to permit CBS-TV to choose 30 features from a list of 50 supplied by Seven Arts. Titles include "All Hands on Deck," "The Blue Angel," "The Millionairess," "The Innocents," "Gigot," "Island In the Sun," "God's Little Acre" and "Seven Days in May."

## Improvements in TV cited at Atlanta meet

Television is providing better programming to its audience although the medium "still has a long way to go," Thomas McAvity, general program executive for NBC-TV, told the annual convention of the National Federation of Business and Professional Women in Atlanta last Tuesday (July 26).

Mr. McAvity, who spoke at a Broadcast Industry Forum of the convention, noted that critics often compare today's offerings with those of television's so-called "Golden Age" in the mid-1950's. He said there were some "fine programs" on the air at that time, but pointed out that other prime-time series of that era were *Stop the Music*, *Beat the Clock*, *Pantomime Quiz* and *Leave It to the Girls*.

As a whole, television has progressed with an array of informational programs and a substantial number of entertainment filmed and taped series produced in all parts of the world, according to Mr. McAvity.

Hubbell Robinson, executive produc-



Mr. McAvity



Mr. Robinson

er of the *ABC Stage 67* series, expanded upon Mr. McAvity's remarks on the upgrading process in television by citing not only his own series of drama-music-documentary programming but also the resurgence in quality drama at NBC-TV and CBS-TV for 1966-67.

He asked the professional women attending the convention to "watch these programs," and added: "I am not saying that you must or that you are going to like every one of these programs. I am saying, rather, that no matter how fine a production is on the screen, if you are not watching, it has no existence for you . . . Praise us when we deserve praise, knock us when we falter. But let us know you are there watching."

Roy Danish, director of the Televi-

sion Information Office, also urged viewers to write to broadcasters regarding TV programs. He stressed that letters praising particular programs or types are received rarely, but pointed out that "encouragement offers some direction, but condemnation seldom does."

He reported that teachers increasingly are using TV "to reach out to establish contacts with students." Mr. Danish said this activity hopefully will encourage "a better informed response to the broadcast product" and ultimately reshape that product.

## ON plans theme approach to lure 'lost audience'

The new Overmyer Network is going in search of TV's "lost" audience. Oliver E. Treyz, president of ON, estimates the lost TV audience at 11 million homes, 20% of all the TV homes in the nation.

"There are millions of homes that must be termed something of a lost audience in that they come back only occasionally, whereas before they were relatively regular viewers," Mr. Treyz explained during an appearance with ON Chairman Daniel H. Overmyer, July 24, on *The Barry Gray Show*, WMCA New York (11:05 p.m.-1 a.m.).

"Now we have a pretty good idea of what those people want in television and what will bring them back," Mr. Treyz continued. "And I think . . . that if we are successful with reference to the 20% of all homes that have been virtually lost to the medium and bring them back, that we will have performed our role rather well."

By way of finding and winning over TV's fallen-aways, ON's prime-time schedule, according to Mr. Treyz, "will probably have a thematic approach, have a comedy night, a night of game shows, a night of suspense programming, and a night of drama." The Overmyer Network is scheduled to start in September 1967 (BROADCASTING, July 18).

## South-of-the-border net airs Astro play-by-plays

The Houston Astros have established a Spanish radio network for its baseball broadcasts that spans 83 million people in 13 countries throughout Central and South America plus the Caribbean, it was announced last week by the team president, Judge Roy Hofheinz. A total of 82 foreign stations is involved.

The network operates for Sunday

## FCC chairman 'breaks precedent,' praises TV

To broadcasters and industry observers, it wasn't new. But to a public grown accustomed to FCC chairmen criticizing commercial television and prodding broadcasters to do better, the views of FCC Chairman Rosel H. Hyde, on NBC's *Today* show last week, probably came as a surprise.

The new chairman (but senior commission member) made clear his view that programming is an area where the commission must tread carefully. The Communications Act, he noted, expressly prohibits the commission from interfering with freedom of speech.

Chairman Hyde, interviewed by NBC newsman Ray Scherer, said the commission is required to cause systems to serve the public interest. But he thought his colleagues would agree the commission should not attempt to instruct broadcasters "or do anything that would take away the spontaneity, or freedom of action that the creative process requires."

Furthermore, he made clear he doesn't agree with Former Chairman Newton N. Minow's famous assess-

ment of television. He cited analyses that he said show networks devote 27%-28% of their time to news, information and public-affairs programs, and added: "I wouldn't classify that as a vast wasteland."

He also expressed the belief the commission has, through its licensing policies, established a "healthy" system of broadcasting that provides a diversity of service.

In this connection he specifically mentioned educational television—a service he said is making "remarkable" contributions to broadcasting and one from which he is hoping for even "greater things."

He said the commission's policy is to encourage ETV "in every way possible." He also said the availability of ETV programs may be a spur to commercial broadcasters to improve their product.

The chairman's performance, televised in NBC's WRC-TV studios in Washington, went over well with at least one important viewer. President Johnson telephoned him immediately after the broadcast to commend him on his presentation.

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games and is underwritten completely by the Astros with the support of the U. S. State Department, the Pan American Union and the commissioner of baseball, Judge Hofheinz said. Play-by-play is handled by Rene Cardenas and Orlando Sanchez Diago.

The network has been in operation for several weeks but the announcement was delayed for diplomatic reasons, it was explained. "The commercials on our broadcasts sell four primary products," Mr. Cardenas noted, "the United States, the City of Houston, the Astrodome and the Astros."

William Eckert, commissioner of baseball, said the broadcasts "are a great step toward furthering international relations." Already the Astros report a heavy mail from these countries where fans write and talk about the team as "our ball club."

## 178 stations on Triangle auto list

Triangle Stations, New York, reported last week that 178 TV stations had been set to carry its previously announced one-hour color special on international auto racing in 1965.

Produced and distributed for E. I. duPont, Wilmington, Del., *The American Challenge* is the 35th TV special packaged by Triangle in the auto-racing field. The first play date was scheduled for last Friday (July 29) on WBMG-TV Birmingham, Ala.

DuPont will sponsor two commercial minutes in the program for its products. Four other one-minute commercial positions for local-station sale are available. Triangle said it is aiming for sales in upwards of 200 markets.

The duPont buy is identical with arrangements on auto specials Triangle had with Chevron, Xerox, Johnson Outboard Motors and Fraim Corp. in 1965-66. The advertiser buys the program from Triangle, which, in turn, handles

## CBS beat: Ho says 'no'

CBS News employed the newsroom rule of going to the source in checking on a news story and over the July 23 weekend was able to broadcast its report to the American people.

Robert Little, CBS News' foreign assignment manager, New York, cabled North Vietnam President Ho Chi Minh on July 21 asking whether American airmen captured by the North Vietnamese would stand trial. The answer, that there was "no trial in view," was cabled back on July 24.

A second question concerned terms under which peace could be expected. The answer to this was a Ho Chi Minh demand uttered previously that the U. S. "stop aggression and withdraw its soldiers" so that peace could be returned "immediately."

CBS broadcast receipt of the "no trial in view" cable on CBS Radio at 1 p.m. on July 24 and subsequently on other broadcasts and the 11 p.m. EDT news show on CBS-TV.

distribution. The stations carry the program in return for the local-spot positions.

Triangle said that in these arrangements the national advertiser pays the production and distribution costs. Triangle retains the right to syndicate the shows 60 days after the last play date scheduled for the national advertiser.

## CBS gets Derby rights

CBS has agreed to a tentative five-year contract with Churchill Downs for yearly simulcasts of the Kentucky Derby. The new arrangement brings CBS's

coverage of the classic race to 24 years.

CBS's coverage will again be carried live for one hour on TV (in color) and a half-hour on radio each year, according to an announcement last week by presidents John T. Reynolds, CBS-TV, Arthur Hull Hayes, CBS Radio, and Wathen R. Kenelkamp, Churchill Downs. Rights to the previous contract (1962-66) and to the new one were not disclosed.

## Bill offered to open Senate floor to TV

A senator, who two weeks ago supported opening House hearings to radio and TV coverage, last week offered a



Senator Griffin

bill in favor of TV covering major debates on the Senate floor because TV "has proven itself a valuable tool . . . to stimulate the interest of our people in government."

Senator Robert P. Griffin (R-Mich.) noted that

the "people have profited by their firsthand contact" where TV has been allowed coverage such as United Nations' debates, Senate hearings and at legislative proceedings in many states.

The senator was a member of the Joint Committee on Organization of the Congress. That committee offered a series of recommendations that included letting radio and TV in House hearings (BROADCASTING, July 25). However, Senator Griffin said, "I don't think this goes far enough."

He would leave the decision on whether TV could cover a floor debate to the Senate Rules Committee, which would determine if the debate "was of sufficient national interest."

## 'Robe' set for ABC-TV

ABC-TV will have four runs of "The Robe," 20th Century-Fox motion picture released in 1953, in a \$2-million deal announced by the network. Schedule for showing of the movie has not yet been determined.

ABC said, "The Robe" fits into the "major film attractions" bought recently including "Hans Christian Anderson" and "Bridge on the River Kwai."

Eastern Air Lines will sponsor "Hans" as a special on Nov. 4 (7:30-10 p.m.) and Ford Motor Co. will sponsor "Bridge" at 8-11 p.m. on a date to be selected this fall.



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## WOR-FM launches format with \$100,000 studios

WOR-FM New York said last week the station will operate in new studios with new equipment installed at a cost of \$100,000. Starting the past weekend (July 30), the station was scheduled to program contemporary music in stereo.

The station has been conducting a \$100,000 outdoor advertising campaign throughout the New York market to promote the change that is in line with an FCC ruling separating AM and FM programming. The FM operation had been duplicating the talk format of RKO General Broadcasting's WOR-AM.

The FM station also announced that Murray (the K) Kaufman, Scott Muni and Johnny Michaels, all prominent as MC's in contemporary music programming on radio, will be featured.

## CBS-owned stations enter filmmaking deal

Allied Artists Television Corp. completed its second network-owned television-station transaction last week when it entered into an agreement with the five CBS-owned TV stations for the production of 13 feature-length motion pictures.

The films will be released initially to theaters and will be shown on the CBS-owned outlets starting in 1969. Production on the films will begin in September. Two weeks ago Allied Artists made a similar arrangement with the ABC-owned TV stations (BROADCASTING, July 25).

## Film sales . . .

*50 Top Time Feature Films* (Embassy Pictures' Corp. TV): WITI-TV Milwaukee; WJAR-TV Providence, R. I., and WVEC-TV Hampton-Norfolk, Va.

*George Pierrot's World Adventure* (Field Communications Corp.): WTVW (TV) Evansville, Ind., and KOIN-TV Portland, Ore.

*Bill Veeck Show* (Field Communications Corp.): WHP-TV Harrisburg, WLYH-TV Lancaster-Lebanon, and WSBA-TV York, all Pennsylvania.

*Conversations with Doctor Alvarez* (Field Communications Corp.): KHJ-TV Los Angeles.

*Big Bands* (WGN Continental Productions): WTTG-TV Washington, WNEW-TV New York and WBOC-TV

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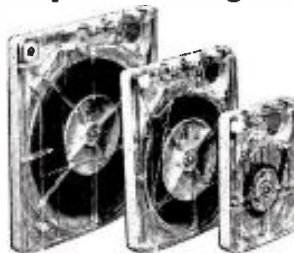


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## A UHF tale of ratings woe

UHF stations' unhappiness with the A. C. Nielsen Co.'s failure to report UHF penetration in markets has blossomed into a controversy between WFLD(TV) Chicago and the Chicago-based rating company, with FCC Commissioner Robert E. Lee an interested spectator.

Sterling (Red) Quinlan, president of the new channel 32 station, expressed his unhappiness in a letter to Nielsen, with a copy to Commissioner Lee, who is known as the commission's staunchest supporter of UHF.

Mr. Quinlan is disturbed also over the company's practice of averaging out the ratings of the station's programming over an evening, rather than rating individual shows.

"We are fighting for our life. . .," he said in his letter to A. C. Nielsen Jr., president of the company. "The presence of an overnight service which would reflect our highs and lows, and the presence of a Chicago UHF penetration figure, would, according to our calculations, put us in pocket about \$500,000 in our first year of operation."

UHF station representatives expressed their concern over the rating companies' failure to report UHF penetration as long ago as last year, during a meeting of the government-industry Committee for All Channel Broadcasting. Commissioner Lee heads the committee.

At that time, representatives of Nielsen and American Research Bureau said they were attempting to devise ways of measuring the penetration. ARB currently provides that figure.

"ARB rates color, multiset homes and UHF penetration," Mr. Quinlan said in his letter. "The Advertising Research Foundation, in cooperation with the U. S. Census Bureau, has made one measurement and will soon release another. Why, oh why . . . can't we get a figure from Niel-

sen?"

He said that if Nielsen doesn't "rectify this deficiency" it would be inviting UHF stations "to band together and go to the commission to unload their tale of woe." He said any penetration figure, no matter how low, would serve the purpose of forcing the New York advertising agencies "to admit that Nielsen admits there is such a thing as UHF."

Commissioner Lee, after getting a copy of the letter, wrote Nielsen and asked for comments on Mr. Quinlan's complaints.

Nielsen officials in Chicago said they have not been able to devise a means of determining penetration accurately. The problem, they say, is the people "don't really seem to know if they have UHF or not."

Viewers, when contacted by telephone, know whether or not they have a color set, the officials say. But when asked if they have a UHF set or can receive UHF channels, they ask: "What's that?"

Nielsen officials say the penetration figures of "another" rating service are inconsistent for this reason. And until Nielsen has what it considers a better way of checking UHF penetration, they say it will not attempt to provide a figure.

The same officials explained that the reason WFLD isn't rated on the customary quarter-hour basis has nothing to do with its being a UHF station. They said the station doesn't meet Nielsen's minimum rating requirements for a Chicago metropolitan television outlet.

Reportable stations are those that originate in a metropolitan area, are viewed by at least 10% of the area's sample households at least once in an average measured week, and deliver audiences equal to the Monday-Friday minimum rating standard during two or more day parts. It's understood that the average minimum rating for a day part in Chicago is one half of one percent.

WJHL-TV Johnson City, Tenn.

*Girl Talk* (ABC Films): KHON-TV Honolulu, WTTV-TV Indianapolis, WBAL-TV Baltimore, KSL-TV Salt Lake City and WDSM-TV Duluth, Minn.

*8th Man* (ABC Films): KICU-TV Fresno, Calif.; wxhr-TV Cambridge-Boston; KLAS-TV Las Vegas, and wave-TV Louisville, Ky.

*Hayride* (ABC Films): WBEN-TV Buffalo, N. Y.; WNEM-TV Saginaw, Mich., and KICU-TV Fresno, Calif.

*Expedition, One Step Beyond, High Road* (ABC Films): KICU-TV Fresno, Calif.

*Harvey Cartoons* (ABC Films): WCKT(TV) Miami and KNTV(TV) San Jose, Calif.

## An updated 'Dr. I. Q.' for television

Radio's lady in the balcony may wind up on television. *Dr. I.Q.*, a network radio fixture for several decades with its catchy call of "I've got a lady in the balcony, Doctor," is being revived for television by Lee Segall Productions. It was announced last week. Mr. Segall created the quiz show in the early 1930's.

TV personality Robert Q. Lewis has been signed to be host for the pilot of the projected series, which will be taped at the Palace theater in Dallas on Aug. 18. The taping, to be handled by KRLD-TV Dallas, a CBS-TV affiliate, will be done between showings of the movie then playing at the theater.

A new twist to the radio format will be the awarding of uncirculated silver dollars, all minted prior to 1923, as prizes to contestants. Mr. Lewis, as host, will offer to buy back the coins—many with possible high collector value—at prices ranging from \$3 to \$700 per coin. Contestants will have the option to sell or keep their prizes.

The series is being projected for network sales. If such a sale is executed, Lee Segall Productions plans to constantly travel the show, with originations from theaters throughout the U. S. and Canada.

Salisbury, Md.

*An Evening With* (WGN Continental Productions): WTTG(TV) Washington, WABC-TV New York, KBTB(TV) Denver, KTLA(TV) Los Angeles, WCPO-TV Cincinnati, WFAA-TV Dallas-Fort Worth and KPTV(TV) Portland, Ore.

*The Gypsy Rose Lee Show* (Seven Arts TV): WHNB-TV New Britain-Hartford, Conn.

*The Professionals* (Seven Arts TV): KBTB(TV) Denver; KNTV(TV) San Jose, Calif.; KLAS-TV Las Vegas, and KOLO-TV Reno.

*Boston Symphony Orchestra TV Concert* (Seven Arts TV): WRK-TV Columbia, WITV(TV) Charleston, and WNTV(TV) Greenville, all South Carolina noncommercial.

*Big Night Out* (Seven Arts TV):

## Program notes . . .

**Broadway goes Hollywood** ■ Screen Gems has signed playwright Neil Simon to write a pilot of untitled half-hour situation comedy series for 1967-68. Mr. Simon is, perhaps, Broadway's hottest current writer with such hits as

"The Odd Couple" and "Barefoot in the Park" to his credit.

**Shirley Booth set** ■ Shirley Booth will star in *The Glass Menagerie*, two-hour color special planned by CBS-TV for the next season. Taping runs Oct. 27 through Nov. 2. Tennessee Williams, who wrote the play, will adapt it for TV. David Susskind will produce the drama, a joint production of CBS-TV, Mr. Susskind's Talent Associates Ltd. and Rediffusion.

**Watts in August** ■ NBC-TV will show *The Angry Voice of Watts: an NBC News Inquiry* on Aug. 16 (7:30-8:30 p.m. EDT), the first anniversary of the end of a four-day revolt in the Watts area of Los Angeles.

**Experimental theater** ■ A group of six experimental theater projects will be carried on CBS-TV on its *Look Up and Live* series (Sunday, 10:30-11 a.m.). The presentations will be made in co-operation with the National Council of Churches and will include programs produced in New York, New Orleans, Chicago, Indianapolis and Kitchener, Ont.

**Sports night** ■ A TV look at one week in the life of Grand Prix racing star Jim Clark will be an ABC Sports special Aug. 5 (9-10 p.m. EDT). It will precede the live telecast of the College All Star football game.

**TV debate set** ■ California Governor Edmund (Pat) Brown, a Democrat who's running for re-election, and his Republican rival, Ronald Reagan, last week named negotiating teams to work out details for a campaign debate on television this fall. The negotiators will try to work out a format and details of the candidate confrontations.

**Friend or foe?** ■ CBS-TV's *Our Friends, the French*, a one-hour color news special, will be rebroadcast on Aug. 23 (10-11 p.m. EDT). The show is narrated by correspondent Eric Sevareid.

**Filmways buys studios** ■ Filmways Inc. has bought the Filmways Studios in New York, which the company had been leasing since 1959.

**Script market** ■ NBC has stepped into the market that's developing for original drama scripts with TV potential. A spokesman said NBC stands ready to offer "substantial" sums to major playwrights for commissioning scripts but could not specify the amount. CBS previously had announced it would pay up to \$25,000 for original drama scripts, though not necessarily by prominent playwrights (BROADCASTING, June 27).

**Sinatra, Part II** ■ CBS-TV will present

## No-pay tip pays off

Wwdc Washington's standing offer of money for news tips prompted a phone call from a woman last Wednesday (July 27) who reported seeing Dwight D. Eisenhower as a patient in Walter Reed hospital. A check out by wwdc reporters Bob Capps and Bill Greenwood resulted in a news story that was picked up by the wire services with credit to wwdc. But, the station is having trouble crediting the unidentified woman tipster. On-air announcements are being used in an attempt to locate her.

"Frank Sinatra: *A Man and His Music—Part II*" under the sponsorship of the Anheuser-Busch Corp., St. Louis, on Dec. 7 (9-10 p.m.). The color program will be similar in format to Mr. Sinatra's show on NBC-TV last season. The agency for the sponsor is D'Arcy Advertising, St. Louis.

**Horse special** ■ NBC-TV has slated *Thoroughbred*, an NBC News special about a race horse, for showing early next year. The show will be narrated by jockey Eddie Arcaro.

**TV surfing** ■ ABC-TV will carry the finals of the 1966 World Surfing Championships from San Diego, Sunday, Oct. 8. The finals will be seen on

ABC's *Wide World of Sports* (Saturday, 5-6:30 p.m. EDT) on a date to be announced.

**One man show** ■ CBS-TV has scheduled a 90-minute color special in May 1967, featuring Hal Holbrook in a version of his Broadway show "Mark Twain Tonight!" The program will consist of sketches selected from over six hours of material in his Mark Twain repertoire.

**Astrodrama** ■ Seven Arts Television has placed a new series of 130 six-minute color cartoons, *Johnny Cypher in Dimension-Zero*, into world-wide syndication. The series, named for its space scientist hero, is produced by Oriole Film Studios, New York.

## Golden West to syndicate

For the first time, Golden West Broadcasters is going into the syndication business and it's boxing programs that'll supply the punch. The station-group organization will distribute weekly color tapes of the two-hour fight card at the Olympic Auditorium in Los Angeles. The fight program was started by KTLA (TV) Los Angeles, a Golden West-owned station, in May 1965. The market-by-market sales approach was encouraged by the reportedly high ratings boxing achieved on a local level. Syndication will be handled by Olympus Television, a newly formed Golden West operation.



## KTUL-TV's Indian film has D.C. premiere

Congressmen, senators, FCC commissioners, broadcasters and Indian chiefs held a gala powwow last Thursday (July 28) at Washington's University Club. Representative Ed Edmondson (D-Okla.) was host of the occasion that highlighted the first Washington showing of the TV documentary, *The Five Civilized Tribes—An Unfinished Journey*, produced and directed by Jack Morris, news director of KTUL-TV Tulsa, Okla. Guests on hand to view the film included (l

to r): FCC Commissioner Lee Loevinger and Robert Bartley; James C. Leake, president of Griffin-Leake TV, licensee of KTUL-TV; Senator Fred R. Harris (D-Okla.); FCC Chairman Rosel H. Hyde; William Keeler, chairman, executive committee of Phillips Petroleum; Mr. Morris; FCC Commissioners Kenneth A. Cox and Robert E. Lee; William D. Swanson, vice president-general manager of KTUL-TV.

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# Cameras get smaller and smaller

## NEW GENERATION OF MIDGET GEAR MAY COME FROM SPACE HARDWARE

Like the nursery rhyme shoe woman with children, the National Aeronautics and Space Administration may have so many midget TV cameras it may not know what to do with all of them.

NASA is understood to have over a dozen minicameras, all developed for use in space or on the moon.

And commercial broadcasters are hoping that some of the advances in TV camera technology will be used in making regular broadcast TV cameras better, smaller, more efficient and more rugged. At the least they are anticipating the first, live telecasts from a spacecraft in orbit.

The space agency now has at least two miniaturized TV camera systems for its Appollo man-to-the-moon project, and a third that is being considered for a number of space flights.

For the Apollo flight, which hopes to put a man on the moon before the decade is out, NASA has a miniature TV camera system from Westinghouse. For the premoon Apollo shots, NASA has a tiny TV camera system from RCA.

The Westinghouse camera is designed to withstand the wide temperature fluctuations (from 250 degrees above zero to 250 degrees below zero) and the long lunar nights expected to

be encountered on the moon's surface. The Westinghouse camera uses a secondary electron conduction tube that permits the viewing of objects in extremely low light levels, virtually from earth-shine. The camera cost \$3 million to develop.

During the exploration of the moon, the compact camera, which weighs seven-and-one-quarter pounds, will be carried by the astronauts. Its primary scanning rate is 10 frames per second, with 320 lines per scan. It also has an extremely slow scan speed of 0.65 frames per second; this model requires the camera to be placed on a tripod since the slightest movement will create a smear on the picture. It will be used for observation of detailed selenological features.

The camera will also be used in the command module, as well as on the moon's surface. When taken out of the Lunar Excursion Module (LEM), the camera will be attached by an 80-foot cable.

In both instances, the signals produced from the camera will be transmitted to the earth, converted to standard broadcast signals for earth scientists and TV networks.

Eighty percent of the Apollo lunar camera's circuitry consists of molecu-

lar-electronic functional blocks and thin-film circuits, permitting the use of only 250 components, less than one sixth of the normal 1,300 needed where standard circuits are used.

Four lenses are provided: a wide-angle lens with an 80 degree field of view for use inside the command module; a telephoto lens for pictures of the earth from the moon; a narrow-aperture lens for lunar day and a wide-aperture lens for lunar night conditions. All adjustments are automatic.

**RCA Midgets** - Before the flight to the moon in late 1969, however, NASA proposes several earth-orbit Apollo flights. On these missions, each space capsule will carry a four-and-one-quarter pound miniature TV camera designed and built by RCA. These will be used for observing the demeanor and activities of the astronauts in flight.

These signals, too, will be registered in slow scan (10 frames a second) with 325 lines per frame, and transmitted to earth where they will be converted to standard broadcast signals, usable for network broadcasts as well as for observation by mission executives. The camera draws 6 w.

Early last month, Teledyne Systems Co., Los Angeles, delivered two miniature TV cameras to NASA each weighing one-and-one-half pounds and each 1½ by 3 by 4½ inches, employing a half-inch vidicon tube and integrated circuits (BROADCASTING, July 11). Resolution is said to be the equivalent of commercial broadcast cameras, 525 lines, with consumption of about 7.5 w of power. The "Microeye" cameras are operated from batteries with a lifetime of two hours, or from a larger power pack good for 10 hours. One of the cameras contains also a small, low-powered transmitter that broadcasts about 100 feet. The other is connected to a monitor by wire.

The Teledyne camera, built for NASA at a cost of \$350,000, is being studied by officials to determine how it shall be used. It is believed one of the possibilities is installing one in a spacecraft to observe astronauts at work during flight.

Meanwhile, a non-TV look at the moon is being readied by NASA in its Lunar Orbiter launch scheduled for next week. The moon-orbiting satellite will take pictures of the moon with two cameras, one medium and one



Westinghouse Electric Corp.'s Appollo moon camera, weighing only 7¼ pounds, will be carried by the first astronauts who explore the moon.

The camera, using slow scan, will permit earthlings to view the spacemen on their way to the moon, and again as they explore the lunar surface.

high resolution, using a special high-definition Kodak film with an extremely slow exposure index for fine grain and high resolution. (Readout telemetry will give an equivalent to 1,780 lines compared to broadcasting's standard of 525 lines).

The 200-foot roll of 70mm unperforated film will be sufficient for 194 dual-exposure frames. These will be processed and the negative film stored on a take-up reel until it is ready for picture transmission.

As the pictures are transmitted to earth, they will be scanned by a flying-spot scanner, using a line scan tube developed by CBS Laboratories. Each scan will require 40 minutes for the 11.6 inches of film which correspond to a single exposure by the two cameras. After passing through the film, the flying spot is sensed by a photomultiplier tube which will generate an electronic signal proportional to the intensity of the transmitted light. This signal will be amplified, synchronized and fed into the Orbiter's communications system as a composite video picture for transmission to Earth.

The communications and power supply system for Orbiter was developed by RCA.

## New KNX tower replaces one sabotaged last year

A new 500-foot tower becomes operational at KNX Los Angeles today (Aug. 1). It replaces one destroyed by unknown saboteurs (BROADCASTING, Sept. 20, 1965).

The new permanent structure was built by Dresser-Ideco and cost \$150,000. All but \$50,000 of its cost was covered by insurance.

KNX has been operating since July 11 with a 377-foot temporary facility that now will be used as an auxiliary tower and later as a directional antenna. This was the CBS-owned station's second temporary tower. The first one was razed to make room for the permanent structure now installed. (BROADCASTING, July 18).

## Entron gets CATV contract

Construction of a complete, \$350,000 turnkey CATV system for WLAN Lancaster, Pa., for that city has been awarded to Entron Inc., Silver Spring, Md., it was announced last week.

Entron President Edward P. Whitney said that construction has commenced and that the first 25 miles will be substantially completed in September. The work is being done by Systems Construction Corp., an Entron subsidiary.

# Technical data on pay TV filed

Zenith, Kahn and Teleglobe comply with FCC deadline, provide system details

Zenith Radio Corp., Kahn Research Laboratories Inc. and Teleglobe Pay-TV Systems Inc. submitted detailed specifications of their present and proposed subscription television systems to the FCC last week. The commission will use the technical data that has been filed by interested pay-TV operations to determine a set of technical standards if it ultimately decides to authorize nationwide over-the-air pay television (BROADCASTING, March 28). The deadline for filing technical data on pay TV was last Monday (July 25).

The Zenith system, referred to as Phonevision, uses "new concepts gained from more than four years of technical experience while participating in subscription TV operations, in association with RKO General Inc., in Hartford, Conn., combined with extensive research in Zenith laboratories," according to Joseph S. Wright, company president. Zenith, which has been urging pay TV for more than 15 years, is currently operating the only experimental subscription-broadcast system in existence on RKO General's WHCT-TV Hartford (channel 18).

Phonevision, according to Zenith, meets all of the following major design and operating requirements essential for broadcast subscription TV:

- The system operates at VHF and UHF frequencies and accommodates both monochrome and color-TV signals. Phonevision does not require any changes in channel bandwidth, nor does it degrade the quality of the audio and video signals.

- The pricing of programs is flexible and the subscriber's program purchase is "conveniently and accurately recorded."

- Preparation of subscribers' bills and other administrative details are automated.

- Subscriber equipment, which provides adequate security against unauthorized viewing, can be mass produced at reasonable cost.

- Subscriber equipment may be quickly installed on any receiver that is designed to receive broadcasts that conform to current FCC specifications.

The basic elements of the Phonevision system are (1) an encoder (2) a decoder and (3) a ticket that permits the subscriber to insert information into

the Phonevision decoder.

The encoder, normally located on the premises of a local Phonevision operator and connected with one or more TV stations by coaxial cable, consists of electronic equipment designed to scramble into unintelligibility both the audio and video signals. Stations connected to the encoder by cable can then route pay-TV signals through the encoder before feeding them to transmitters; all receivers within the subscription-TV area will then produce scrambled pictures and sounds. The encoder also generates signals called air code that permit subscribers' equipment to decode the scrambled signals into a normal picture and sound.

The decoder is connected between the subscriber's antenna and the antenna terminals of his receiver; and, upon instruction from the air code transmitted by the encoder, the decoder restores the scrambled signals to their original intelligible form. In addition the decoder records program purchases and provides the basis for subsequent subscriber billing.

The subscriber ticket, which is issued periodically, enables the subscriber to "prepare" the decoder for performance of its preassigned functions. Inserted into the decoder, the ticket (1) identifies the subscriber (2) records the purchase of each subscription program and (3) assists in the decoding process.

Zenith expects the decoders to be available on a mass basis for use sometime in 1967.

**Kahn Uses Punch Cards** ■ Kahn Research Laboratories Inc., Freeport, N. Y., has developed a subscription system that is based on a special encoding and decoding process wherein frequency spectrum degradation is effected by variously shifting in phase and attenuation selected frequency components of a video signal. Kahn's method uses a home decoder, that can be installed to operate on existing receivers and that incorporates a means for billing. The system's encoder installed in the transmitting station, produces a special wave that is compatible with existing TV transmitters. The encoded video signal provided by the Kahn system does not require any sub-carrier or separate signal channel and does not add any other complexity to the transmitted signal.

Kahn's decoder provides coding information to subscribers on a punch card that automatically operates switches to set up the decoding circuits. The punch card also carries billing information back to the franchise operator for automatic processing of subscriber bills.

**Teleglobe Has Central Billing** ■ Teleglobe Pay-TV System Inc., formed in 1957, has done considerable pioneering work in pay-TV engineering. The corporation has developed systems for use over-the-air as well as through cable,

## KNBC(TV) readies 'fire-engine' remote unit



NBC News in Burbank is putting final touches on a \$250,000 television-station-on-wheels—featuring a chassis especially designed to provide "fire-truck mobility." The new unit is expected to permit completely independent coverage of news events.

The mobile unit has been two years in the making. Remote news coverage was being stymied by the area's penchant for decentralization, and getting stories during the all-

important, near-deadline 5-7 p.m. time slot using assigned-from-head-quarters mobile units involved fighting widespread rush-hour congestion.

Robert Shafer, manager, NBC News, West Coast, saw a need for a unit that could go anywhere, stay out all day, and get coverage on the air via microwave without help from any outside sources. Plans for KNBC-TV, the network-owned station in Los Angeles, to expand early evening

news to an hour format lent support for the project. After a green light from New York management, NBC engineer Russell Nies headed a design team, and set about to build "the best mobile unit in the country."

NBC wanted a truck sturdy enough to travel over rugged terrain, yet light enough to move at high speeds. The Los Angeles county fire department, having already solved similar problems, gave the network the benefit of its experience. Its chassis specifications resulted in a truck capable of freeway speeds that, reportedly, can go "wherever any other wheeled vehicle can go."

Almost finished, and due for try-outs this month, the unit carries its own power and can directly communicate with network and local news desks. A microwave dish on an air-operated tower can reach up 30 feet to achieve a line-of-sight signal path to KNBC's antenna atop Mount Wilson. The system is designed to work within a 50-mile operating radius of the transmitter site.

Power for the electronics and a three-ton air conditioner is provided by a 15-kv air-cooled generator. Immediate capability is for black

also introduced the concept of centralized metering, and announced in 1963 the development of a major video security process.

Teleglobe's system provides a decoder that unscrambles the video signal without interference for other TV or communication services. Sufficiently sophisticated to preclude unauthorized decoding, the Teleglobe decoder is activated by a single "on" switch. In addition to unscrambling the picture and sound, the decoder also records the use of the pay-TV service via telephone line to a central metering facility. Fully compatible with color, Teleglobe's system permits scrambled monochrome and color broadcasts to be unscrambled in either monochrome or color through activation of the decoder.

The deadline for comments on the commission's proposed rules to provide nationwide over-the-air pay television is Sept. 1. The National Association of Broadcasters, the American Civil Liberties Union and the Americans for Democratic Action have all requested that the FCC extend the deadline until Jan. 1, 1967, in order that interested parties might have more time to study

the technical submissions and other aspects of the proposed rulemaking. RKO General, Zenith, Teco Inc. and the International Telemeter Corp., all vitally concerned with pay-TV, have asked the commission to deny the requests for extension of the deadline on the grounds that such an extension would not be justified and, if granted, would only delay the orderly dispatch of the proceeding.

## KIOO gets reprieve in FM-radar conflict

KIOO(FM) Oklahoma City has won a last-minute reprieve from an order that would have required it to get off the air. The welding of loose joints in a hotel rooftop sign apparently saved the day.

But Steve Bushelman Jr., general manager of the station, isn't crowing about the outcome of the dispute with the federal government. He has too many other things to worry about, like court suits and an explosion in its tower.

The order that had occupied most

of his time up until last week was issued by the FCC at the request of the Federal Aviation Agency, and had directed the station to stop causing interference to the operation of a ground-control radar unit at nearby Tinker Air Force Base. The station was given 72 hours to comply (BROADCASTING, July 25).

Since the station, even with the help of FAA and FCC technicians, had not been able to locate the sources of the trouble, let alone find a cure, it faced the prospect of being forced to go silent.

But on Friday (July 22), before an FAA plane began circling overhead to get additional evidence on the amount of interference being caused, station personnel climbed to the hotel rooftop where the antenna is located and welded loose joints in the hotel sign.

Mr. Bushelman said last week he didn't know whether that had an effect or not. But when the plane landed, FAA technicians said the interference they detected was negligible—it was experienced directly over the transmitter only, and the field is miles distant.

Last week, however, the Tinker field incident was fast fading into the back-

and white, but where possible, basic color equipment has been installed for the day when lightweight color cameras become available.

Present equipment includes two 20-pound image orthicon cameras. One elevates through the roof of the truck while the other can roam up to 500 feet away from the unit. The unit can transmit live or tape its output on an RCA TR-5 video recorder.

For want of an official designation, the rig has been nicknamed the "NBC Flash Truck" by network engineers. Five technicians plus a unit director and a correspondent will man the truck, which will be kept on the streets at all times and assigned to news coverage as would a reporter. In most cases, Mr. Shafer observes, the new unit should eliminate a two-hour delay in getting remote film back to the office and processed.

If all goes well, the Flash Truck may be only the first phase in an ambitious expansion of local news capability. The second phase, Mr. Shafer forecasts, will provide a helicopter to operate in conjunction with the truck. It also would be able to transmit its own pictures.

ground, so far as Mr. Bushelman is concerned. He is currently worried about an Associated Press suit for back payment of \$900 awarded by a jury. He wants to spread the payments out over a period of time.

And Monday night a 7,500 w capacitor in the station's transmitter exploded, forcing the station to go to low power and adding to the station's bills. A major one is for \$550 for a specially designed filter which the station ordered when such a device seemed the only answer to the interference problem, but which last week had not yet even been installed.

## RCA plans new department

Last week RCA said its broadcast and communications products division will combine engineering and merchandising activities for major products in a new department. Andrew F. Inglis, a division vice president, will head the new facility that in effect will put together the planning, development and design of new (and improved) products for the broadcast-communications in-

dustry. Mr. Inglis has been a division vice president for communications products operations at Meadow Lands, Pa., for the past three-and-a-half years.

## Catholics make plans for 2500 mc band

The 2500 mc educational TV band is suddenly becoming popular. At least five Catholic dioceses—Miami, New York, Brooklyn, N. Y., Detroit and Los Angeles—are planning a "network" of such ETV systems. Each one, sometimes called by its operators "on-the-air closed-circuit TV," broadcasts on frequencies that a home TV set cannot pick up.

The Catholic dioceses, with Los Angeles coming in later, expect to be fully operational in TV this fall. Together they plan to start a nonprofit group, to be called Instructional Television Associates (ITA). This organization, working at the elementary and secondary-school levels, will produce films and tapes for distribution first to group-owned TV stations (as public-service programs) then for use in the ETV systems. ITA will seek support from foundation grants and hopes to expand into a national operation.

There reportedly are 12 other Catholic dioceses investigating the possibility of applying for construction permits for ETV systems in the 2500 mc band. Such areas as Boston and Rockville Center, N. Y., which already has a permit, are interested in building them.

**Extension** ■ RCA, which supplied and installed systems in Miami and New York, said last week the Catholic diocese in Miami is extending its present system from 38 schools (23,000 pupils) in Dade county to another 17 schools in adjoining Broward county. The Dade system (began last November) was said to be the first Catholic diocese to use such transmitting and receiving facilities. New York's archdiocese TV operation, dedicated in April links 400 elementary and secondary schools to an ETV system originating from Yonkers, N. Y. This ETV system employs six major receiving antennas linked with disk-like antennas placed atop each school. There the signals are sent along a special "down converter" and picked up on the video receiver. The New York system is also equipped for color transmission and provides a three-channel service.

All ETV systems can be equipped for up to four channels. In Brooklyn, two are used. The system was contracted independently. Both Detroit and Los Angeles have gone to other manufacturers to equip their systems.

The ETV systems, operating in the

2500-2690 mc range, are a creation of an FCC ruling (instructional TV fixed-station service) of July 30, 1963. The FCC then reserved the right for 31 channels in that frequency range to operate exclusively for education. At present, several small public schools employ ETV systems of 2500 mc range.

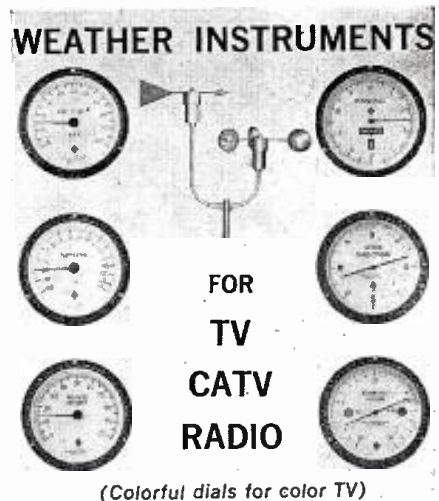
ITA, according to authorities, hopes to extend its services to public schools and possibly colleges.

## Two more FM's aim for Empire State

By September the Empire State Building's 1,250-foot-high master FM antenna system will accommodate two more New York FM stations—WPIX-FM and WNYC-FM. Six FM outlets in that city now transmit from the facility, which, it is claimed, can carry simultaneous signals of as many as 17 FM stations (BROADCASTING, Feb. 21).

Empire State sources said last week that in addition to the two new users, a ninth FM outlet may join the system this fall. Action for this station is pending FCC approval.

The FM master antenna, constructed in 1965, sends omnidirectional signals through vertical and horizontal polar-



(Colorful dials for color TV)



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ized antennas located on the building's 102d floor. It's made of 32 dipoles (T-shaped objects) each on a 45-degree angle, with half of them below and half above the observation area.

Individual stations transmit from the antennas in circular patterns out to a 65-mile radius. Each station supplies its own modular multiplexer system. Together this equipment is piggy-backed inside the building on floors directly under the antennas. Other station equipment is installed below the building's 86th floor.

**Half Full** • Present FM stations signed to the system with their initial transmission dates are: WQXR-FM (Dec. 15, 1965), WHOM-FM (Jan. 19), WLIB-FM (Feb. 21), WNCN(FM) (Feb. 22), WOR-FM (March 3) and WBAI(FM) (March 4). Newcomers WPIX-FM and WNYC-FM will begin transmission there at the end of August and in mid-September, respectively.

One Empire State official estimated that by 1971 all 17 positions will be filled. A yearly contract fee of about \$12,500 plus initial installation costs have limited FM station interest up to now, he indicated. But as the FM market grows and its revenues increase, he suggested, more FM stations will be able

to afford the service.

A 222-foot TV antenna towers over the FM antennas. This \$3-million structure, built in 1950, handles signals for WNJU-TV Linden-Newark, N.J., and eight New York TV stations including the municipally owned UHF outlet (WNYC-TV).

Sources indicate that still another UHF station may hook onto the TV tower: WXTV(TV) Paterson, N.J., (channel 41), owned by Trans-Tel Corp., New York, which expects to begin with a Spanish-language format by Feb. 20, 1967.

Another UHF TV outlet, channel 68, the assignment for which is being contested by two parties, may also build onto the TV tower.

## Advisory group set on land-mobile study

FCC Chief Engineer Ralph J. Renton and Deputy Chief Engineer William H. Watkins have been appointed chairman and vice-chairman, respectively, of the newly established advisory committee on testing the feasibility of sharing television channels with land-mobile radio stations, the commission an-

nounced last week.

The first meeting of the committee will be held Sept. 29 at the commission's Washington offices. The time and location are to be announced later.

The committee's chief functions will be to assess and analyze available information on the feasibility of sharing television channels, to identify additional data that may assist the commission in making a decision on the matter, and to arrange and conduct field tests that approximate the normal operations of land-mobile stations.

In connection with the formation of the new advisory committee, the FCC has also asked for assistance in determining the effect of land-mobile radio signals on television receivers. The commission said that while the committee is forming, it must obtain additional data on TV receivers that was not submitted in the original comments on the inquiry.

Questions include how and to what degree various television receivers are affected in strong signal areas, and also what is the effect on receivers of signals from multiple land-mobile base transmitters operating simultaneously in the area. Comments are due Sept. 2, replies by Sept. 19.

## FANFARE

### New call, WOCN, puts 'New Ocean in Miami'

A new geographic dimension was added to Miami this week via a teaser promotion created by Ed Winton, who purchased WSKP Miami in May (BROADCASTING, May 23). For six weeks, slogans on buses, benches, taxis and

hillboards proclaimed: "A New Ocean is Coming to Miami." Giant-sized postcards were sent to regional and national agencies and advertisers. Last Saturday (July 30), the public's curiosity was whetted further by costumed mermaids in populated Miami areas telling people that "The new ocean arrives tomorrow."

Capper to the promotion came yesterday with announcement of new call

letters and format for WSKP. The instrumental-music station, on 1450 kc with 250 w and featuring news and weather five minutes of every hour, put the new ocean (ocn) in Miami with new call letters of WOCN.

Mr. Winton, 35, started in radio at the McLendon stations in Texas from 1954 to 1959. He then joined the Connie B. Gay group at KITE San Antonio. In 1960 he assumed presidency of the Gay group, then resigned to purchase WOCN from William O'Neil (BROADCASTING, May 23).

### Waldorf-Astoria set for Sarnoff salute

The National Association of Broadcasters, Electronic Industries Association and Institute of Electrical and Electronics Engineers will sponsor a "Salute to David Sarnoff" on Sept. 30, the 60th anniversary of the RCA chairman's communications career.

Scheduled for the Grand Ballroom of New York's Waldorf-Astoria, the fete will draw about 1,700 persons. Frederick R. Kappel, AT&T board chairman, will be program chairman and Lowell Thomas will be toastmaster.

Principal industry speakers will be William S. Paley, chairman of CBS Inc.,



representing NAB; Dr. Jerome B. Wiesner, provost and dean of the School of Science, Massachusetts Institute of Technology, representing IEEE, and Robert W. Galvin, chairman of Motorola Inc., representing EIA.

In a joint statement, the three sponsoring organizations said the event would commemorate General Sarnoff's "outstanding contributions to the progress and welfare of his industry, his country and his fellow men. No man has placed his stamp of genius more firmly upon an era than General Sarnoff."

## Drumbeats . . .

**"Greaties"** ■ KDKA Pittsburgh is promoting its new, three-minute Captain Great episodes by mailing full boxes of Wheaties, relabeled "Greaties—Breakfast of air aces," to industry influentials. To assure unbridled enthusiasm, KDKA

also attaches a Captain Great decoding button. Diligent executives on the KDKA mailing list can use it to decipher a cryptic message imprinted on the Greaties box.

**Car-in-one** ■ A hole-in-one by Leslie G. Arries, president of the Westinghouse Broadcasting Co.'s Production and Program Sales Division, won him a Volvo 1800-S at the recent outing of the International Radio and Television Society at Harrison, N. Y. WCBS-AM-FM New York was the benefactor. The station sponsored a hole-in-one contest.

**Pop goes the audience** ■ A KHOW-publicized plea for popcorn by a U. S. serviceman in Vietnam resulted in a drive that collected three tons of the unpopped variety in two weeks. Sparked by Vince Paul, KHOW Denver personality, a snowballing campaign pulled in 3,000 pounds in the first week. Business

firms kicked in shipping containers and storage facilities, and 500 pounds of salt as well as \$100 for popping oil were also donated.

**By the numbers** ■ WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va., NBC-affiliated stations, had to wait two years for special phone numbers it wanted. The new numbers finally became available and the stations hastened to take advantage of catchy letter-number combinations. WAVY-TV (ch. 10) got a number that can be remembered and dialed as "NBC TV 10." WAVY, on 1350 kc. can now use "NBC 1350."

**40 year story** ■ WGN Continental Broadcasting Co., Chicago, to mark its four decades of service, has published a multicolor booklet which traces its contributions and outlines its plans for WGN-AM-TV.

## INTERNATIONAL

### CCIR leaves color standards undecided

The international meeting of technical representatives in Oslo, which ended July 22, saw some of the most heated discussions in the history of the International Radio Consultative Committee (CCIR), an observer back in the United States disclosed last week.

The subject, naturally, was color-TV standards. More than 750 representatives of 97 countries, one of the largest meetings of the CCIR since its founding, could come to no conclusion about TV, leaving the adoption of standards to be decided by each country.

Three systems were proposed, but no clear-cut majority was in favor of any of them—the U. S.'s National Television System Committee standards in use by the United States. Canada and Japan; the PAL system (phase alternation line), proposed by West Germany, and the Secam system (sequential with memory), proposed by France, with the USSR concurring.

In a preliminary expression of preference, 10 countries voted for the NTSC system; 17 for the PAL system and 35 for the Secam standard. Thirteen nations abstained.

In a report submitted to the conference by Study Group 11-A, various nations calculated when they would start color TV. Those saying that they would commence polychrome broadcasts in the next few years and their preference:

1967—Bielorussia (Secam). France (Secam), Monaco (Secam), West Germany (PAL). Ukraine (Secam), United Kingdom (PAL), USSR (Secam).

1967-1968—Spain (none). Lebanon (Secam).

1968—China (NTSC), Sweden (PAL).

1968-1969—Brazil (none). Mexico (NTSC).

1969—Gabon (Secam). Mauritania (Secam), Mongolia (Secam), Poland (Secam), Yugoslavia (Secam).

1969-1970—Ivory Coast (Secam), Tunisia (Secam).

1967-1970—Netherlands (PAL).

At one point, France suggested a six-month moratorium before deciding on a single color-TV system, but other nations declined to continue the impasse any longer.

In other actions the conference:

- Adopted a dual, worldwide standard for stereo FM, with the pilotone system of the U. S. and the polar system recommended by Sweden.

- Reached agreement that protection ratios for medium band (standard broadcasting) shall be 40 db. This does not affect the present U. S. standard of 26 db.

- Agreed to initiate a study program

on direct television broadcasting to home receivers from satellite.

- Organized a special study group on tropical broadcasting, under the chairmanship of Chaman Lal, India, and agreed to publish a special manual including latest information for use by tropical countries.

### British ponder the pirate problem

The problem posed by pirate radio stations operating outside British territorial waters is due for an "ounce of prevention." Legislation to hamper the operations was discussed in a recent session of Parliament and is expected to become law by February, 1967.

Although the government is somewhat hamstrung legally and politically, it hopes to curtail pirate broadcasts by imposing penalties of up to two years in jail and heavy fines on disk jockeys, technicians, advertisers and other British

## Broadcasting

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citizens who help the unauthorized stations.

Ten "pirates," which claim millions of listeners and various fan clubs, compete with the British Broadcasting Corp. by beaming Beatle-type music to the English mainland. To the chagrin of the government, stations operate tax free, pay no royalties to performers and violate a British taboo by broadcasting commercials. The government has felt the "pirate" competition since April 1964, when Radio Caroline went on the air.

## GE arm to install new Mexican TV hookup

The General Electric Co. said last week that its IGE export division has signed more than a \$1-million contract with Telecadena Mexicana, S.A., for installation of a preliminary network of 10 TV stations covering the principal cities of Mexico. GE said the network ultimately will grow to 30 stations.

The new Mexican network is to begin operating in September with stations located at Mexico City, Monterrey, Guadalajara, Chihuahua, Puebla, Queretaro, Hermosillo, Mexicali, Merida and Cerro Del Perote (Vera Cruz).

The network will be installed under the technical supervision of GE in the U.S. and its Mexican arm (General Electric, S.A. de C.V., Mexico). GE

in the U.S. will supply equipment and supervise technical coordination including necessary components supplied by others. The GE firm in Mexico will coordinate the entire project.

Signators to the contract were Manuel Barbachano Ponce, president of the TV company in Mexico, and George B. Doughman, general manager of IGE's export sales department.

## Abroad in brief . . .

**Worldwide buys** ■ NBC Enterprises reports sales in five international markets: format rights of *Concentration* to Radiotevisao Portuguesa (RTP) in Portugal for local production, and TV film rights of *Get Smart* to RTP (Portugal) and TV Singapura in Singapore; *T.H.E. Cat* to WKAQ-TV San Juan, P. R.; *Victory at Sea* to Nishi Nihon Broadcasting Corp. in Japan; and *My Favorite Martian* to Channel 4 Montevideo, in Uruguay.

**AMCEL picks Bates** ■ AMCEL (European affiliate of the Celanese Corp. of America) has appointed the Bates European Group of advertising agencies to handle its advertising in 12 European countries with A. F. P. Bates, Paris, coordinating. Previously AMCEL was represented by Young & Rubicam and several other agencies.

**ABC International named** ■ ABC International Television Inc. has been appointed sales representative for HIN-Radio and Television in the Dominican Republic. Their addition raises the

number of ABC Worldvision stations to 62 in 26 countries on five continents. ABC Worldvision will supply the Dominican stations with program buying services as well as sales representation.

## International film sales . . .

*Burke's Law*, *National Geographic Documentary Specials*, *Color Me Barbra*, *Golden Age of Comedy* (Charles Michelson Inc.): TCN Channel 9, Sydney, Australia.

*Time Tunnel*, *Felony Squad*, *Man Who Never Was*, *Wild Country* (Charles Michelson Inc.): Army TV Station, Bangkok, Thailand.

*RKO Feature Film Package* (Charles Michelson Inc.): Channel 5 Manila.

*Jalopy Races* (Charles Michelson Inc.): Pay TV, London.

*Clay vs. Cooper Bout Film* (Charles Michelson Inc.): Jeddah, Saudi Arabia.

## NBC to build TV in Arabia

NBC International has a new contract with the government of Saudi Arabia to build two additional television stations in that country. In 1964 it completed two TV station in Jeddah and Riyadh, which are on the air, and construction will begin shortly on outlets in Medina and Buraydah.

Under its agreement, NBC builds the stations and operates them while training local nationals in all areas of broadcast management and operations.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Murphy

**Charles P. Murphy**, VP and account supervisor at BBDO, New York, joins Lennen & Newell there as senior VP and management account supervisor.

**William H. Ebbets**, advertising manager, Sanforized division, Cluett, Peabody & Co., New York, appointed advertising manager, Piel Bros. Inc., same city.

**Merrill Grant**, VP and associate media director, Benton & Bowles, New York, named VP in charge of network relations.

**Robert W. Bacon**, VP of creative services for Jay Grant Co., Hartford, Conn., forms R. W. Bacon Co. at 41 Jerome Avenue, Bloomfield Center, Conn.

**James R. Skidmore**, director of marketing and public relations for C&U

Broadcasting Corp., Norwich, N. Y., elected VP-marketing.



Mr. Henry

**Alan Henry**, director, all-news sales, New York and Philadelphia, appointed national radio sales manager, Westinghouse Broadcasting Co., New York. **Austen Smithers**, assistant sales manager, WINS New York, named general sales manager.

**Robert G. Baal**, executive assistant to president of Paul H. Raymer Co., New York, joins Advertising Time Sales there as VP in charge of development.

**Alan Axtell**, The Katz Agency, Chicago, elected president of Chicago chapter of Station Representatives Association. Others elected: **James Kelly**, Blair TV, VP; **Louis J. Hummell Jr.**, Peters, Griffin, Woodward, secretary and **Joseph Hogan**, The Katz Agency, treasurer. **Walter B. Archer**, H-R Representatives, elected president of Detroit chapter of SRA. Others elected:

**Garrett Scollard**, Blair TV, VP, and **Denman Jacobson**, Avery-Knodel, secretary-treasurer.



Mr. vanDusen

**Phillips B. vanDusen**, VP and account supervisor at Erwin Wasey Inc., New York, named executive VP of Geer, DuBois & Co., that city.

**Frank McDonald**, group media director at Cunningham & Walsh, New York, named associate media director. **Hank Malfa**, account executive with C&W, New York, named account supervisor. **Valerie Markwood**, with Papert, Koenig, Lois, New York, joins C&W, same city, as copywriter.

**Richard Benson**, group media supervisor at N. W. Ayer & Son, Philadelphia, joins Lewis & Gilman Inc., that city, as associate media director. **Thomas D. Endicott**, VP and editorial director of Cadle/Larned Publishing Co., Greenwich, Conn., joins L&G, Philadel-

phia, as account executive.

**John H. Davison**, daytime service representative, sales service department, NBC-TV, New York; **Robert T. Aissa**, and **Burton M. Wanetik**, with WNBC-AM-FM New York, appointed account executives for NBC Spot Sales, that city.

**Norman F. Flynn**, account executive, WPAT Paterson, N. J., appointed director of sales development, CBS Spot Sales, New York.



Mr. Gallup



Mr. Sinnett

**George H. Gallup**, manager, sales, for central office of NBC Radio, Chicago, appointed eastern sales manager. **Robert S. Sinnett**, account executive for NBC Radio, succeeds Mr. Gallup.

**Sy Yanoff**, account executive at WBZ-AM-FM Boston, named sales manager of KYW Philadelphia.

**Clotis A. Barker**, account executive for KCMO Kansas City, Mo., named sales manager of KCMO-FM.

**Robert L. Bodenstein**, art director with Pritchard, Wood Inc., New York, appointed art director at LaRoche, McCaffrey and McCall, that city. **John S. Register**, art director at Grey Advertising, New York, appointed art director/television producer at LaRoche, that city.

**Barry M. Blackman**, art director, Hazard Advertising Co., New York, joins Chirurg & Cairns, Hartford, Conn., as art director.

**Paul A. Haker**, with The Ansul Co.,

Marinette, Wis., appointed manager of advertising and sales promotion.

**Walter Kaprielian**, art supervisor with Ketchum, MacLeod & Grove, New York, named head art director.

**Emerson Dye**, with WPAT-AM-FM Paterson, N. J., appointed retail advertising director.

**Marvin E. Jay**, creative director of Grant Advertising, Dallas, appointed radio-television director of Charles Ruppman Advertising, Peoria, Ill.

**Stephen Wesley (Happy) Ison**, with WHYY Orlando, Fla., named sales manager.

**Lou Torok**, with WJAB Westbrook, Me., appointed sales manager.

**Marvin Schneider**, director of marketing planning at Coty, New York, joins Daniel & Charles Inc., that city, as marketing supervisor.

**Marion Prims**, account supervisor on Alberto Culver at J. Walter Thompson Co., Chicago, joins Foote, Cone & Belding there as member of account management group on Kimberly-Clark account.



Mr. Quinn

**William H. Quinn**, VP for media research, A. C. Nielsen Co., New York, joins Television Bureau of Advertising there as account executive.

**John J. Cook**, with Stone Representatives, New York, appointed account executive for AM Radio Sales Co., that city.

**A. William Spence**, account executive with Robert E. Eastman & Co., New York, joins Peters, Griffin, Woodward there as account executive.

**Daniel B. Aron**, with WRFM(FM) New York, joins WABC-FM there as account executive.

**John Phillips**, with J. Walter Thompson Co., joins Leo Burnett Co., Chicago, as account supervisor.

**H. Joseph Hull Jr.**, director of advertising and public relations for New Holland Machine Co., New Holland, Pa., named account executive at Geyer, Morey, Ballard, Racine, Wis.

**Lewis C. Greist**, with WCAU-AM-FM Philadelphia, appointed account executive.

**Lawrence Divney**, with NBC, New York, appointed account executive of Mort Bassett & Co., that city.

**Norman Dain**, with Darrell Prutzman Associates, Providence, R. I., joins Gardner Advertising, St. Louis,

as senior copywriter.

**John B. McKenney**, with WJBK-AM-FM Detroit, joins WSPD-TV Toledo, Ohio, as account executive.

**Joseph A. Hoffman**, with Young & Rubicam, Chicago, joins McCann-Erickson there as copy director.

**Stephen C. Crowley**, with KEWB Oakland, Calif., appointed account executive.

**Alvah B. Stetson Jr.**, with KDOT Scottsdale, Ariz., appointed account executive.

**Jay Garber**, from Pittsburgh Press, joins KQV-AM-FM Pittsburgh, as account executive.

**Harry J. Straw**, VP and creative director at London Press Exchange, Caracas, Venezuela, and **Robert I. Wilson**, account executive with J. Walter Thompson, Sydney, Australia, join VanSant Dugdale and Co., Baltimore.

**Jane Popham**, copywriter for Gardner Advertising Co., St. Louis, appointed copywriter for Winus-Brandon Co., that city.

**Irene Block**, formerly with Needham, Harper & Steers and Tatham, Laird & Kudner, Chicago, joins Post-

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**ROHN**

Keyes-Gardner there as copywriter.

**Pete McGowan**, with WPIX(TV) New York, appointed to sales staff of Avery-Knodel, that city.

**J. Robert Dwyer**, with Advertising Time Sales, joins The Katz Agency, Chicago.

**Earl Bradshaw**, news director of KKAM Pueblo, Colo., joins sales staff of WMRO Aurora, Ill.

## MEDIA



Mr. Caldwell

**James M. Caldwell**, station manager of WAVE Louisville, Ky., also elected VP.

**Peter J. Vanden Bosch**, general manager of WJBL-AM-FM Holland, Mich., named president.

**Eugene R. Myers**, Philadelphia sales manager for CBS Radio, named president and general manager of WTTT Toledo, Ohio.

**Bob Edell**, director of operations and assistant to president, Crowell-Collier Broadcasting Corp., Los Angeles, appointed north central regional manager for station relations, ABC-TV, New York.

**Jack Lenz**, account executive with WSB-AM-FM Atlanta, appointed executive VP and general manager of WYNX Smyrna, Ga.



Mr. Shadburne

**Ed Shadburne**, station manager of WLKY-TV Louisville, Ky., appointed general manager.

**Gus Thomas**, with WEET Richmond, Va., appointed general manager.

**Kay Martin**, Swift & Co., re-elected president of Chicago chapter of American Women in Radio and Television. Other new officers: VP, **Virginia Russett**, Post-Keyes-Gardner; secretary, **Ellen Semrow**, American Institute of Baking, and treasurer, **Betty Lavaty**, North Advertising.

**Robert J. Huckabone**, operations manager, WRRN-TV Warren, Pa., named station manager, WFBG-FM Altoona, Pa.

**Chuck Martin**, with KCLR Ralls, Tex., named station manager of KTFO Seminole, Tex.

**Jeffrey Alan Posner**, with Army Aviation Material Command, St. Louis, appointed business manager for WMIL-AM-FM Milwaukee and WMIN St. Paul.

## PROGRAMING

**Richard C. Dreyfuss**, program manager for WPRO-TV Providence, R. I.,

also appointed director of television program development for parent Capital Cities Broadcasting Corp., New York.

**Charlie Van**, production manager of WFAA Dallas, appointed program director. He replaces **Bob Bruton**, who moves to WEAM Arlington, Va.



Mr. Mendelsohn

**Alfred L. Mendelsohn**, VP and general sales manager of EUE/Screen Gems, New York, named to newly created post of VP and general manager.

**Raul Lefcovich**, Central American sales manager for United Artists, appointed Latin American supervisor for United Artists Television, international division, New York.

**Humberto (Bert) Delgado**, former assistant to operations manager, WNEW-TV New York, appointed operations manager. He succeeds **Lew Hicks**, who has left to administer personal business interests.



Mr. Grand

**Robert Grand**, with Steeg Productions, New York, joins Savage Friedman Inc. there as producer.

**Alvin Herbert Marill**, former director of music, writer and producer at WBOS Brookline, Mass., and WNAC-AM-TV Boston, named music director for Radio New York Worldwide.

**William Pauley Jr.**, producer and writer at KMOX-AM-FM St. Louis, and **Paul Schoenwetter**, news writer for WFLD(TV) Chicago, join WKYC-TV Cleveland, as associate producers of *Montage*.

**Barbara Styman**, formerly with J. Arthur Rank. BBC-TV and Trans Video Productions, all London, joins Fraser Productions, San Francisco, as production coordinator.

**T. A. (Bud) Kaatz**, with WMOA Marietta, Ohio, named director of sports and special events for WTNT Tallahassee, Fla.

**Ivan Ginsky**, program booker in international traffic department, ABC Films, New York, named international traffic manager. He replaces **John McLaughlin**, who has been appointed director of film operations.

**Ken Rogers**, manager of WAIA College Park, Ga., joins staff of WGUN Atlanta.

## NEWS

**Jefferson Grigsby**, regional executive for Colorado and Wyoming at United

Press International, Denver, appointed southwest division news manager in Dallas, succeeding **John N. Fallon**, now UPI foreign editor in New York. **Joseph S. Marler Jr.** succeeds Mr. Grigsby. **Donald P. Myers**, with UPI, Denver, named Denver bureau manager. **Travis Hughs**, bureau manager at Tulsa, Okla., named regional executive for central, east and south Texas at UPI, Houston, succeeding **Mac Seebree**, who becomes division executive assistant at Dallas.

**Charles P. Arnot**, chief correspondent for ABC News, Saigon, named Rome bureau chief replacing **Sidney Lazard**, reassigned to headquarters in New York. **Richard F. Siemanowski**, producer and writer for *Great Decisions* series on National Educational Television, named producer for ABC-TV's African project.

**John Callaway** named to newly created position of news and public affairs director of WBBM Chicago. **Ben Larson** resigns as news director to become special correspondent for WBBM. **Dick Etter** appointed assistant news director.

**Joe Kosack**, news director, WVLN Olney, elected president, Illinois Associated Press Broadcasters Association.



Mr. Sevey

**Robert W. Sevey**, with KGMB-AM-TV Honolulu, named VP for news.

**Thomas C. Bostic**, KIMA-AM-TV Yakima, Wash.; **Thomas Powell**, WDAU-AM-TV Scranton - Wilkes-Barre, Pa.; **George Volger**, KWPC Muscatine, Iowa, and **James C. Leake**, KTUL-TV Tulsa, Okla., elected to four-year terms on board of directors of Associated Press Radio and Television Association.

**William H. Dean Jr.**, with KYW-TV Philadelphia, named assistant news director.



Mr. Allan

**Roger Allan**, with WNAC Boston, named news director of WNAC, WRKO-FM Boston, and Yankee Network.

**Bill Brown**, producer of local news for KNBC(TV) Los Angeles, named executive producer.

**John P. Lynker**, newscaster with WINS New York, joins news staff of WMCA, that city.

**Fred Briggs**, with WSB-TV Atlanta, joins news staff of WKYC-TV Cleveland.

**Jack Anderson**, syndicated columnist and Washington editor of *Parade* magazine, to do five-minute nightly series on

WDCA-TV Washington.

**Bob Miller**, formerly public affairs director for KHVH-TV Honolulu, rejoins news staff of that station.

**Glen Hanson**, with WBKB-TV Chicago, appointed newscaster at KMBC-TV Kansas City, Mo.

**Noel Heckerson**, with KMBC Kansas City, Mo., joins news staff of WIP-AM-FM Philadelphia.

**Stan Ronald**, news director for WKAN Kankakee, Ill., joins news staff of WOOD-AM-FM-TV Grand Rapids, Mich.

**Jon W. Goodman**, with KERG Eugene, Ore., joins news staff of KFBK Sacramento, Calif.

**Carl Stubbs**, assistant news and public service director of WABQ Cleveland, joins news staff of WDAS Philadelphia.

## FANFARE

**Rudy Bergman**, former manager of news and public affairs publicity for CBS-TV network press information, appointed director of information services for CBS Laboratories, Stamford, Conn. He succeeds **Joseph C. Dine**, who is joining EBS Management Consultants Inc., New York, as director of client services, marketing.

## EQUIPMENT & ENGINEERING



Mr. Manno  
productions.

**Joseph J. Manno**, manager and director of operations in group communications division of Teleprompter Corp., New York, joins Quality Presentations, newly formed subsidiary of Q-TV Inc., that city, as VP-

**Frank J. Rowan**, district sales manager for General Electric's electronics sales operation in Detroit, appointed sales manager for GE's electronics sales operation in Syracuse, N. Y. **R. D. Kennedy**, sales manager for GE's entertainment receiving tube operation in Owensboro, Ky., named manager of merchandising for GE's electronics sales operation, Syracuse, N. Y.

**Gerhard C. Andlinger**, director of planning for International Telephone and Telegraph Corp., New York, appointed group executive for Latin America.

**Thomas C. McManus**, treasurer of Textile Machine Works, Reading, Pa., elected treasurer and VP, finance of International Resistance Co., Philadelphia, succeeding **Edward A. Stevens**, who becomes VP, acquisitions.

**Wendell C. Morrison**, chief engineer for broadcast and communications

products division, RCA, New York, appointed director of product engineering.



Mr. Bertero

State Network, replacing **Russ Goyette**, who becomes chief engineer of KETV-TV Omaha, Neb.-Council Bluffs, Iowa. **Glenn L. Bell** appointed chief engineer at KARD-TV.

**Ralph O'Brien**, manager of electronic division of Gilbert Engineering Co., Phoenix, appointed U. S. and international sales and marketing manager.

**James L. Wassell**, marketing director, professional equipment division, for Bell & Howell Co., Lincolnwood, Ill., named general manager of Hollywood Film Co., Hollywood.

**John Linneman**, sales manager, G. E. Electronics, Rockford, Ill., appointed sales coordinator, Blonder-Tongue Laboratories Inc., Newark, N. J.

## ALLIED FIELDS

**Saul M. Myers**, acting chief of FCC's Frequency Allocation and Treaty Division, Office of Chief Engineer, appointed chief of that division.

**Oliver Daniel**, assistant VP in charge of concert music administration for Broadcast Music Inc., New York, appointed to United States National Commission for United Nations Educational, Scientific and Cultural Organization as representative for National Music Council. **Sterrett Neale**, district manager of nonbroadcast operations at BMI, Los Angeles, named broadcaster relations representative for southwest.

**Clark B. George**, VP and general manager, WCBS-TV New York, elected scout commissioner of Greater New York councils, Boy Scouts of America.

## INTERNATIONAL

**Benn Squires**, producer-director for NBC Enterprises, New York, assigned to Vietnam television network being established by NBC International, subsidiary of NBC Enterprises, for South Vietnamese government.

## DEATHS

**Theodore Corday**, 58, president of Corday Productions Inc., Los Angeles, and executive producer of NBC-TV's *Day of Our Lives* daytime serial died July 23 at Cedars of Lebanon hospital in Los Angeles. He was creator and producer also of NBC-TV's recent daytime serial, *Morning Star*. Among his

earlier program directing credits: *Gangbusters* and *Counterspy*.

**Harry A. Batten**, 69, chairman of executive committee, N. W. Ayer & Son, Philadelphia, died in Philadelphia July 17 of a heart attack. Mr. Batten started with the agency in 1911. He was elected VP in charge of copy in 1929, became director in 1931, and elected president in 1936 serving to 1951 when he became board chairman. He gave up the chairmanship last year. Civic leader in Philadelphia, Mr. Batten also was unpaid adviser to nation's astronauts, holding their power of attorney, negotiating sale of their stories and supervising their investments.

**C. Hamilton Moses**, 79, president of Midwest Video Corp., CATV operator, died July 25, apparently of heart attack in Little Rock, Ark. Surviving are his wife, Lena, son and three daughters.

**Clure Mosher**, 44, sports director of WOR-TV New York, died July 23 at Drake hotel in New York. Mr. Mosher was sports director of WCKT-TV Miami, for seven years. Surviving are his wife, Mary, daughter and son.

**Dwight W. Martin Jr.**, 19, son of Dwight W. Martin, VP and treasurer of WDSU-TV New Orleans, died July 24 in auto accident in New Orleans.

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## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 21 through July 27, 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

**Reno—Washoe Empire.** Granted CP for new VHF on channel 2 (54-60 mc); ERP 34.7 kw vis., 6.92 kw aur. Ant. height above average terrain 489 ft., above ground 145 ft. Estimated construction cost \$443,820; first year operating cost \$236,400; revenue \$338,400. P.O. address: c/o Lee D. Hirshland, 300 South Virginia St., Reno. Studio located in Reno, trans. located 4 miles to north in Washoe. Geographic coordinates 39° 35' 00.5" north lat., 119° 47' 52" west long. Type trans. RCA TT-6AL, type ant. RCA TF-6AL. Legal counsel Cohn & Marks, consulting engineer Kear and Kennedy, both Washington. Principals: Lee D. Hirshland (24%), H. G. Wells, Robert A. Paisley, David McKay (each 16%), Robert L. Stoker, Robert L. Stoddard (each 8%), Frank N. Bender, Link Piazzo, Pediatric Clinic partnership (each 4%). Mr. Hirshland has been director, but holds no stock interest, in KORK Las Vegas and KOLO-TV Reno and has been involved in Reno real estate investment. Mr. Wells is 33½% owner of KUTI Yakima, Wash. Mr. McKay also holds 33½% interest in KUTI and has interest in CATV systems in Santa Cruz, Calif., and Fallon, Nev. Mr. Stoker is Reno real estate developer. Mr. Stoddard is owner of KBET Reno. Mr. Bender is Reno warehouse owner. Mr. Piazzo is Reno real estate investor and part owner of sporting goods store. Action July 27.

#### APPLICATIONS

**Baton Rouge, La.—Capitol Television Broadcasting Corp.** UHF channel 33 (584-590 mc); ERP 698 kw vis., 139 kw aur. Ant. height above average terrain 547 ft., above ground 548 ft. P.O. address: c/o James T. Hines, 353 Saint Ferdinand St., Baton Rouge. Estimated construction cost \$537,076; first-year operating cost \$400,000; revenue \$400,000. Studio and trans. both to be located in Baton Rouge. Geographic coordinates 30° 28' 54" north lat., 91° 09' 39" west long.

Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Legal counsel Cohen & Berfield, consulting engineer Raymond E. Roher & Associates, both Washington. Principals: James T. Hines, John D. Smiley and Nettie Barlow Barnes (each 33½%). Mr. Hines and Mrs. Barnes are stockholders in several finance companies. Mr. Smiley is owner of meat-packing firm and meat market. No broadcasting interests. Ann. July 26.

**\*Medford, Ore.—State of Oregon** acting by and through State Board of Higher Education. VHF channel 8 (180-186 mc); ERP 27.3 kw vis., 5.5 kw aur. Ant. height above average terrain 695 ft., above ground 270 ft. P.O. address: c/o H. A. Bork, Box 5175, Eugene, Ore. 97403. Estimated construction cost \$75,000; first-year operating cost \$58,000. Studio and trans. both to be located in Blackwell Hill, near Medford. Geographic coordinates 42° 25' 41" north lat., 123° 00' 04" west long. Type trans. RCA TT-5A, type ant. RCA TF-6AH. Legal counsel Fisher, Wayland, Duvall, and Southmayd, Washington; consulting engineer Grant S. Feikert, Corvallis, Ore. To be administered by state board of education, licensee of KOAC-AM-TV Corvallis, and KOAP-FM-TV Portland, both Oregon. Ann. July 22.

**\*Rapid City, S. D.—State Board of Directors** for Educational Television. VHF channel 9 (186-192 mc); ERP 37.5 kw vis., 7.17 kw aur. Ant. height above average terrain 648.5 ft., above ground 467 ft. P.O. address: c/o Martin P. Busch, University of South Dakota, Vermillion, S. D. Estimated construction cost \$308,681; first-year operating cost \$51,550. Studio and trans. both to be located in Rapid City. Geographic coordinates 44° 03' 09" north lat., 103° 14' 38" west long. Type trans. RCA TT5BH, type ant. RCA TW-9A9. Legal counsel Cohn & Marks, Washington. No consulting engineer. To be administered by board of directors. University is licensee of KUSD-TV Vermillion. Ann. July 25.

### Existing TV Stations

#### NEW CALL LETTERS ASSIGNED

**Sitka, Alaska—Sitka Broadcasting Co.** Assigned KIFW-TV.  
**Hartford, Conn.—Kappa Television Corp.** Assigned WUHF-TV.

### New AM Stations

#### ACTIONS BY FCC

**Lancaster, Ky.—South C. Bevins tr/as** Lancaster Broadcasters. 1280 kc, 500 w D. P.O. address: Box 26, Pineville, Ky. Estimated construction cost \$29,150; first-year operating cost \$32,000; revenue \$36,000. Mr. Bevins owns WMLF Pineville. Action July 27.

#### APPLICATIONS

**Mobile, Ala.—Azalea Corp.** 960 kc, 1 kw D. P.O. address: c/o Charles Trainor, Rte. 3,

Box 474 H, Mobile 36606. Estimated construction cost \$28,366; first-year operating cost \$48,000; revenue \$60,000. Principals: Charles Trainor (41.66%), Frank O. Alonzo (16.66%), Harvey H. Mintz, F. T. England, Arthur G. Keeney, R. W. Gilliard and James Jardine (each 8.33%). Mr. Trainor is presently manager of WKRG Mobile, and Mr. Keeney is news director. Ann. July 21.

**Washington—Atlantic Broadcasting Co.** 1450 kc, 1 kw D., 250 w N. P.O. address: c/o Daniel Diener, 815 V. St., N.W., Washington 20001. Estimated construction cost none since company plans to purchase facilities of WOL Washington; estimated first-year operating cost \$1,000,000; revenue \$750,000. Atlantic Broadcasting is licensee of WUST and WJMD(FM) Bethesda, Md., and WFGP-AM-FM Atlantic City, N. J. Ann. July 26.

**Wiggins, Miss.—Stone County Broadcasters Inc.** 1420 kc, 1 kw D. P.O. address: c/o Clyde Hurlbert, Box 902, Gulfport, Miss. 39501. Estimated construction cost \$16,255; first-year operating cost \$30,000; revenue \$36,000. Principals: Charles Mathis, J. Boyce Holleman and Clyde O. Hurlbert (each 33½%). Mr. Mathis is owner of lumber company. Messrs. Holleman and Hurlbert are attorneys. They have no broadcast interests. Ann. July 26.

### Existing AM Stations

#### NEW CALL LETTERS ASSIGNED

**KNEW Spokane, Wash.—Seattle, Portland & Spokane Radio.** Assigned KJRB.

### New FM Stations

#### ACTIONS BY FCC

**Titusville, Fla.—WRMF Inc.** Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 235 ft. P.O. address: c/o Robert L. Bright, Box 216, Titusville. Estimated construction cost \$28,550; first-year operating cost \$18,000; revenue \$20,000. Principals: R. M. Fairbanks (65%), R. L. Bright, Mary C. Fairbanks, Anthony C. Fairbanks (each 10%) and R. M. Fairbanks III (5%). WRMF Inc. is licensee of WRMF Titusville. R. M. Fairbanks is licensee of WIBC-AM-FM Indianapolis, and WAIL-TV Atlanta. Action July 20.

**West Terre Haute, Ind.—United Broadcasting Co.** Granted CP for new FM on 105.5 mc, channel 288A 3 kw. Ant. height above average terrain 300 ft. P.O. address: 217 Paris Avenue, West Terre Haute. Estimated construction cost \$21,235; first-year operating cost \$12,000; revenue \$24,000. Principals: Floyd Huey, Nellie Huey and Mary Griffin (each 33½%). Mr. Huey is pastor and policeman. Action July 20.

**Moorhead, Minn.—Midwest Radio Co.** Granted CP for new FM on 98.7 mc, channel 254 100 kw. Ant. height above average terrain 4.0 ft. P.O. address: Box 2122, Fargo, N. D. 58103. Estimated construction cost \$51,057; first-year operating cost \$15,000; revenue \$12,000. Principals: Larry Lakoduk (17.9%) and others. Midwest Radio is licensee of KQWB Fargo, N. D. Action July 20.

**Alamogordo, N. M.—Leonard M. Rawles.** Granted CP for new FM on 105.5 mc, channel 288A, 880 w. Ant. height above average terrain minus 265 ft. P.O. address: c/o Mr. Rawles, Alamogordo. Estimated construction cost \$4,085; first-year operating cost \$7,000; revenue \$8,000. Action July 20.

**Bismark, N. D.—Alvin L. Anderson.** Granted CP for new FM on 94.5 mc, channel 233. 59 kw. Ant. height above average terrain 379.9 ft. P.O. address: Box 1233, 219 N. 7th St., Bismark. Estimated construction cost \$32,028; first-year operating cost \$12,000; revenue \$15,000. Mr. Anderson owns KBMR Bismark. Action July 25.

**Enid, Okla.—Enid Radiophone Co.** Granted CP for new FM on 96.9 mc, channel 245. 57.2 kw. Ant. height above average terrain 186 ft. P.O. address: c/o Pat Murphy, P.O. Box 1390, Enid 73701. Estimated construction cost \$35,915; first-year operating cost \$18,000; revenue \$21,600. Principals: John W. Taylor (49.8%), Milton B. Garber (33.8%), and Lucy Ann Thompson (10%) and others. Mr. Taylor and Mr. Garber own publishing

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 21

|        | Lic.  | ON AIR | CP's | NOT ON AIR       | TOTAL APPLICATIONS |
|--------|-------|--------|------|------------------|--------------------|
|        |       |        | CP's |                  | for new stations   |
| AM     | 4,057 | 21     | 73   | 399              |                    |
| FM     | 1,493 | 20     | 257  | 215              |                    |
| TV-VHF | 472   | 21     | 23   | 184 <sup>1</sup> |                    |
| TV-UHF | 90    | 32     | 96   | .....            |                    |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 21

|               | VHF              | UHF | Total |
|---------------|------------------|-----|-------|
| Commercial    | 517 <sup>2</sup> | 218 | 735   |
| Noncommercial | 70               | 76  | 146   |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1966

|                                                 | AM                 | FM    | TV               |
|-------------------------------------------------|--------------------|-------|------------------|
| Licensed (all on air)                           | 4,057 <sup>3</sup> | 1,494 | 558 <sup>4</sup> |
| CP's on air (new stations)                      | 18                 | 21    | 55 <sup>4</sup>  |
| CP's not on air (new stations)                  | 78                 | 229   | 118              |
| Total authorized stations                       | 4,153              | 1,744 | 735              |
| Applications for new stations (not in hearing)  | 309                | 180   | 142              |
| Applications for new stations (in hearing)      | 66                 | 50    | 68               |
| Total applications for new stations             | 475                | 230   | 210              |
| Applications for major changes (not in hearing) | 193                | 42    | 25               |
| Applications for major changes (in hearing)     | 37                 | 0     | 7                |
| Total applications for major changes            | 230                | 42    | 32               |
| Licenses deleted                                | 1                  | 0     | 0                |
| CP's deleted                                    | 1                  | 2     | 0                |

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

<sup>3</sup> In addition, one AM operates on Special Temporary Authority.

<sup>4</sup> In addition, two licensed VHF's and two licensed UHF's are not on the air.

<sup>5</sup> In addition, two VHF's operate with Special Temporary Authority.

company, Lucy Ann Thompson is housewife. Action July 21.

**Union City, Pa.**—William E. Baker and Virgil A. Brown db/as The Bee Bee Broadcasting Co. Granted CP for new FM on 102.3 mc, channel 272, 310 w. Ant. height above average terrain 250 ft. P.O. address: P.O. Box 425, Sharon, Pa. 16146. Estimated construction cost \$3,543; first-year operating cost \$5,842; revenue \$7,000. Messrs. Baker and Brown are both executives and stockholders of BBSP Broadcasting Corp., Ellwood City, Pa. Mr. Brown is also stockholder in WAQI Inc., Ashtabula, Ohio. Action July 25.

**River Falls, Wis.**—Wisconsin Radio Inc. Granted CP for new FM on 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 248 ft. P.O. address: c/o John D. Rice, 209 E. Main St., Sparta, Wis. 54656. Estimated cost of construction \$18,561; first year operating cost \$8,000; revenue \$12,000. Principals: John D. and Vena H. Rice (each 50%). Rice's own WCOW-AM-FM Sparta, and WJRC Mauston, both Wisconsin. Action July 27.

## APPLICATIONS

**West Palm Beach, Fla.**—Gardens Broadcasting Co. 104.5 mc, channel 283, 100 kw. Ant. height above average terrain 875 ft. P.O. address: c/o Eleanor L. Larsen, Box 70, West Palm Beach 33402. Estimated construction cost \$142,209; first year operating cost \$36,500; revenue \$35,000. Gardens Broadcasting is subsidiary of Royal American Industries Inc., other ownership information not available. Gardens Broadcasting is licensee of WEAT-AM-TV West Palm Beach. Ann. July 25.

**Carrollton, Ga.**—Faulkner Radio Inc. 105.3 mc, channel 287, 27 kw. Ant. height above average terrain 123 ft. P.O. address: c/o Robert M. Thorburn, Box 569, Carrollton 30117. Estimated construction cost \$44,516; first year operating cost \$40,000; revenue \$45,000. Principals: James H. Faulkner (75.38%), Robert M. Thorburn (15.38%), James H. Faulkner Jr. and Henry Wade Faulkner (each 4.62%), James Faulkner is owner of newspaper in Bay Minette, Ala. Mr. Thorburn is executive with Faulkner

Radio. James Faulkner Jr. is associated with his father's newspaper. Henry Faulkner is student. Faulkner Radio is licensee of WBCA-AM-FM Bay Minette, Ala., and WLBB-AM-FM Carrollton, and also has applications pending for new AM's in Auburn, Opelika, Ala., and Slidell, La. Ann. July 27.

**Mason City, Iowa**—North Central Iowa Broadcasting Co. 106.1 mc, channel 291, 100 kw. Ant. height above average terrain 145 ft. P.O. address: c/o Hayward L. Talley, Box 10, Litchfield, Ill. 62056. Estimated construction cost \$30,000; first year operating cost \$5,000; revenue \$24,000. Principal: Hayward L. Talley. Mr. Talley is licensee of WSMI-AM-FM Litchfield, Ill., KXGI Fort Madison, and KSMN Mason City, both Iowa. Ann. July 27.

**Jonesboro, La.**—A. H. Colvin Jr. and T. L. Colvin Sr. db/as Jackson Parish Broadcasters. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 244 ft. P.O. address: Box 550, Jonesboro 71251. Estimated construction cost \$14,900; first year operating cost \$4,800; revenue \$6,000. Principals: H. Colvin Jr. and T. L. Colvin Sr. (50% each). Each are 50% owners of KTCC Jonesboro, KWLA Many and KCKW Jena, all Louisiana. They are also owners of the Jackson (La.) Independent. Ann. July 27.

**Alamo Heights, Tex.**—National Enterprises Inc. 102.7 mc, channel 274, 5 kw. Ant. height above average terrain 234 ft. P.O. address: c/o Jewel R. Morris, Box 6628, Alamo Heights 78209. Estimated construction cost \$20,810; first year operating cost \$4,704; revenue \$6,240. Principals: Dr. Samuel N. Morris Sr. (55.5%), Mrs. Louise Morris (40.1%) and others. National Enterprises Inc. is licensee of KDRY Alamo Heights. Dr. Morris, in connection with Upshur Broadcast Co., is applicant for new AM in Gilmer, Tex. Ann. July 27.

**Jacksonville, Tex.**—Wells, Waller & Ballard Inc. 106.5 mc, channel 293, 100 kw. Ant. height above average terrain 636.9 ft. P.O. address: 405 Nacogdoches St., Jacksonville 75766. Estimated construction cost \$29,300; first year operating cost \$12,000; revenue \$15,000. Principals: William Dudley Waller, John E. Ballard (each 48.6%) and others. Wells, Waller & Ballard is licensee of KEBE Jacksonville. Ann. July 27.

## Existing FM Stations

### NEW CALL LETTERS ASSIGNED

WKIZ-FM Key West, Fla.—Florida Keys Broadcasting Corp. Assigned WFYN-FM. Blue Earth, Minn.—Faribault County Broadcasting Co. Assigned KBEW-FM. Fort Morgan, Colo.—Morgan County Broadcasting Co. Assigned KFTM-FM. West Monroe, La.—Howard E. Griffith. Assigned KUZN-FM.

## Ownership changes

### ACTIONS BY FCC

**WAJM-FM Montgomery, Ala.**—Granted transfer of control of licensee corporation WAJM Inc. from Sebie B. Smith (34% before, none after), James H. Young (33% before, none after) and Fred Wright (33% before, none after) to Milieu International Inc. (none before, 100% after). Milieu International is owned by Boyd E. Quate (60%), Martha H. Quate (30%), Martha Alice Quate (5%) and Boyd Edward Quate (5%). Mr. and Mrs. Quate are 100% owners of Weather Engineers of Panama, engaged in meteorological research. Consideration \$55,000. Action July 20.

**KBMX Coalinga, Calif.**—Granted assignment of license from Charles E. Kelly to James M. Strain. Mr. Strain is TV program syndicator and has no other broadcast interests. Consideration \$52,250. Action July 26.

**KDEO El Cajon, Calif.**—Granted assignment of license from Howard L. Tullis and John P. Hearne db/as Tullis and Hearne, partnership, to Metro Communications Inc., owned by Mortimer W. Hall (75.72%), Donald Balsamo, Morton Sidley (each 7.14%), Leonard Cohen (5%), John W. Ervin and Melvin S. Spears (each 2.5%). Metro Communications has no other business interests. Messrs. Hall and Sidley are each 14% owners of KEAP Fresno, Calif. Mr. Hall also owns 33½% of Martin Cable Co., Stuart, Fla. Mr. Balsamo is also employed by KHJ-TV Los Angeles. Mr. Sidley is national sales representative of RKO General Inc. Messrs. Cohen, Spears and Ervin are all attorneys. Consideration \$425,000 plus \$160,000 for non-competitive and consulting agreements. Action July 22.

**KOAD Lemoore, Calif.**—Granted assignment of license from Elbert H. Dean and B. L. Golden (50% each) to Braun Broadcasting Co., owned by V. J. Braun (68%), Charles T. and Martha H. Linehan (20%) and V. Joseph Braun Jr. (12%). Applicants have no other broadcast interests. Consideration \$65,000. Action July 20.

**KWSL Grand Junction, Colo.**—Granted transfer of control of licensee corporation Mesa Broadcasting Co. from V. A. Buckmaster (51% before, none after) to Francis C. Gibbs (49% before, 100% after). Consideration \$9,520. Action July 25.

**WGMA Hollywood, Fla.**—Granted assignment of license from Melody Music Inc., owned by Jack Barry and Daniel Enright (each 50%) to Hollywood Community Service Radio Inc., owned by Henry D. Perry (15%), Charles E. Little Sr. (23%), Thomas N. Kearns (15%), George L. Polloto (12%), Edward T. Foster (12%), Charles W. Lantz (12%), Ted J. Sorin (5%), Kenneth P. Rothmel (3%) and Betty Jane Cochran (3%). Consideration \$350,000. Mr. Little Sr. is general manager of WGMA. Remaining stockholders are Florida businessmen. Action July 27.

**WOCB-AM-FM West Yarmouth, Mass.**—Granted transfer of control of licensee corporation, Ottaway Stations Inc., from James H. Ottaway and Ruth B. Ottaway (together 100% before, none after) to Ottaway Newspapers-Radio Inc., controlled by Ruth B. and James H. Ottaway. Ottaway Newspapers-Radio is licensee of WVPO-AM-FM Stroudsburg, Pa. No consideration. Action July 26.

**KTVI(TV) St. Louis**—Granted assignment of license from Signal Hill Telecasting Corp. to Newhouse Broadcasting Corp., 100% owner of Signal Hill Telecasting. Newhouse Broadcasting is licensee of WSYR-AM-FM-TV Syracuse, WSYE-TV Elmira, both New York; WAPI-AM-FM-TV Birmingham, Ala., and WTPA-FM-TV Harrisburg, Pa.; and 50% owner of licensee of KOIN-AM-FM-TV Portland, Ore. No consideration. Action July 22.

**KOWH-AM-FM Omaha**—Granted assignment of license and CP for increase in power, from National Review Inc. (wholly owned by William F. Buckley, Jr.), to Starr Broadcasting Group Inc., owned by William F. Buckley (66½%) and Peter Starr (33½%). Mr. Buckley is publisher of National Review

Mr. Starr is manager of KOWH. Starr Broadcasting is applicant for assignment of KISD Sioux Falls, S. D. Consideration \$475,000. Action July 22.

**WDOS Oneonta, N. Y.**—Granted transfer of control of licensee corporation, Ottaway Stations Inc., from Ruth B. Ottaway and James H. Ottaway (together 100% before, none after) to Ottaway Newspapers-Radio Inc., controlled by Ruth B. and James H. Ottaway. See WOCB-AM-FM above.

**WWOK Charlotte, N. C.**—Granted transfer of control of licensee corporation, WWOK Inc., from Arthur W. German (50% before, none after) to Frederick A. German (50% before, 100% after) through retirement of stock to licensee corporation treasury. No consideration. Action July 22.

**WKJK Granite Falls, N. C.**—Granted assignment of license from James B. Childress db/as Radio Station WKJK, to Broadcasting Enterprises Inc., owned by Robert W. Scott, David A. Rawley Jr., and J. Archie Laney (each 33⅓%). Mr. Rawley is 63% stockholder of LaFollette Broadcasting Co. licensee of WLAJ LaFollette Tenn., 50% owner of Rawley Broadcasting Co., and 100% owner of WVGT Mt. Dora, Fla. Mr. Laney is general manager of WVGT and is also executive with farm equipment sales company and has interest in WNOS High Point, N. C. Mr. Scott is owner of dairy farm and also lieutenant governor of North Carolina. Consideration \$90,000. Action July 21.

**KEED-FM Springfield-Eugene, Ore.**—Granted assignment of license from Radio Wonderful Willamette Inc. to McKenzie Broadcasting Co. owned by ten stockholders the largest being John W. Paulson and R. John Schaecher Jr. Mr. Paulson is real estate salesman. Mr. J. Schaecher Jr. is manager of KEED-FM. Consideration \$200,000. Action July 26.

**KBUY Amarillo, Tex.**—Granted assignment of license and construction permit from Radio KBUY, controlling interests held by Giles E. Miller family, to John B. Walton Jr. Mr. Walton is owner of KVKM-AM-TV Monahans. KVII-FM-TV Amarillo. KFLP-AM-TV El Paso, all Texas; KVOB Albuquerque, N. M., and KFIF Tucson, Ariz.; applicant for CP for AM in Lubbock, Tex., and applicant for assignment of license of KCUL-AM-FM Fort Worth and KAVE-TV Carlsbad, N. M. Consideration \$250,000. Action July 27.

**KIZZ El Paso, Tex.**—Granted transfer of negative control of licensee corporation, Sunland Broadcasting Co., from Frank Feuille III, Gordon W. Foster, Robert H. Hoy, James P. Tant, Roger F. Moore and William W. Berryhill (together 50% before, none after) to Summit Saving Stamp Co., 49.26% owned by Big 8 Stores Inc., a corporation, and others. Principals have no other broadcast interests. Consideration \$60,000. Action July 22.

**KCUL-AM-FM Fort Worth**—Granted assignment of license from Dalworth Broadcasting Co. (100% before, none after) to John B. Walton Jr. (none before, 100% after). Mr. Walton presently owns KVKM-AM-FM Monahans. KVII-FM-TV Amarillo and KFLP-AM-TV El Paso, all Texas; KVOB-FM Albuquerque, N. M. and KFIF-AM Tucson, Ariz. Consideration \$1,150,000. Action July 27.

**KHCB-FM Houston**—Granted assignment of license from Houston Christian Broadcasters Inc. of Texas to Houston Christian Broadcasters Inc., to be nonprofit corporation with each principal of present licensee becoming trustee. They are A. C. Underwood, Paul R. King, Ross C. Foltz, William P. Strube Jr., Elizabeth C. Strube and Winifred Bleeker. No consideration. Action July 22.

**KANI Wharton, Tex.**—Granted assignment of license from V. M. Preston to Wharton Communications Inc., owned by V. M. Preston (60%), V. Frank Jones (17.5%), R. Odell Preston (12.5%), Richard Williams and Robert Vonderau (each 5%). Consideration cancellation of \$34,055 owed by V. M. Preston to Wharton Communications Inc. Action July 22.

**WFYI(FM) Norfolk, Va.**—Granted involuntary assignment of license from Roy Marsh, receiver, to Andre Evans, receiver. Mr. Marsh was receiver of Metro-WBOF Inc., Virginia Beach, Va.; he has been replaced by Mr. Evans. No consideration. Action July 22.

**WBTH Williamson, W. Va.**—Granted assignment of license from Williamson Broadcasting Corp. to Harvit Broadcasting Corp., owned by Robert B. Harvit (99.82%), William F. Blackburn (.09%) and Stephanie S. Harvit (.09%). Harvit Broadcasting owns 100% of Williamson Broadcasting. Assign-

ment is for legal convenience of elimination of one corporation. No consideration. Action July 22.

**WVJP Caguas, P. R.**—Granted assignment of license from Francisco Pereira Casillas, Federico Virella, Hector Pereira Buonomo and Pedro Luis Jimenez db/as Borinquen Broadcasting Co. (together 100%) to Francisco Pereira Casillas, Federico Virella, Hector Pereira Buonomo and Jorge Luis Arzuaga db/as Borinquen Broadcasting Co. (25% each). Mr. Arzuaga is presently business manager for WVJP. Consideration \$28,000 for Mr. Jimenez's 25% interest. Action July 20.

#### APPLICATIONS

**WFEB Sylacauga, Ala.**—Seeks transfer of control of licensee corporation, Alabama Broadcasting Co., from Earnest E. Forbes Jr., W. Kenneth Forbes and Herman French Forbes, coexecutors of estate of E. E. Forbes Sr. deceased (51% before, none after) to George W. and Nerine C. Carr, jointly (49% before, 100% after). Consideration \$35,700. Ann. July 22.

**KYOS Merced, Calif.**—Seeks acquisition of positive control of licensee corporation, Radio One Inc., by Riley R. Gibson (6.6% before, 57⅓% after) through purchase of stock from Cal-Radio Inc. (50% before, none after). Mr. Gibson holds controlling interest in Cal-Radio. No consideration. Ann. July 26.

**KDB-AM-FM Santa Barbara, Calif.**—Seeks assignment of license from Lucie Menard tr/as KDB Broadcasting Co. to KDB Broadcasting Co., owned 100% by Lucie Menard. No consideration. Assignment is for legal convenience. Ann. July 22.

**WGGG Gainesville, Fla.**—Seeks assignment of license from Radio Gainesville Inc. to University Broadcasting Corp., owned by Robert B. Brown, Billy Hugh Mill, James N. Rowland and James F. McAlister (each 25%). Mr. Brown is 33⅓% owner of WORD Spartanburg, S. C. Mr. Mill is owner of shopping center. Mr. Rowland is optometrist. Mr. McAlister is chemical engineer. Consideration \$225,000. Ann. July 26.

**KSO Des Moines, Iowa**—Seeks assignment of license from Des Moines Broadcasting Co. to Stoner Broadcasting Co., owned by Ruth Hamilton Stoner Trust, Thomas H. Stoner Trust (each 42.2%). Ruth H. Spencer and Thomas H. Stoner (each 7.8%). Stoner Television Inc., same ownership as Stoner Broadcasting, is applicant for new UHF on channel 17 in Des Moines. Consideration \$372,000. Ann. July 21.

**WRUS-AM-FM Russellville, Ky.**—Seeks assignment of license from Roth E. Hook (75% before, 55% after) and Woodrow Sosh (25% before and after) db/as South Kentucky Broadcasters to Roth E. Hook, Woodrow Sosh and Lon Sosh (none before, 20% after) db/as South Kentucky Broadcasters. Lon Sosh is presently employed with WRUS. Consideration \$30,000. Ann. July 21.

**WXHR - AM - FM - TV Boston-Cambridge Mass.**—Seeks assignment of license from Harvey Radio Laboratories Inc. to WKBG Inc., owned by Kaiser Broadcasting Corp. and Globe Newspaper Co. (each 50%). Globe Newspaper is publisher of Boston Globe. Kaiser Broadcasting is licensee of KFOG (FM) San Francisco, and permittee of WKBD-TV Detroit, WKBS-TV Burlington, N. J.-Philadelphia; KMTW-TV Corona, Calif., and KHJK-TV San Francisco. Consideration \$1,723,800. Ann. July 22.

**WNBH-AM-FM New Bedford, Mass.**—Seeks assignment of license from E. Anthony & Sons Inc. to New Bedford Radio Inc., owned by The Hall Syndicate Inc., principally owned by Robert M. Hall. The Hall Syndicate is newspaper syndicator, and owner of WICH Inc., which holds CP for new FM in Norwich, Conn. Consideration \$57,500. Ann. July 26.

**WDRK(FM) Greenville, Ohio**—Seeks acquisition of positive control of licensee corporation Kennedy Broadcasting Corp., by Lewis Froikin (50% before, 54.17% after) through purchase of stock from John D. Kennedy (50% before, 45.83% after). Consideration \$5,000. Ann. July 22.

**KINT El Paso, Tex.**—Seeks assignment of license from Maury Ferguson Broadcasters Inc. to Sun Country Broadcasting Co., owned by Lawrence M. Daniels (33.33%), Bertram C. Wright, Clara B. Rash, E. Schwarzbach Jr., Richard P. Todar, Larry A. Harris, Richard Yetter, Hillary J. Sandoval Jr. and William L. Sibley (each 8.33%). Mr. Daniels is presently employed with Trigg-Vaughn Stations. Principals have no other broadcast interests. Consideration \$15,000. Ann. July 21.

**WKVK Virginia Beach, Va.**—Seeks assignment of license from Atlantic Communica-

tions Corp. to Sea Broadcasting Corp., owned by Beach Motel Corp., Beach Publishing Corp., Beachland Inc. (each 30%) and James P. Coates Enterprises Inc. (10%). Sidney D. Kellam, president of Sea Broadcasting and principal stockholder of Beach Motel Corp., Beach Publishing Corp. and Beachland Inc., is stockholder in WAVY-AM-TV Norfolk, Va. If transfer is approved, he will sell his interests. Consideration \$160,000. Ann. July 21.

**WBUC Buchanan, W. Va.**—Seeks assignment of license from Jessie D. Newman and Lee P. Clagett db/as Upshur County Broadcasting Co. to Radio Station WBUC Inc., to be owned by Messrs. Newman and Clagett (each 50%). No consideration; assignment is for legal convenience. Ann. July 26.

#### Hearing Cases

##### INITIAL DECISIONS

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward granting renewal of license to Patroon Broadcasting Co. for its WPTR Albany, N.Y., for period of one year in order to permit pending assignment of license application to be acted upon. Action July 21.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Cascade Broadcasting Co. for new FM to operate on channel 297 with ERP of 29.3 kw in Yakima, Wash. Action July 21.

##### FINAL ACTIONS

■ By order in proceeding on applications of Brown Broadcasting Co. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, North Carolina, respectively, commission denied application by Onslow Broadcasting Corp., Jacksonville, for review of May 31 action by review board denying Onslow's petition to add financial issue against Brown. Commissioner Cox dissented. Action July 27.

■ By order, commission denied request by chief of Broadcast Bureau for review of review board action of March 30 approving agreement in Frankfort, Ky., FM proceeding whereby Capital News Inc. withdrew its application to permit grant to Capital Broadcasting Corp. Commissioner Bartley dissented and issued statement in which Commissioner Cox joined. Action July 21.

■ By memorandum opinion and order, commission denied petition by WWIZ Inc., to set aside commission action of March 25, 1964, and reopen record and enlarge or change issues. (On July 7 commission granted request by WWIZ for stay of July 15 date for ceasing operation and authorized its continued operation until and including Oct. 13.) Commissioner Cox not participating. Action July 27.

■ By memorandum opinion and order, commission removed from hearing status applications of Hubbard Broadcasting Inc. for mod. of CP for full time operation of KOB Albuquerque, N. M., on 770 kc with 50 kw power, employing DA at night, and American Broadcasting-Paramount Theatres Inc., for renewal of license of WABC New York, for unlimited, non-directional operation on same frequency with like power. Commission agrees with parties that matters raised by court of appeals remand can most appropriately be resolved at this juncture through rulemaking rather than adjudication, and determination of rulemaking alternatives submitted by parties and other possible courses of action will be set forth in further order to be released. Meanwhile, KOB-WABC applications will be held in abeyance. Action July 20.

■ By memorandum opinion and order, in proceeding on applications for changes in facilities of KWHK Broadcasting Co. Inc., Hutchinson, Kan., Columbia Broadcasting System Inc. (WCAU), Philadelphia, and KAKE-TV and Radio Inc., Wichita, Kan., commission denied petition by KWHK for reconsideration of April 19 order which reinstated KAKE application and designated it for consolidated hearing with KWHK and WCAU applications. Commissioner Bartley dissented; Commissioner Lee abstained from voting. Action July 20.

■ Review board on July 19 adopted decision denying application of The Tuscarawas Broadcasting Co. for new FM to operate on channel 269 in New Philadelphia, Ohio. Aug. 19, 1965. Initial decision looked toward granting application.

##### DESIGNATED FOR HEARING

■ By memorandum opinion and order,

commission designated for hearing application by Camden to assign license of its AM station WCAM Camden, to L & P Broadcasting Corp., whose principal owners—Leonard and Philip Chess—are licensees of WVON Cicero, WDAS Philadelphia, which filed opposing petition, was made party to proceeding. Issues include nature and adequacy of assignee's survey of the needs and interests of community. Commissioner Westworth dissented. Action July 27.

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Harriscrope Inc. to change facilities of KTWO Casper, Wyo., from 1470 kc, 1 kw-N, 5 kw-LS to 1030 kc, 10 kw, DA-2, U, and Family Broadcasting Inc. for new station to operate on 1030 kc, 50 kw, DA-1, U, in La Grange, Wyo.; made Hubbard Broadcasting Co., Albuquerque, N. Mex., Westinghouse Broadcasting Co., Boston, and FAA parties to proceeding. Commissioners Bartley and Lee absent. Action July 20.

#### OTHER ACTIONS

■ By order, commission amended its June 20 order directing Jackson TV Cable Co. to show cause why it should not be ordered to cease and desist from further operation of its CATV system in Jackson, Mich., in violation of the CATV rules, to include its system in Blackman township, Mich. Jackson TV requested modification to avoid possible second and separate proceeding against its Blackman township operation. Commissioner Bartley not participating; Commissioner Loevinger concurred in result; Commissioner Lee absent. Action July 27.

■ Review board granted petition by WMGS Inc., and Ohio Radio Inc., Bowling Green, Ohio, to extend time to July 27 to file reply to opposition to their joint petition for approval of agreement in proceeding on application of WMGS for renewal of license and Ohio Radio for new AM. Action July 25.

■ Review board granted petition by WBLG-TV Inc. to extend time to Aug. 15 to file opposition to motion by Kentucky Central Television Inc. to enlarge issues in proceeding on their applications for new TV's to operate on channel 62 in Lexington, Ky. Action July 25.

■ In proceeding on AM applications of The Edgefield-Saluda Radio Co. (WJES), Johnston, and WQIZ Inc. (WQIZ), Saint George, both South Carolina, in Docs. 16340-1, review board granted petition by WJES to extend time to Aug. 4 to file reply to comments and opposition to its petition to enlarge hearing issues. Action July 22.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV in Houston, review board granted petition by KXYZ for extension of time to Aug. 5 to file exceptions to initial decision. Action July 21.

■ By memorandum opinion and order in proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas, review board granted petition by Overmyer to extent of enlarging issues to determine efforts, if any, made by Maxwell to ascertain needs and interests of area proposed to be served; denied Maxwell's motion to strike portions of Overmyer's reply to opposition to petition to enlarge issues, also denied former's petition to accept special pleading and rejected its statement on reply to opposition to petition to enlarge issues; and denied Overmyer's supplement to petition to enlarge issues. Member Berkemeyer dissenting in part and issuing statement; Member Nelson absent. Action July 20.

■ In proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's in Orlando, Fla., review board granted petition by Broadcast Bureau for extension of time to July 29 to respond to applicants' joint request for approval of agreement. Member Nelson not participating. Action July 20.

#### Routine Roundup

##### ACTIONS ON MOTIONS

##### By Office of Opinions and Review

■ In proceeding on applications of Flathead Valley Broadcasters and Garden City Broadcasting Inc., Kallispell and Missoula, Montana, respectively, granted motion by KYSS for extension of time to July 29 to file application for review of review board's decision. Action July 20.

■ In proceeding on revocation of license of Santa Rosa Broadcasting Co. for WSRM, Milton, Fla., and application of Santa Rosa for new FM's in Pensacola, granted petition

by Broadcast Bureau for extension of time to July 29 to file reply to petition for reconsideration. Action July 20.

##### By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on order to Asheboro Broadcasting Co. to show cause why licenses for its WGWR AM-FM Asheboro, N. C., should not be revoked; scheduled prehearing conference for Sept. 2 in Washington, and hearing for Oct. 3 in Asheboro. Action July 25.

■ Designated Examiner Millard F. French to preside at hearings in proceeding on applications of KFIZ Broadcasting Co. and Fond du Lac County Broadcasting Co. for new FM's in Fond du Lac, Wis.; scheduled prehearing conference for Sept. 7 and hearing for Sept. 28. Action July 19.

■ Designated Examiner Elizabeth C. Smith to preside at hearings in proceeding on applications of KJRD Inc. and Mount-Ed-Lynn Inc. for new AM's in Monroe and Mount-lake Terrace, both Washington; scheduled prehearing conference for Sept. 9 and hearing for Sept. 29. Action July 19.

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on applications of American Television Service and Holston Valley Broadcasting Corp. for new TV's on channel 19 in Kingsport, Tenn.; scheduled prehearing conference for Sept. 2 and hearing Oct. 11. Action July 19.

■ Designated Examiner David I. Kraushaar to preside at hearings in proceeding on applications of Chapman Radio and Television Co., Homewood, and Tele-Mac of Birmingham Inc., Alabama Television Inc. and Birmingham Broadcasting Co., all Birmingham, Alabama for new TV's on channel 21, and Birmingham Television Corp. to specify operation of WBMG-TV Birmingham, on that channel; scheduled prehearing conference for Sept. 2 and hearing for Oct. 4. Action July 19.

##### By Hearing Examiner Basil P. Cooper

■ Granted requests by Ultravision Broadcasting Co. and WEBR Inc., and corrected in various respects transcript of record in proceeding on their applications for new TV's to operate on channel 29 in Buffalo, N. Y. By separate action, accepted amended certificate of service by Broadcast Bureau and substituted it for the original certificate of service and dismissed as moot other pleadings. Action July 22.

■ In proceeding on applications of City Index Corp. and Tele/Mac of Jackson for new TV's on channel 16 in Jackson, Miss., granted petition by applicants for continuance of date for exchange of exhibits from July 15 to Sept. 2, and continued hearing from Sept. 12 to Oct. 17. Action July 18.

##### By Hearing Examiner Thomas H. Donahue

■ At request of parties, continued hearing from Sept. 7 to Oct. 26 in proceeding on application of Star Stations of Indiana Inc. for renewal of licenses of WIFE-AM-FM Indianapolis. Action July 22.

■ On examiner's own motion, continued hearing from Oct. 11 to Oct. 18 in proceeding on applications of American Television Service and Holston Valley Broadcasting Corp. for new TV's to operate on channel 19 in Kingsport, Tenn. Action July 22.

■ Advanced further prehearing conference from Aug. 1 to July 29 in proceeding on applications of RKO General Inc. for renewal of license of KHJ-TV on channel 9, Los Angeles, and Fidelity Television Inc. for new station on that channel in Norwalk, Calif. Action July 19.

##### By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at prehearing conference of July 22 in proceeding on applications of Adirondack Television Corp. and Northeast TV Cablevision Corp. for new TV's to operate on channel 23 in Albany, N. Y., scheduled certain procedural dates and continued hearing from Sept. 7 to Sept. 26. Action July 22.

##### By Hearing Examiner Millard F. French

■ Closed record in proceeding on applications of State Gazette Broadcasting Co. and McQueen and Co., for new FM's in Dyersburg, Tenn., and scheduled Aug. 19 date for proposed findings and Aug. 30 for reply findings. Action July 22.

##### By Hearing Examiner H. Gifford Irion

■ Continued further hearing from July 25 to Aug. 15 in Des Moines, Iowa, in proceeding on applications of Iowa State University of Science and Technology, Ames, Iowa. Action July 18.

By Hearing Examiner David I. Kraushaar

■ On examiner's own motion, corrected in various respects transcript of record in proceeding on applications of Marbro Broadcasting Co. and Supat Broadcasting Corp. for new TV's to operate on channel 18 in San Bernardino, Calif. Action July 25.

##### By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's on channel 29 in Dallas, granted petition by Maxwell to amend its application to clarify nature of financial arrangements and up-date corporate balance sheet. Action July 20.

■ In proceeding on applications of WTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV) and United Television Inc. (KMSP-TV), all Minneapolis, denied petition by WCCO-TV and Twin City Area Educational Television Corp. for reconsideration of examiner's denial to compel Broadcast Bureau to exchange rebuttal exhibits by Aug. 30. Action July 20.

■ In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc., for new AM's in Matawan, Somerville and Elizabeth, all New Jersey, respectively, granted petition by Jupiter to amend its application to change transmitter site. Action July 19.

##### By Hearing Examiner Sol Schildhouse

■ Denied petition by W. Russell David and M. L. Prescott for leave to intervene in proceeding on application of Patroon Broadcasting Co. for renewal of license of WPTR Albany, N. Y. Action July 20.

##### By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreements reached at prehearing conference in proceeding on AM applications of James L. Hutchens, Central Point, and Faith Tabernacle Inc. Ashland (Docs. 16525-6), both Oregon, scheduled further prehearing conference for Sept. 15 and hearing for Oct. 19. Action July 20.

#### BROADCAST ACTIONS

##### By Broadcast Bureau

##### Actions of July 26

KSMA-AM-FM Santa Maria, Calif.—Granted CP to change ant.-trans. location with remote control from main studio, increase ant. height.

Granted authority to Columbia Broadcasting System Inc., New York, to transmit to licensed stations in Canada its TV programs broadcast in United States over stations licensed to it or by one or more affiliates of CBS Television Network over facilities of its network and TV programs not so broadcast in United States but which involve use of certain of CBS facilities.

##### Actions of July 25

WRRN(FM) Warren, Pa.—Granted CP to increase ERP to 25.5 kw.

KBBW(FM) San Diego, Calif.—Granted CP to install new vertical ant.

WCHK-FM Canton, Ga.—Granted CP to install vertical ant. and operate with vertical ERP to 3 kw; condition.

WTTN-FM Watertown, Wis.—Granted CP to install new trans. and increase ERP to 20 kw.

WSB-FM Atlanta—Granted CP to install new trans., vertically polarized ant. and operate with vertical ERP of 100 kw.

WBCA-FM Bay Minette, Ala.—Granted CP to make changes in ant. system, decrease ERP to 2.3 kw, increase ant. height to 340 ft.; condition.

\*KCWS-FM Ellensburg, Wash.—Granted CP to change ant.-trans. location.

Rescinded July 14 action which granted renewal of license of WLNG Sag Harbor, N.Y.

\*WTHS(FM) Miami—Granted mod. of CP to change type ant.

Following stations were granted extensions of completion dates as shown: WQRB-FM Pittsfield, Mass., to Jan. 18, 1967; WCBY-FM Cheboygan, Mich. to Feb. 8, 1967; WNYC-FM New York, to Aug. 15.

KOSO Patterson, Calif.—Granted license covering change in station, ant.-trans. and studio location, remote control operation, installation of new ant., trans., change in ERP to 1.10 kw and ant. height to 1,790 ft.

WBAL-FM Baltimore—Granted license covering changes in ant. system, ERP; ant. height 950 ft.

KDER(FM) Tulare, Calif.—Granted request for SCA on 67 kc.

Granted renewal of licenses for following

(Continued on page 101)

# 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

Qualified sales manager wanted for daytime single station market in Arizona. Terrific opportunity. Send resume and immediate salary requirements. Box H-58, BROADCASTING.

Immediate opening—Station manager with proven sales producing background. Call (601) 332-0526, Mr. John Gibson, WDDT Greenville, Mississippi.

Immediate opening for general manager, WELV Ellenville, New York. Write or call Mr. S. Lubin, (914) 292-5533.

Wanted: Experienced general manager for WBCA Bay Minnette, Alabama, soon to increase power to 10,000 watts on clear channel. Need experienced selling manager with ambitions to grow in growing company. Excellent starting salary. Contact Bob Thorburn, WLBB Radio, Carrollton, Georgia.

### Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Man with both capital and time to invest in going, profit-making radio syndication business. Must have experience in sales and/or production. No slackers. Box H-14, BROADCASTING.

Management opportunity in N.E. Ohio for self starter, creative, salesman. Send sales record and all essentials to Box H-31, BROADCASTING.

Great opportunity for capable salesman-announcer. Will be sales manager in short time. Send tape, complete resume to Bill DiMeolo, Mgr., KATO Safford, Arizona.

Salesmen for new WJIC Salem, New Jersey needed. Start in August. Fine working conditions. Only station in local area. Commission with guarantee. Dial Tom Cahill at 609-935-1510. No collect calls.

For the radio salesman that wants a good deal; paying territory. No cut rates, no trade deals, good future in expanding company. R. M. McKay, Jr., WKRM, Box 71, Columbia, Tennessee.

WRTA Altoona, Pa. is a semi-talk station with strong news and editorials. Well rated in this city of 70,000. We need a strong salesman to take over a list of good, active accounts. 2 stations looking for three offers advancement opportunities. Contact Rod Wolf.

### Announcers

Experienced announcer. Good reader. Middle road format. Northeast. Excellent salary. Box G-225, BROADCASTING.

Announcer—engineer with 1st phone for small market station deep south. Box G-237, BROADCASTING.

Opening for good all round announcer, 44 hour week, must have ability, run good music show and deliver effective newscast. Good working conditions in midsouth, steady operation. Forward resume and tape to Box G-240, BROADCASTING.

Attention N. J., Pa., N. Y. C. Major market good music FM. P.D. plus two announcer-boardmen needed by Sept. Prefer some experience. Good mature voice. Third endorsed. Copywriting ability an asset. Ditto production. Send tape, photo, resume to: Box G-250, BROADCASTING.

### Announcers—(cont'd)

Morning man, midwest. Need strong personality for bright format station. Top wages. Box G-255, BROADCASTING.

Announcer with excellent voice for Gulf Coast network station. Box G-261, BROADCASTING.

Early this fall we will need a new afternoon drive time swinger. He must be clever, funny, bright, and a real personality. We are a 24 hour, modern format station in the midwest. Send us a complete resume and a tape. Box G-273, BROADCASTING.

Morning man—midwest metropolitan market, opportunity for small market man to move up, pleasant working and living conditions, many benefits, contemporary format, no news, good salary. Send tape and resume to Box G-302, BROADCASTING.

Have opening for morning announcer with third class endorsed, and who is interested sports play-by-play. Please send tape and resume. Box H-7, BROADCASTING.

Small market Wisconsin station seeks program director. Job opens about September 1st. Expect to be paid well. Tell all first letter. Send tape. Box H-11, BROADCASTING.

New England fulltime station needs experienced morning man. Middle-of-the-road format. Excellent plant and facilities. Above average pay. Progressive well-established station in nice area to live. Tape, resume, photo. Box H-17, BROADCASTING.

Experienced telephone-talk personality for Illinois station to follow syndicated Joe Pyne Show. Third endorsed, salary open, send air mail—resume, tape and picture. Box H-20, BROADCASTING.

Central Florida 5 kw seeks good announcer, 1st phone for adult format. Box H-22, BROADCASTING.

Aggressive south Texas station with immediate opening. Copywriting and production ability beneficial but not essential. Send tape and background information in first letter. Box H-24, BROADCASTING.

Radio announcer-salesman. Pull announcing shift in AM, sell and service established accounts in PM. Excellent South Carolina small market. We are a professional operation. We guarantee you'll make \$100.00 weekly, salary and commissions. You should earn not less than \$125.00 weekly and more. This is a good opportunity. Send resume, photo and audition tape. We'll return them. Rush. Box H-25, BROADCASTING.

Staff announcer needed by MOR full-timer middle Tennessee. No prima-donnas. Play-by-play experience helpful but not essential. Write giving full details including salary expectations. Box H-35, BROADCASTING.

Daytime radio station located on the beautiful eastern shore of Maryland about to lose announcer because of draft. We present an exciting opportunity for a third class beginner or with some experience. Please send tape, resume and photo immediately to Box H-57, BROADCASTING.

Exciting opportunity for experienced pop music personality with real winner in beautiful Virginia City, Box H-68, BROADCASTING.

Immediate opening for an announcer with play-by-play experience. Good future and salary. KBTC AM & FM, Houston, Missouri.

### Announcers—(cont'd)

America's finest Christian stations need a top announcer. Outstanding facilities, magnificent country and cordial working conditions. Men with long-range view are urged to apply sending tape, resume and references. Mr. Butler, KGDN-KGFM Seattle 98133.

Need PM announcer who can also collect and write a local newscast. Good working conditions. B. D. Thornton, KMAM, Butler, Mo. Phone 816-679-4191.

Announcer for middle of road station with bright sound. Immediate opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for a talented individual. Write KMNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0628.

Three "top 40" djs wanted! Large, powerful north Louisiana station with FM/TV affiliates. Good salary, good benefits, good equipment . . . Extra money for play-by-play sports. No drifters please! Air mail resume and tape to Norm Perry, KNOE Radio, Monroe, La. Ph. 318-322-8155.

Announcer—1st class, able to swing & production. If you're well rounded in radio send Resume, tape & salary to KOLT, Box 660, Scottsbluff, Nebraska.

Sportscaster—High School, 4 yr. & Junior College. Fordy Anderson College Athletic Director. 60 game schedule. Primarily sports, should be strong in other phases. 1st class nice but not necessary. Contact KOLT, Box 660, Scottsbluff, Nebraska. Send resume and salary.

Announcer—1st phone preferred. KTOE Mankato, Minn. 5 kw. Immediate opening.

Announcers, Female jocks—Are you talented? Do you know music? Do you have a bright, sincere, different approach? Do you want to live and work in Southern California? Send tape and resume to Larry Grannis, KWIZ, 3101 West 5th Street, Santa Ana, California 92703.

First opening in years. Need 1st phone announcer for our new nighttime. Want man looking to future. Boyce Hanna, WADA Shelby, North Carolina.

Happy sound for morning shift. Minimum one year experience. Third ticket. Phone WAGE Leesburg, Virginia.

Ready to move up? WAIR in Winston-Salem, North Carolina is now accepting applications from real pros who know how to swing! Send tape, resume, and picture to WAIR Winston-Salem, North Carolina.

Wanted: Staff announcer for radio station heavy on good music and news. Mature, settled man looking for job with future\*. Send tape, photo, resume to Fred Own, WBEU, WBEU-FM, P. O. Box 951, Beaufort, S. C. 29902. \*Good salary and benefits, no drifters need apply.

Wanted: Experienced announcer with ability to cover local news. Ideal working conditions with old established 5,000 watt. Best of references required. Send taped audition and complete resume to Greeley N. Hilton, Manager—WBUY Radio—Lexington, N. C.

P.D. experienced top 40. Strong air personality. Permanent. Top 100 market. Manager, WCOS Columbia, S. C.

Announcer/newsman — Some experience necessary. Progressive station in rapidly growing community. Rush tape & resume to Jerry Caster, WCSI Columbus, Indiana.

### Announcers—(Cont'd)

Announcer with bright sound for 24 hour group station. Salary on experience and ability. Write WDBQ Dubuque, Iowa or call 583-8241.

Opening for bright, ambitious, top 40 dj at top-rated station broadcasting from new show-window studios. Excellent opportunity for person interested in production and/or news. \$85.00 to start. Send tape, resume, photo to WELK Charlottesville, Virginia.

Wanted: Good announcer for middle of road station. Contact WGTN Georgetown, S. C.

DJ/newsman combo—No. 1 rated, top 40 station. Send tape and resume. Stan Barrett, Program Director, WIRK West Palm Beach, Florida.

Announcers and newsman needed in August for new WJIC Salem, New Jersey. Excellent working conditions. Call Tom Cahill at 609-935-1510. No collect calls.

Kawane, Illinois has August 22 opening for staff announcer. Play-by-play desired. Experience/endorsed 3rd ticket required. Send tape, resume, salary requirements to George Walker, WKEL Kawane, Illinois 61443.

Opening for two announcers. MOR format daytime, rock night. All new equipment. Better than average pay. Hospital, life insurance. R. M. McKay, Jr., WKRM, Box 71, Columbia, Tennessee.

Wanted: Sports director/top 40 dj. Must be able to call football and basketball. Excellent opportunity for advancement with publicly held, growing medium size chain operation. Excellent working conditions, good salary. Rush tape to: WKUL, Airmedia Stations, P. O. Box 620, Cullman, Ala.

San Juan calling: Middle-of-the-road English language station now accepting applications for announcer. Good working conditions in Caribbean paradise. Applicant should be preferably single with a desire for different people and surroundings. Knowledge of Spanish helpful but not essential to work in this Capital City of a million. Third phone is necessary. Information on P. R. available on request. Air-mail tape, resume, and informal photo to Art Merrill, WKYN, Box 9986, Santurce Station, Puerto Rico. No calls please.

Moderate top 40 dj, first phone preferred. Good news essential. Tape, photo, resume to WLPF Suffolk, Virginia.

Experienced, mature staff announcer, License required. Well established for adult station. No floaters. Send tape and references, WMBS Radio, Uniontown, Pa. Box 668.

Educational FM station has an opening for an announcer in mid August. Requirements: Good background in classical music, news and general announcing, FCC third, endorsed license, willing to work afternoons, evenings, weekends. Starting \$6,800.00, BA desirable, equal opportunity employer. Contact: Glen Bishop or Garrard Macleod, WMUK, Western Michigan University, Kalamazoo, Michigan. Telephone. Area 616-383-1921.

WNAE Warren, Pennsylvania wants experienced, mature announcer by September first.

Good opportunity for an announcer who can also do production. Contact Blair Eubanks, at Radio station WPAQ Mount Airy, N. C. Immediately.

We offer an excellent opportunity for experienced announcer with good voice. News and production experience helpful. You'll enjoy good salary and working conditions in pleasant University town. Send resume, tape, photo to: James Schuh, Program Director, WSPT Stevens Point, Wisconsin. 715-344-9778.

Experienced announcer wanted immediately for radio-TV combination. Board shift and play-by-play football & basketball on radio, daily sports report on TV. Good pay, pleasant living. Call Bob MacNeil, WSAV-AM-FM-TV Harrisonburg, Virginia.

If you like to sell, broadcast sports and a bright morning show, earn top money at WWPF Palatka, Fla. First phone helps; not essential.

### Announcers—(Cont'd)

Florida major market has opening for good, bright morning man. Send audition tape and resume to Broadcast Enterprises, 712 Dade Federal Bldg., Miami, Florida.

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.

Combo men, group operation, bright bouncy format. Mature voices, top wages to dependable men. GEM Radio Stations. Winona, Minnesota: Lincoln, Nebraska: Pontiac, Illinois.

### Technical

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.

Engineer trainee with first phone for network station. Box G-241, BROADCASTING.

Qualified engineer for network station in south Texas. Box G-246, BROADCASTING.

AM-FM operation—update New York—needs experienced first class ticket. Strictly engineering, with definite plan to replace retiring chief if you qualify. Box G-281, BROADCASTING.

We need a first class engineer who knows and understands how to maintain a 1 kw transmitter (AM) and 3 kw transmitter (FM) plus a recently installed background service. Must be young, aggressive and dependable. New York state area. Permanent position to chief within 3 months. Some announcing included. \$5,200 to start. Many benefits. A growing company with young blood that keeps us a dominant voice in our market. Rush reply to Box H-38, BROADCASTING.

Permanent position for 1st ticket man capable of maintenance and announcing. Salary open. Write Box H-41, BROADCASTING.

Chief engineer for KMNS Radio, Sioux City, Iowa. Contact Frank Gunn, General Manager, Box 177, 712-258-0628. Member Stuart Broadcasting Group.

Chief engineer for 1,000 watt directional in growing single-market station near San Francisco. Call KVON Napa, California 707-255-0220.

Arkansas group wants a capable engineer who can also work a board shift. Must have a minimum of three years experience in programming and engineering. Send complete resume and air check to: Michael Horne, General Manager, KWCB, Box 95, Searcy, Arkansas.

Man with first phone for transmitter. Will train beginner. Station WAMD Aberdeen, Md.

Engineer first class license. Experience preferred but not necessary. Send resume to Radio Station WCHV, Attn: Art Brown, Charlottesville, Va. phone 703-295-5121.

Engineer—First phone, contact Radio Station WFAH Alliance, Ohio. Telephone 821-1111.

WHWH, 5 kw DA-2. 6 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No weekends. Chance to learn DA system. Please contact Art Silver, Chief Engineer. Box 1350, Princeton, N. J. or call 609-924-3600.

Wanted: An experienced chief engineer for 10 kw station near the Gulf of Mexico. Excellent chances for advancement in a fast growing company. Contact Bob Thorburn, Radio Station WLBB Carrollton, Ga.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

FM station with format of sacred music and programs desires dedicated chief engineer/announcer. WRBS-FM Baltimore, 301-433-6800.

### Technical—(Cont'd)

Washington, D. C. area—WQMR, 1000 watts non-directional and WGAY, 50,000 watts stereo, is losing its chief engineer because of military obligation. We offer brand new studios and equipment, a salary of over \$9,000 to start plus insurance and hospitalization plans. We want an experienced, mature family man who will give us a full days work—no floaters need apply. Send resume to WQMR, World Bldg., Silver Spring, Md. 20910.

Immediate opening: Chief engineer to take over full responsibilities of well maintained-equipped 1000-250 watt fulltime station in central Pennsylvania community of 70,000. 1st class ticket and experience essential. No announcing unless desired. Call or write: Lou H. Murray, WRTA Altoona, Penna. 814-943-6112.

Immediate opening. First phone working engineer. 1 kw directional. Experienced only. Phone Manager—217-446-1313.

Chief with 1st class to build and maintain new AM directional. Limited or no announcing. Exceptional benefits and salary. Resume to Bob Smith, Tilton Publications, Rochelle, Ill. 815-562-4171.

Engineer for construction and maintenance of 10 kw daytime. Write Christian Broadcasting, 605 North Oakwood, Beckley, W. Va. Phone 252-3197.

### NEWS

Newsman-announcer for Texas station. Must gather, write, deliver news. Box G-257, BROADCASTING.

Newsman for top ethnic mid-south radio. Must have good background. Send tape and resume. Fine future for the right man. Box G-316, BROADCASTING.

Medium market near Philadelphia wants newsman. Present staff expanding—part-time openings also. Box G-322, BROADCASTING.

Northeast major market station wants a dedicated, experienced, radio newsman who knows how to write, and report radio news both from the desk and from the scene. Experience, aggressiveness, and voice important. Send tape and resume to Box H-21, BROADCASTING.

Newsman to gather, write and deliver local news. Start \$120 per week. Tape and samples to KBRZ Freeport, Texas.

Opportunity—Combination news, production and announcing. Send details, KFRO, Longview, Texas.

News director opening for WELV Ellenville, N. Y. Good pay. Call or write Al Dresner, 914-831-1260.

Newsman wanted. Expanding staff. Send resume and tape to Jim Lawrence, News director, KONO Radio, San Antonio, Texas.

Immediate opening. Afternoon-evening newsman. Also limited production and announcing. Send tape and resume to WDBQ Dubuque, Iowa. Call 583-8241.

Dedicated radio news director. Send tape, resume and photo plus salary requirements and availability to WSPF Radio, Hickory, N. C.

Wanted alive: Newscaster and mature authoritative announcer, also transmitter engineer for good station in ideal community. Box 62, Bloomington, Ind.

### Production—Programing, Others

Production supervisor-program director. Preferably with first ticket. Major Ohio market. Modern country music format. Must be experienced air man, conscientious, able to assume responsibility. Replies confidential, salary open. If qualified, rush audition tape, letters of background to Box H-9, BROADCASTING.

Program director starting September for major Hudson Valley station requires solid professional background. First ticket preferred. Write: Manager, WEOK Poughkeepsie, N. Y.

## Production—Programing, Others

### continued

Wanted a young, aggressive, self-starter with strong creative ability for promotion assistant at upstate New York radio and TV operation. Should have two to three years in ad agency or in broadcasting preferably in copy writing. Submit samples and resume to Box H-15, BROADCASTING.

Traffic manager and news man. Must do typing. State salary. Box H-19, BROADCASTING.

Public Relations informational officers—Several career positions now available with city of Philadelphia office of the City Representatives, for imaginative P.R. men and women to work in Silver Anvil award winning program. Opportunity to utilize P.R. talents and all communications media. You must be able to deal effectively with Dept. executives, to exercise initiative, and coordinate all aspects of a varied program. Requires a degree and 4 years experience in news writing, the preparation of P.R. material for popular release, or as an informational representative of a government or private agency. Salary \$8,366-\$10,434. Excellent fringe benefits. Send complete resume to Recruiting Office, 500 Municipal Services Bldg., Phila., Pa. 19107, or call MU 6-3651, prior to August 17, 1966.

## RADIO

### Situations Wanted—Management

\$18,000 and opportunity for advancement with right organization gets 13 years experience. Now pd/dj in major market. Experienced all formats. Will re-locate anywhere in the free world. Box G-266, BROADCASTING.

Manager with over twenty years radio and TV wants to relocate in midwest. Call 219-563-7110 or write Box H-33, BROADCASTING.

General or commercial manager available. Ability proven all phases—Strong sales and promotion. 12 years radio; over 5 years management—Top references. Bob Benedict, 3525 11th Avenue South, Minneapolis, Minnesota—Telephone 612-721-1100.

### Sales

Worker, sales, available. Rocky Mountains—midwest, small market. Eight years experience. Radio major, 35, can invest. Box H-42, BROADCASTING.

### Situations Wanted—Announcers

Sportscaster. . . . Experienced. Radio play-by-play and TV. First phone. Box G-188, BROADCASTING.

Attention east, mid-west—1st phone announcer-newsman, 7-years experience, married, vet. Box G-248, BROADCASTING.

Responsible announcer-dj. Middle-road, country-western. Experienced, cooperative, dependable. Prefer southwest or southeast areas. Box G-259, BROADCASTING.

Young dj, 3rd. with endorsement trained in N.Y.C. Strong personality for top 40, news & production. Have tapes—will travel—available immediately. Box G-268, BROADCASTING.

Sportscaster, 1st phone experienced news. DJ. Illinois preferred. Box G-274, BROADCASTING.

Bright sounding top forty personality wants permanent position with well established contemporary operation in west or southwest. Very familiar with modern top forty radio. Six years experience. Presently employed. Box G-278, BROADCASTING.

Good music programing and production man with first class license seeking Florida morning show. Presently in major market. Young, experienced, married, military satisfied. Box H-4, BROADCASTING.

Professional play-by-play sportscaster from top ten market. Available for good radio or TV. Box H-18, BROADCASTING.

## Announcers—(cont'd)

Attention N. Y. area: D.J.-announcer. authoritative newscaster, dependable, personable, non-floater, professional attitude. Box H-23, BROADCASTING.

Bright, creative morning personality with experience in programing, looking for stable position with opportunity. Married, college, dependable . . . prefer western Pennsylvania, eastern Ohio but will relocate anywhere with proper offer. Box H-28, BROADCASTING.

Announcer—1st phone—country—easy music. Employed major market. Relocate. Married, minimum \$450. Box H-34, BROADCASTING.

Wanted: Least sought after career in radio. Midnight til dawn with middle-of-the-road music. First phone. Experienced. Excellent references. Tape on request. Box H-37, BROADCASTING.

Football/basketball around the corner. Lets get started. Four years experience/1st ticket/married. Now with 50,000 watt station. Will jock but must be strong play-by-play. Box H-44, BROADCASTING.

Only announcer in top minor baseball broadcasting live schedule. Desire major market radio or TV all-sports position. Baseball contract expires September. Excellent references. Box H-45, BROADCASTING.

Mild winters wanted!!! Announcer, pro. forty, stable, family, university. Excellent salary. Box H-53, BROADCASTING.

DJ, announcer, newscaster, third phone endorsement, tight board, personable. Box H-54, BROADCASTING.

Negro, dj, announcer, newscaster, third phone with endorsement, not a prima donna or floater, tight board. Box H-55, BROADCASTING.

N. Y.—N. J.—Pa.—Automation in—I'm out. Talented, experienced professional. Seven years-music, news, sports. Married. Available immediately. Box H-62, BROADCASTING.

Experienced female dj—news—weather—traffic. Smooth delivery, relaxed style with good pace. Will relocate. Box H-65, BROADCASTING.

Experienced first phone announcer, veteran, family man. Seeks permanent position on east coast. Box H-69, BROADCASTING.

American pop-pirate in Britain with deep voice wishes to return home to top-40. Contact St. Louis, Mission 7-0965.

Disc jockey-announcer-producer-20 yrs. exp.—Jazz-Blues-rock and roll-Spirituals-award winner-syndicated calumnist-age 39-Negro—Mannie Maudlin, Sutherland Hotel, 4659 Drexel Blvd., KE 6-7876—Chicago, Ill.

No rocker. Experienced, mature, lively personality. Smooth, tight production. Excellent commercial interpretation. Programing, talk, news background. College, 1st phone, married. Paul Pagano, 436 Hamilton Ave., Trenton, N. J. 08609.

## Technical

First phone looking for position as transmitter engineer in Georgia or Florida. Box H-1, BROADCASTING.

Consulting engineer wants permanent position as working chief. Box H-5, BROADCASTING.

Willing young man desires position as broadcast technician. Will travel—Available immediately. Holder of first phone F.C.C. License. Box H-51, BROADCASTING.

Seeking position as chief engineer or assistant chief engineer in AM, FM radio and VHF, UHF television. Ten years experience in radio and television. First class license and electronic college graduate. Married. References. Box H-63, BROADCASTING.

Engineer, 1st class ticket. TV, radio or FM considered. Donald R. Miller, 804 S. Buchanan, Maryville, Missouri.

## NEWS

Top-notch newsman wants to relocate in metro market. Box H-10, BROADCASTING.

## NEWS—(Con'td)

Newsman/talker—Young veteran newsman (all media) also does talk show, informational interviews or controversy. Working now. Major markets only. Box H-39, BROADCASTING.

## Production—Programing, Others

Production specialist/dj/announcer . . . with experience also in copywriting . . . 1st phone . . . married . . . prefer Chicago or within 75 miles . . . available immediately. Box G-231, BROADCASTING.

Professional-experienced program director. Position must offer good pay, program control, and security! Last station #1 within 4 months. Prefers Pennsylvania but will consider all. Great on "talk & interview" shows. Box H-8, BROADCASTING.

Don't tell my boss yet—but—Family illness necessitates trained, experienced, employed male copy-writer/announcer, relocate in southwest before school and rains begin in northwest. Write or wire for samples, tapes, references. Have third. Box H-16, BROADCASTING.

Young family man looking for PD position at top 40 station, preferably in metro market. Presently dj at major top 40 station in southwest. Five years experience with first phone. Box H-40, BROADCASTING.

Ten dollars weekly adds a mature voice to your staff. Format. Commercials. Breaks. Box H-48, BROADCASTING.

Producer-director: 7 years commercial experience in top 100 market, B.A., M.S. Box H-52, BROADCASTING.

Medium markets: Professional, assistant manager-PD-announcer, 12 years, 33, family, references, must move up! Prefer: South-midwest. Box H-61 BROADCASTING.

## TELEVISION

### Help Wanted—Management

Business manager/accountant needed immediately by TV station in major eastern market. Top salary to individual with experience, desire to work and ability to handle entire dept. Accounting experience necessary. All replies given strictest confidence. Box G-151, BROADCASTING.

### Sales

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.

TV—Local/regional account executive needed by leading southeastern CBS affiliate on top-50 market list. An excellent opportunity for an experienced man. This is a quality market in one of the nation's fastest growing industrial areas. Fine schools and living conditions. Protected account list and compensation plan. Send complete resume, or call Sales Manager, WFMY-TV Greensboro, North Carolina.

## Announcers

Commercial announcer for midwest full-color group-owned station. NBC affiliate in medium market. Excellent opportunity for radio man moving up to TV. Send picture, resume and audio tape of commercials. Box G-275, BROADCASTING.

TV announcer with convincing commercial delivery who also is qualified as sportscaster. No play-by-play. Midwest top 100 market. TV or radio experience necessary. \$140. Rush details with picture and audiotape. Box G-276, BROADCASTING.

Unusual opportunity for good announcer—major midwest market. Excellent income. AFTRA salary plus fees. Top background and experience required. Send tape & resume to Box H-59, BROADCASTING.

## TELEVISION

### Help Wanted—Technical

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, BROADCASTING.

Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now for September vacancies. Send resume to Box G-92, BROADCASTING.

Needed immediately—Two control room engineers for expanding, full-color operation. First class license required. Experience helpful but not essential. Send all information, including salary requirements to: Chief Engineer, Box G-234, BROADCASTING.

Immediate opening for TV transmitter engineer with fast growing concern in Texas. Write Box G-260, BROADCASTING.

Technicians—Permanent openings for qualified men in New England major market VHF facility. Good salary and working conditions. Send resume Box G-311, BROADCASTING—an equal opportunity employer.

Experienced Studio, master control and videotape technicians needed by VHF station in medium size New York State market. First class license helpful but not essential. Top salary available to top-notch men. Box H-3, BROADCASTING.

Transmitter engineer for southwestern mountain top installation. Prefer minimum 2 years experience but will consider trainee with good technical schooling and practical background. Shift consists of 2½ days on, 4½ days off (40 hour week). Salary and allowance. Paid holidays, vacation and other benefits of group operation. Send resume, including record of past earnings, in confidence to Box H-12, BROADCASTING.

Chief engineer—full responsibility for supervising and operation of technical department. Full resume: Wes Haugen, KMOT-TV, Minot, North Dakota.

Engineer with 1st class license for permanent position at TV transmitter using RCA TT50AH. Previous transmitter experience desirable but not essential. Contact: E. M. Tink, Vice President of Engineering, KWWL-TV, Waterloo, Iowa.

Experienced first class TV-radio engineer for growing University radio-TV operation. Call or write Mr. William Leutz, WBGU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Television technician: Permanent position for capable man. Interesting work in pleasant surroundings. Excellent retirement plan and health insurance. WHIO-TV, Dayton, Ohio.

Immediate openings, experienced engineer: transmitter, VTR, remotes, micro-wave. Excellent working conditions, pay commensurate with past experiences. Fringe benefits. Call collect Charles Perkins, Chief Engineer, WJTV, Jackson, Mississippi—area code 601-372-6311.

Unusual opportunity—Established CATV system in U.S., Virgin Isles. Requires experience constructing and maintenance system. Salary advantage if experienced sales and promotion. Apply only if confident would like island living. Send resume, references, availability date, salary requirements to Miss Shirley I. Roy, Virgin Isles TV Inc., Room 350, 400 Commonwealth Ave., Boston, Mass. 02215.

## NEWS

Need nice looking, deep voiced talent with strong presentation. Must be interested in newswriting including digging, shooting and writing the story. Write Station Manager, WCHU, Champaign, Illinois.

Group-owned station expanding its award-winning news operation. Need newscaster, newswriters, reporter/photographer for television. Also sports director for radio, with TV opportunities. Write or call John North or Daryl Sebastian, Fetzer Broadcasting Co., Cadillac, Michigan 49601. Dial 616-775-3478.

## Production—Programing, Others

Wanted: By major television film syndicator, experienced, creative cameraman/editor. Background must include all phases of camera and editing techniques. Immediate openings in challenging positions for right people. Send complete details with first reply. Box G-205, BROADCASTING.

Wanted: Immediately by major television syndicator, film writer/producer to fill challenging position requiring professional film background. Varied film assignments need take-charge, creative filmmaker not afraid of tight schedules and hard work. Send complete details, sample scripts and films with first reply. Box G-206, BROADCASTING.

Tired of the same old drag? Want to produce-direct a variety of program formats with emphasis on remotes. Our ETV station is moving up fast. Write Box G-222, BROADCASTING.

Public relations-promotion man needed immediately for leading Nebraska TV station. Must be aggressive, self-starter as position has future. PR and/or broadcast experience desired. Salary open. Full benefits. Please send full details in first letter. All inquiries will be answered. Box H-29, BROADCASTING.

TV scriptwriters (2) . . . prepare scripts for TV educational films. College degree plus 3-5 years' experience. Must be a top-notch creative writer. Send resume and writing samples to: J. E. Lawrence, Roberts Hall, Cornell University, Ithaca, N. Y.

## TELEVISION—Situations Wanted

### Management

40—family—now 6 profit years GM radio—formerly TV-radio sales manager—complete broadcast experience—College prof.—want TV or radio managership or sales managership. Box H-26, BROADCASTING.

General manager of station or group. Thoroughly experienced in administration, sales, programming, production and promotion. Television—12 years; radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, prestige station or group. Box H-30, BROADCASTING.

### Announcers

Who will train hard working, promising, mature radio newscaster seeking enter television? Willing to start from scratch. Box H-60, BROADCASTING.

Illinoisan with extensive television and radio background very strong on news presentation and provocative interviews, available now for immediate employment. Contact John Anastaplos, Hotel Tilden Hall, Champaign, Ill. Phone 352-5277.

### Technical

Broadcast engineer—Experience includes installation supervision, planning, proofs of performance, license applications of five television stations—engineering, supervision others. College. Family. No challenge too great. Relocate anywhere. Box G-304, BROADCASTING.

Consulting engineer wants permanent position as working chief. Box H-6, BROADCASTING.

Circuit design engineer BSEE, 24, married, draft exempt, 1st phone, 1½ years TV experience all phases, currently making \$9,000 will consider pay cut for promising position. Box H-47, BROADCASTING.

First phone. DeVry Tech. and signal Corps school trained. Family man. 26. Resume sent on request. Box H-50, BROADCASTING.

## NEWS

Bureau editor and opinion writer for large N.Y. paper seeks responsible position in news and/or public affairs. B.S. and college honors in TV-film. Family man. Creative writer, director. Box G-247, BROADCASTING.

## Production—Programing, Others

Yale—B.A., M.A. wants television documentary experience. Good radio experience & some television. Box G-313, BROADCASTING.

Producer—director—13 years experience all phases of TV production, news, sports, documentary. The works—live, tape & film. Heavy color experience, can write also. Desire large eastern market. Resume upon request. Box H-13, BROADCASTING.

Director, switcher all around production man desires opportunity. Box H-43, BROADCASTING.

Need an experienced creative producer-director with an MA to boot? Currently employed but looking. Is it worth a 5c stamp to find out why I can do the job better than anyone else? Box H-56, 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 to buy: Have CP for new FM. Need full automation equipment, slightly used. Looking for bargain. Herb Guthrie, WRBC Jackson, Mississippi 355-1562.

Want to buy two used Seeburg record changers similar to type used in automatic broadcast systems. Call collect M.D. Smith, III, 871-0383 Birmingham, Alabama.

Wanted: Marti remote pickup transmitter (M-30B/TPS) and associated receiver at reasonable price. WGGO Radio, Salamanca, New York.

Wanted to buy: One 5 kw FM transmitter. Send orders to: United Broadcasting Co., 8 Baltimore Rd., Rockville, Maryland.

Used FM equipment: 1-5-10 kw transmitters, tape-turntables—frequency monitors, etc. Ann Broadcasting Company, Box 589, Nowata, Oklahoma.

Ancient asthmatic ten kilowatt transmitter (FM) needed urgently. Cash. Include reasons for sale. Also full-track 7.5-15, mono Ampex series 300 & 600 recorders. Will trade. Uher 4000-S FM microwave & telemeter unit needed as well. Box G-161, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, 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.

G. E. Phone cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N.Y. 13152.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 Sw. 75th Ave., Miami, Florida.

Cartridge tape playback units. (Viking) with pre-amps in cabinets \$45.00 each. FOB Birmingham, Alabama. Order from M & M Tape Corporation, P. O. Box 6636, Birmingham, Alabama.

For Sale: 1 kw 20V Collins AM transmitter. A-1 condition. Box H-49, BROADCASTING.

Raytheon 0.1 watt microwave, videotape, and 5820s on sale. 212-EN 2-5680 or Box H-64, BROADCASTING.

Heliac Coaxial cable. HJ5-50 type, new 59¢ ft. FOB, E.E.E.E. P. O. Box 2025, La Mesa, California

## FOR SALE—Equipment

### Continued

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.

Let us serve your used equipment needs. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

## 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.

**Coverage maps, station brochures, Broadcast Sales aids of all types custom-designed.** Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

**"DEEJAY GAGS-BOSS BOOK!"** 127 hip, funny jokes Guaranteed! \$2.00 postpaid. Professional Programming, 9701 Southwest 77th Terrace, Miami 43, Florida.

**Ho. Ho. etc. Fun-knee.** 100 Hu-Mar Wild Tracks, Vol. 1. \$12.00. Exclusive. Hu-Mar Productions, Box 97, Augusta, Georgia.

**DEEJAYS!** 6,000 classified gag lines. \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

**Deejays:** Tired of buying material you cannot use? . . . Too blue for air . . . or just a re-hash? Summer edition of "Deejay Digest" just out. One lines: quips: etc. Written by a deejay, especially for deejays. Material you can use. Previous editions sold all over U. S. and Australia. List of top names upon request: Over 15 years in entertainment as Magician, Deejay, gag writer. Why not get good material . . . audience tested. Two dollars gets the new "summer" edition via air mail. Check or money order to Morris, P. O. Box 1234, Eureka, Calif.

## 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. 3-K, Grantham Schools, 15005 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.

**ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses.** (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

## INSTRUCTIONS—(Cont'd)

**Elkins Radio License School of Chicago—**Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

**Since 1946.** Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hour 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. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, 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 Sept. 5—Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

**Announcing, programing, first phone, all phases electronics.** Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

**Train now in N.Y.C. for FCC first phone license.** Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

**Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.**

**New England's only FCC 1st phone course.** Revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins Sept. 12. Write now for information. Northeast Broadcasting School, F.C.C. Course, 883 Boylston Street, Boston, Mass. 02116.

**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 Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

## RADIO

### Help Wanted

### Management

## GENERAL MANAGER

**New station owner needs a sharp young experienced, midwestern, radio man for general management.** Candidates must have strong selling ability and want challenge. Excellent spot for successful salesman or sales manager to step up and into a heads up organization and profitable future. For more information direct your qualifications to us. We are consultants retained by management.

**Personnel Incorporated**

**501 Ins. Exch. Bldg.  
Des Moines, Iowa**

## 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**

## TWO REGIONAL SALES MANAGERS

Forming national sales force for radio and TV syndication firm. Need Eastern and Southeastern regional sales managers. Syndication experience desired, background in broadcasting essential. Five figure drawing account with excellent commission set up. Must have late model car. Write or call Dick Morrison, Vice-President, Sales.

### SPOT PRODUCTIONS, INC.

**P.O. Box 9360  
Fort Worth, Texas  
AC 817 - ED 6-8151**

## Announcers

### Top 40 Swinger

with 1st class ticket . . . Run your own personality show . . . Immediate opening.

### WJDY

**Salisbury, Maryland  
Phone Norman Glenn  
301-742-5191**

### Needed Immediately

Radio announcer with 3rd class broadcast endorsed license. Adult music and serious music background desirable. Pay and fringe benefits equal to talent and experience. This is a permanent position. Please send resume including references, past employment and salary and recent tape to:

**Joseph A. Warren, WAKN-FM,  
Box 811, Aiken, S. C.**

## TOP 5 MARKET FORMAT JOCK

Immediate opening for top forty jock ready for that big break. \$400.00 per week plus hops. Call

**Byron Holton at area code 312-337-7939.**

## NEW YORK CITY

Air personalities & Newsmen with fresh ideas needed for leading NYC station. All applicants will be considered from all size markets. Send tape and resume to Box H-72, Broadcasting. Tape will not be returned. All replies will be answered.

## Situations Wanted—Management

### STATION MANAGER

one of New York City's top radio and television announcers for 14 years. Later Manager for one of New York's most successful radio stations. Currently Executive Vice-President in charge of sales of large firm.

**Box H-27, Broadcasting.**

## Situations Wanted

### Sales

#### SYNDICATORS, JINGLE FIRMS

Can you use a veteran broadcaster-pilot with airplane who knows sales? I'm looking for opportunity with income based on my sales results.

Box H-46, Broadcasting.

### TELEVISION—Help Wanted

#### Management

#### ACCOUNTANT-OFFICE MANAGER

TV Station major WC market. Top salary to individual with ability to handle all phases of accounting and office management.

Box H-66, Broadcasting.

### 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: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer M&F

**RADIO CORPORATION OF AMERICA**

#### TV CHIEF ENGINEER

Opening with Calif. major market TV Station. Applicant should have broad experience in B/W & color station operation. Salary commensurate with experience. Excellent benefits. Replies confidential. An equal opportunity employer.

Box H-36, Broadcasting.

# CATV ENGINEER

potential. Top Salary and outstanding company paid benefits.

Many other wonderful opportunities for skilled technical personnel.

Send resume in confidence including salary history to

**Box H-67, Broadcasting.**

## Production—Programing, Others

### Wanted:

#### TV WEATHERCASTER

for top Eastern TV market. Meteorology not a necessity. Warm pleasing personality important.

Box G-242, Broadcasting.

An equal opportunity employer.

### TELEVISION

#### Situations Wanted

#### Management

#### ONE OF THE NATION'S TOP

Executives In Radio & TV Management  
25 years experience including RKO General-Detroit and San Francisco, and Presidency of Broadcast company in Cincinnati. Excellent references. Looking for permanent situation with top salary and incentive. 45 years of age, married with children. Resume on request.

Box H-32, Broadcasting.

#### 53 TV PERSONALITIES

23 Announcers

21 Newsmen

9 Sportscasters

Call area code 312-337-7939  
Nationwide Broadcast Personnel Consultants

### MISCELLANEOUS

#### BEST BUY IN BUDGET \$ RADIO JINGLES \$

Audible Advertising Productions, Inc.  
663 Fifth Avenue  
New York, N. Y. 10022

Must know construction, mechanics and electronic CATV systems. Must be capable of supervising draftsmen. Light travel necessary.

This is a number 2 spot (with a leading, expanding electronics corporation, located in Northern New Jersey), offering a tremendous

## We'll give you a \$7,000 raise.

And you won't have to change jobs, leave town, or sell your home.

Here's the catch.

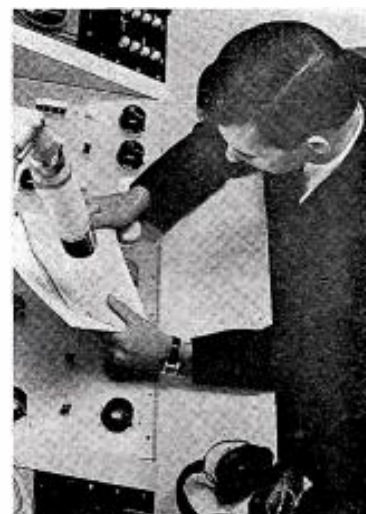
In your spare time, when you're not working at the radio or television station, you qualify and enroll prospective applicants for Columbia School of Broadcasting's audio-visual home study course. The fully recorded announcing course is taught by network calibre announcers and students are guided individually through tape exchanged critiques.

Simply air mail your inquiry and we'll send complete information on how you might become our representative in your area.



To: Wm. C. Zorich, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd. San Francisco, Calif. 94118

Approved by the Department of Education, State of California/not affiliated with CBS, Inc.



## EMPLOYMENT SERVICE



### PLACEMENTS

A courteous confidential service for Broadcasters  
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Denver, Colorado 80202

## THE AMPS AGENCY

### BY BROADCASTERS - FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programming, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

### ★ THE AMPS AGENCY ★

All Media Placement Service

3974 Wilshire Blvd. Los Angeles, Calif.  
Telephone DU 8-3116

## VHF TV OPENINGS (NO FEE)

Openings for management, talent, production, and engineering personnel.

Call 312-337-7075 NOW!



NATIONWIDE  
BROADCAST  
PERSONNEL  
CONSULTANTS



645 North Michigan Ave. Chicago, Ill.  
Phone area code (312) 337-7075  
Ron Curtis—President

## WANTED TO BUY

### Stations

### Young—Under 30—Sales Executive

Seeks minimum 50% purchase—management of radio station grossing 80 to 125M yearly in Ohio—Pa.—W.Va. area. 10 years program and sales background.

Box H-71, Broadcasting.

## WANT TO BUY

Radio Station in New York metropolitan area.

All information in strict confidence.

Write Box H-70, Broadcasting.

## FOR SALE—Stations

### MOTION PICTURE CO.

TV Commercials—Industrial & Sales Films

A well established, completely equipped facility. Equipment inventory \$105,000. Gross sales \$200,000. Price \$190,000.

Box G-258, Broadcasting.

(Continued from page 94)

stations and co-pending auxiliaries: KCKG Sonora, Tex.; WFST-AM-FM Caribou, Me.; WHOH Houlton, Me.; \*WIRQ(FM) Rochester, N.Y.; WMVB-AM-FM Millville, N.J.; WRKL New City, N.Y.; WSBY Rutland, Vt.; WTSA Brattleboro, Vt.

Dismissed renewal of license application of WOVE Troy, N.Y.

WTGI(FM) Hammond, La.—Granted CP to change frequency to channel 277 (103.3 mc), increase ERP to 25 kw, install new type trans.

KMBL Junction, Tex.—Granted CP to increase D power from 250 w to 1 kw, install new trans.; conditions.

KOIK Lakeview, Ore.—Granted CP to increase D power from 250 w to 1 kw (S.H.), install new trans.; conditions.

WSIB Beaufort, S. C.—Granted CP to increase D power from 100 w to 500 w; install new trans.; conditions.

### Actions of July 22

KHEB Heber Springs, Ark.—Remote control permitted.

\*KUT-FM Austin, Tex.—Remote control permitted.

Granted change of remote control authority for following stations: WCCM-AM-FM Lawrence, Mass.; WOHI-AM-FM East Liverpool, Ohio.

KOMO-TV Seattle—Granted CP to change transmission line and add alternate vis. amplifier.

KYTV(TV) Springfield, Mo.—Granted license covering installation of auxiliary ant. at old main trans. location.

WTNS Coshocton, Ohio—Granted CP to change ant.-trans. location, and make

changes in ant. system; remote control permitted; condition.

KXEO Mexico, Mo.—Granted CP to increase ant. height; condition.

WCLT Newark, Ohio—Granted CP to make changes in ant. system; condition.

KIFG Iowa Falls, Iowa—Granted CP to change ant.-trans. location, increase ant. height and add FM ant. sidemounted; condition.

KRZE Farmington, N. M.—Granted CP to change ant.-trans. location and change name of licensee to John Burroughs tr/as KRZE Radio.

KPUG Bellingham, Wash.—Granted licenses covering increase in daytime power, change in DA system. condition; use of former main trans. for auxiliary purposes only.

Granted letter requests for cancellation of licenses covering operation of auxiliary transmitters of following stations: WHAG Halfway, Md.; WCOL Columbus, Ohio; KLAC Los Angeles.

### Actions of July 21

WENZ Highland Springs, Va.—Granted CP to increase daytime power from 250 w to 1 kw on 1450 kc with 250 w-N. conditions.

WLOB Portland, Me.—Granted license covering change in hours of operation to U with 5 kw power, installation of DA-2, new trans., and change in ant.-trans. location; condition. Granted renewal of license.

KOSI-FM Denver—Waived sec. 73.210(a) of rules and granted mod. of CP to change studio location to Aurora.

Following stations were granted extensions of completion dates as shown: KBGO Waco, Tex., to Sept. 1; KEGG Daingerfield, Tex., to Jan. 24, 1967; WMVB-FM Millville, N. J., to Sept. 12; KNOB(FM) Long Beach, Calif., to Dec. 31; WFMS(FM) Indianapolis, to Aug. 30; KNUJ-FM New Ulm, Minn., to Feb. 15, 1967; WJRS-FM Jamestown, Ky., to Sept. 1; WFMH-FM Cullman, Ala., to Oct. 24; KNEA-FM Jonesboro, Ark., to Jan. 30, 1967.

KDFR(FM) Tulare, Calif.—Remote control permitted.

WISM-FM Madison, Wis.—Granted CP to replace expired permit authorizing installation of new trans., new dual polarized ant. and to make changes in ant.; increase ant. height and ERP.

### Actions of July 20

WLuz Bayamon, P. R.—Granted mod. of CP to make changes in MEOV.

WZMF-FM Menomonee Falls, Wis.—Granted mod. of CP to change type of ant.

Granted renewal of licenses for following stations and co-pending auxiliaries: KPUA Hilo, Hawaii; WCOB Boston; WAPC-AM-FM Riverhead, N. Y.; WOKO Albany, N. Y.; and WPAC-AM-FM Patchogue, N. Y.

Dismissed application for renewal of license of KEVA Evanston, Wyo.

Remote control permitted: KGVO Missoula, Mont.

Following stations were granted extensions of completion dates as shown: WITA San Juan, P. R., to August 31; WMYR Fort Myers, Fla., to Oct. 10; WTCH-FM Shawano, Wis., to Nov. 30; WMDE(FM) Greensboro, N. C., to Feb. 1, 1967; WREC-FM Memphis, to Jan. 15, 1967; KLVI-FM Beaumont, Tex., to Nov. 2; WKBC-FM North Wilkesboro, N. C., to Oct. 1.

### Action of July 15

\*KIXE-TV Redding, Calif.—Granted mod. of CP for noncommercial educational TV to reduce aur. ERP to 5.89 kw; make changes in ant. structure: reduce ant. height to 3590 ft.

## BROADCAST ACTIONS

### By Commission

■ Commission is advising ABC and IT&T that, in connection with their merger, additional information is needed before it can reach judgment that grant of applications for transfer of 17 AM, FM and TV's now licensed to ABC or its subsidiaries would be in public interest. Accordingly, it has requested certain information from both companies. Action July 20.

■ Commission ordered Asheboro Broadcasting Co. to show cause why licenses of its WGWR-AM-FM Asheboro, N. C., should not be revoked because of questions regarding qualifications of Roy Cox Jr. and J. R. Marlowe to be stockholders or officers of licensee of commission, and whether, and if so to what extent, Asheboro Broadcasting Co. participated in abuse of commission's processes in connection with fling of application by Al-Or Broadcasting Co. (partnership composed of Marlowe, Cox and

## FOR SALE—Stations

### continued

## FOR SALE

Sports—film and videotape business.

Three hundred hours of sports film, two hundred hours of negatives, one hundred hours of videotape.

All in excellent condition.

Now playing in 22 U.S. markets. Five hundred dollars net per week in cutoffs. Inventory, contracts, contacts. Seventy-five thousand dollars cash.

Write Box H-2, Broadcasting.

## Tia Rue Media Brokers Inc.

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| Gulf | medium | fulltime | 130M   | cash  |
| Tenn | metro  | daytime  | 140M   | 20M   |
| S.E. | metro  | negro    | 225M   | terms |
| N.E. | major  | daytime  | 500M   | terms |



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

W. A. Corbett) for new station in Mebane, N. C.; and directed chief, Broadcast Bureau, to serve upon licensee bill of particulars. Commissioners Bartley and Lee absent. Action July 20.

## Notice of Forfeiture

■ Commission notified KIKI Ltd. that KIKI Honolulu, has incurred apparent forfeiture liability of \$1,000 for not having properly licensed operator on duty and logging violations. Licensee has 30 days to contest or pay forfeiture. Commissioner Bartley not participating; Commissioner Wadsworth concurred in result. Action July 27.

## Rulemakings

### AMENDED

■ By report and order, commission amended its table of UHF channel assignments to reassign channel 23 from Canton to Akron, Ohio, and channel 67 from Akron to Canton, also change ETV reservation at Akron from Channel \*55 to \*49. This is pursuant to rulemaking in Doc. 16538. Action July 27.

■ By report and order, commission amended its table of TV assignments to give Topeka, Kan., three commercial UHF channels—27, 43 and 49—instead of present two—29 and 58. This proposal was made by commission on May 13 to remove hearing conflict between two applicants for channel 29. Action July 27.

■ By memorandum opinion and order, commission denied joint petition by Las Vegas Television Inc., licensee of KLAS-TV and Harry Wallerstein, receiver for KSHO-TV both Las Vegas, for reconsideration of commission action of May 4 which substituted channel 3 for channel 2 in Las Vegas and modified license of Southern

Nevada Radio & Television Co. to specify operation of its Las Vegas KORK-TV on channel 3 instead of channel 2. Action July 27.

■ By first report and order in Doc. 16601, commission, pursuant to rulemaking proposal of April 22, amended table of FM channel assignments by:

Assigning 285A to Crossett, Ark., 280A to both Mt. Sterling, Ky., and Tioga, N. D.; 237A to both Clare, Mich., and Litchfield, Minn.; 252A to Prentiss, Miss.; 296A to both Dodgeville and Oconto, both Wisconsin; 265A to Bristow, Okla., and

Substituting 269A for 237A at Clarksdale, Miss., and assigned 237A to Oxford, Miss.,

Substituting 265A for 237A at Warsaw, Va.; 285A for 292A at Kingsport, Tenn.; 292A for 296A at Norton, Va., and 296A for 285A at Neon, Ky.

Decision on proposal to substitute 255 and 296A for 252A and 257A at Boone, Iowa, will be made later. Action July 27.

■ By memorandum opinion and order in Doc. 16212, commission assigned 277 to Nacogdoches, Tex., replacing it at Lufkin with 257A, retaining 221A at Nacogdoches in hearing status. Applicants for channel 252A at Nacogdoches may amend to specify 221A or 277. Petitions for reconsideration of FM allocations at Southbridge and Fall River, both Massachusetts, and Providence, R. I., were denied. Commissioner Cox dissented to Nacogdoches. Action July 27.

### PETITIONS FOR RULEMAKINGS FILED

BeeBee Broadcasting Co., Sharon, Pa.—Request amendment of table of assignments for FM frequency allocations to add channel 269 to Linesville, Pa. Received July 18.

WLFA LaFayette, Ga.—Requests (1) waiver of sec. 73.207 of rules with regard to separation of class A FM's and adjacent class C's, and (2) assignment of FM channel 275A to LaFayette. Received July 18.

CATV REQUESTS FOR WAIVER  
Rockford Community Television Inc., Loves Park, Ill., requests waiver to carry WGN-TV, WFLD-TV, WCIU-TV, WTTW-TV and WXXW-TV all Chicago.

Paxton Community Antenna System Inc., Paxton, Ill., requests waiver to carry WGN-TV, WFLD-TV, WTTW-TV, WBKB-TV and WMAQ-TV all Chicago; WCHU-TV Champaign, Ill., and WTOG-TV Terre Haute, Ind.

Columbus Communications Corp., Columbus, Ind., requests waiver to carry WCPO-TV, WKRC-TV and WLWT-TV all Cincinnati.

Cable Video Co., Shelbyville, Ky., requests waiver to carry WTTW-TV Bloomington, Ind.; WLTV-TV Bowling Green, Ky.; WCPO-TV, WKRC-TV and WLWT-TV all Cincinnati.

## New call letters requested

KEWB Oakland, Calif.—Metromedia Inc. Requests KNEW.

Pineville, Ky.—Ken-Te-Va. Broadcasting Co. Requests WANO.

Englewood, Tenn.—Norman A. Thomas & Associates. Requests WENR.

Beckley, W.Va.—Christian Broadcasting Corp. Requests WCIR.

\*Hanover, N.H.—University of New Hampshire. Requests WHED-TV.

Tampa, Fla.—Hillsborough Broadcasting Co. Requests WTSS-TV.

WIRC-FM Hickory, N.C.—Foothills Broadcasting Inc. Requests WIRS(FM).

Pueblo, Colo.—Pueblo Stereo Broadcasting Corp. Requests KVMN-FM.

KGLA(FM) Los Angeles—The McLendon Pacific Corp. Requests KADS(FM).

WSCIF(FM) Scottsburg, Ind.—Montgomery-Phillips. Request WMPI(FM).

# COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through July 27. 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.

■ Bakersfield, Calif.—Bakersfield Cable TV has been granted a franchise. The firm will supply 11 channels. Everett Kochheiser is manager.

Foster City, Calif.—Cer-Vent Cable TV Inc. San Mateo, Calif. (Alfred E. Cerro and Frank J. Venturini, owners) has applied for a franchise.

St. Helena, Calif.—Redwood Television Cable Co. of Sonoma county, Calif., has applied for a franchise.

■ San Clemente, Calif.—San Clemente TV Cable Co. has been awarded a franchise. Riviera Beach, Fla.—Burnup and Sims Inc., which has franchises in Lake Park and North Palm Beach, both Florida, has been rejected as a franchise holder in Riviera Beach.

■ South Beavard, Fla.—Florida Television Cable Inc. (Orlando Brilante, general manager) has been granted a franchise. The firm will supply eight channels plus an educational television channel and a time-weather-news channel.

■ Cairo, Ga.—Clearview of Georgia Inc. has been granted a franchise. The firm proposes nine regular channels, 11 FM radio channels, a 24-hour music-weather channel and two educational television channels.

Gilman, Ill.—Iroquois Cable Co. (E. L. Kingdon, representative) and Clear View Community Antenna Co. (Charles Schmid and Ray Sweeney, Gilman, Ill., representatives) are seeking franchises.

Crawfordsville, Ind.—Montgomery All-Channel Cablevision Inc., Pattison, Bishop & Adamson, both Crawfordsville, and Community Telececion Inc., Indianapolis, have applied for franchises.

■ Goshen, Ind.—Valley Cablevision Inc., South Bend, Ind., and Cit Com Inc., Decatur,

Ill., have been granted franchises, with installation to begin within six months of grant. Both companies have tentatively set a \$4.90 monthly service charge.

Warsaw, Kosciusko county, Ind.—United Transmission Inc. has been granted a 10-year franchise to serve incorporated areas. Valley Cablevision Corp. recently was awarded a 20-year franchise.

■ Denison, Iowa—Denison Cable TV Co. (Ted Abbot, manager) has been granted a franchise. Construction is expected to begin in approximately 30 days.

Harlan, Iowa—Harlan Cable TV Co. (Paul A. Pauley, president) has applied for a franchise.

■ Sioux City, Iowa—Sioux City Cablevision Co. has been granted a franchise.

Framington, Mass.—Middlesex Cable Television Inc. has applied for a franchise.

Mt. Pleasant, Mich.—Booth Broadcasting Co. has applied for a franchise.

■ Grand Island, Neb.—Multi-Vue TV System Inc. has been granted a franchise.

Ely, Nev.—Western Television Cable Co. has applied for a franchise. Applications pending: Community Television Inc. and Joseph Ashforth of Phoenix.

Cornwall, N. Y.—Good-Vue CATV Inc., New York (Phillip Beigel, president), Hometown TV and Storm King Cablevision have applied for franchises.

Walden, N. Y.—High Tower, Liberty Video and Better Television, are seeking franchises. M & K Television previously submitted a bid.

Beaufort, N. C.—Jefferson-Carolina Corp. (O. J. Peterson, representative) has applied for a franchise. The firm offered Beaufort 5% of gross receipts.

Chapel Hill, N. C.—Three firms have applied for franchises: Willow Terrace Development Corp., Chapel Hill; WTVD-TV Durham, and Jefferson-Carolina Corp., Greensboro, all North Carolina.

Monroe, N. C.—Television Transmission of North Carolina is the third firm that has applied for a franchise. Piedmont Cablevision and Jefferson-Carolina Corp. have applications pending.

Windsor, N. C.—Jefferson-Carolina Corp. has applied for a franchise. Peninsula Broadcasting Corp., Norfolk-Hampton, Va., has an application pending. That firm proposed an installation charge of \$10 and a

monthly charge of \$5.

North Baltimore, Ohio—Wood TV Corp. (Roger Wise, representative, Fostoria, Ohio), has applied for a franchise.

Baden, Pa.—Centre Video TV Cable Co. (group CATV owner), State College, Pa., and Rego Industries (Viking Industries-group CATV owner), Hoboken, N.J., have applied for franchises.

Bedford, Pa.—Six Mile Run Television Corp. is seeking a franchise.

Bethlehem Twp., Pa.—Town-County Trans-Video Cable Co., Northampton and Clear-Pic Cable TV Co. (Maxwell Flitter, representative), Easton, both Pennsylvania, are applicants for CATV franchises.

■ Bridgewater, Pa.—Rego Industries Inc. (Viking Industries Inc. group CATV owner), Hoboken, N. J., has been awarded franchise.

■ Hackettstown, Pa.—CATV Service Co., Doylestown, Pa., has been granted a 10-year nonexclusive franchise. The firm will offer a 12-channel system at a monthly service charge of \$4.85 and an installation fee of \$10 to residential subscribers, \$20 to commercial customers. The company will return 3% of gross revenues to city.

North Huntingdon Twp., Pa.—Tex-Video Inc. (group CATV owner), Pittsburgh, and WHJB Greensburg, Pa. (Mel Goldberg, president), are seeking franchises. WHJB will charge \$4.25-\$4.50 monthly.

■ Hamlin, Tex.—Telecom Cable Co. Inc. has been granted a franchise. The installation charge will be \$7.50 and the monthly charge will be \$5.95. The firm will pay 2% of its annual gross receipts.

■ Alderson, W. Va.—Chemcity Electronics of Charleston, W.Va. has been granted a franchise. Alderson subscribers will be able to receive six channels and the monthly charge will be \$4.95 with an installation fee of \$30.

Marinette, Wis.—Midland Community Antenna Systems has applied for a franchise in Marinette and Menominee. James Stang, representative, proposes to provide 12 channels.

Sturgeon Bay, Wis.—Four applications are pending: Wisconsin Community TV Inc.; Universal Television Inc., and Midland Community Antenna Systems, all Milwaukee, and CATV Inc., a subsidiary of WISC-TV in Madison, Wis.

**W**HEN Elmer Lower of Kansas City was 16 he enrolled at the University of Missouri to study journalism, partly because the school "wasn't very far from home."

Ironically, Kansas City was to be his home again for only two weeks following his graduation from college in 1933. The United Press assigned him to the state capital, Jefferson City, Mo., after a 14-day tenure in KC. In the intervening years, Mr. Lower has worked and lived in Louisville, Ky.; Flint, Mich.; Cleveland; Washington, D. C. (four times) Paris; Los Angeles; Tokyo; Bonn; Cairo; Algiers; Naples; London and New York.

Mr. Lower (rhymes with power) could be termed "a job-hopper." He has worked for two newspapers, three newspaper wire services and syndicates, a magazine (*Life*), three networks (CBS, NBC and ABC) and two government agencies (the Office of War Information and the Office of the High Commissioner for Germany).

"For me, changing jobs and meeting new challenges have been exciting and fulfilling," he commented recently. "But I certainly don't recommend it for everybody. One of my best friends stayed in Kansas City and is now an executive editor there and apparently happy."

His extensive experience in various news media all over the globe stood him in excellent stead in 1963 when the top management of ABC was seeking an executive to organize and direct a competitive news operation at the network. It didn't have to look too far to find Mr. Lower, who was working a few miles away at NBC News in New York as vice president and general manager. He was appointed president of ABC News on Aug. 20, 1963.

Coincidence and friendships have played pivotal roles in his career. He had thought vaguely of becoming a lawyer at the time he was graduating from high school. As an extra-curricular activity, he wrote articles for a Kansas City fraternal magazine.

One day the editor, George Sykes, whose full-time job was with the *Kansas City Star* as a news executive, offered this comment and advice: "You know, Elmer, you write pretty well. You ought to go to the University of Missouri and study journalism."

Thirty-seven years later, in his comfortable ABC News office off Central Park, Mr. Lower recalled the incident with obvious delight and remarked: "George Sykes was a good counselor. He guided me down the right path."

Mr. Lower is a tall, heavy-set man with a relaxed, informal manner. He has a reputation as a skilled organizer and for knowing how to delegate responsibility.

## Lack of time blocks in-depth news coverage

"I've always fancied myself as an editor or manager," he reveals. "I've always been interested in how the news is played, rather than in writing it or broadcasting it."

He believes TV journalism is maturing but agrees that there is ample room

for improvement. Television, he diagnoses, "is good on page one, in the area of hard news," but must upgrade its performance in the "back-of-the-book" (finance, science, arts coverage).

He received a mandate from the ABC management upon assuming the top news post to revitalize the operation and raise it to a par with CBS's and NBC's. The ABC News budget has been bolstered to \$27 million and the staff has more than doubled, to 550, over the past three years.

"My feeling is that our coverage of the hard news is about equal to that of CBS's and NBC's," he ventured. "In other areas of the news we may still have some ground to catch up."

Mr. Lower hopes that there will be more investigative reporting of events on TV and says the stumbling block now "is not the talent or the resources but the lack of available time."

He keeps three TV monitors on at his home and in his office tuned to the ABC, CBS and NBC outlets in New York (with the sound turned on to WABC-TV until he wants to switch to one of the two other stations).

His primary avocation is presidential elections. He has been covering conventions and elections for 30 years and has played a key role in the design of these events at the three networks.

"If I had a week off from work, I'd have a wonderful time just studying presidential elections since 1932," he reported with a smile.

Mr. Lower speaks French fluently and has some knowledge of German. His skill in French is understandable; he has been married for 28 years to the former Gilberta Stengel of Nancy, France.

Another Lower seems headed for the broadcast field. His son, Louis G., 21, is working this summer as an apprentice engineer at ABC. Previously he had worked at the network as a page and in the accounting department.

"My other son, John, who's 18, wants to make a lot of money," he chuckled. "He's working as a commercial photographer in New York this summer and thinks this field will be a remunerative one for him."

He plays tennis and swims to stay in shape. In the city, he tries to swim at least once a week in the pool of the New York Athletic Club but confides that "big news stories always seem to break when I'm in the pool."

He has one unfulfilled ambition. "I would like to write a nonfiction book," he confessed. "I've never written a book but friends say I should do one on the stories I tell when we're sitting around having a drink. It would be a book of light-hearted stories I've picked up all over the world, sidelights to some of the important events of our times."

## WEEK'S PROFILE



Elmer Wilson Lower—pres., ABC News; b. Kansas City, Mo., March 7, 1913; reporter, Louisville (Ky.) Herald Post, 1933-34; Flint (Mich.) Journal, 1934-35; bureau manager, United Press, Jefferson City, Mo., Cleveland, 1935-37; overnight news editor, UP, Washington, 1937-38; photo editor, Newspaper Enterprise Association, New York, 1937-39; Associated Press Wirephoto Network, Chicago and New York, 1939-42; with Office of War Information in Cairo, Algiers, Naples and London, 1942-45; with *Life* magazine, 1945-51, as bureau manager and correspondent in Los Angeles, Paris and Tokyo; chief, information division, Office of the High Commissioner in Germany at Bonn, 1951-53; manager, CBS News bureau, Washington, 1953-54; director of special projects, CBS News, New York, 1954-59 (on leave during 1958-59 for study on fellowship from Fund For Adult Education at Columbia University leading to MA degree in public law and government); Washington bureau chief, NBC News, 1959-61; VP and general manager, NBC News, New York, 1961-63; president, ABC News, 1963; m. Gilberta Stengel of Nancy, France, 1938; children, Louis G., 21, student at Yale University; John W., 18, student at Northwestern University; member of Sigma Delta Chi; Radio & Television News Directors Association; board of governors of Overseas Press Club; past president of Washington Chapter, Academy of Television Arts & Sciences; received University of Missouri's distinguished service award to journalism, 1959.

## Too bad it will never fly

**A**T first look, it would be easy to support the Leo Burnett Co.'s suggestion, reported in these pages a week ago, that network television adopt two program seasons a year, one to start in September and another to begin in March. The idea of completely fresh programing during the summer is appealing, if only because the term "summer reruns" has grown to be so derogatory as to suggest that anything else would be better.

We endorse completely the Burnett agency's belief that the emphasis in programing ought to be on keeping the viewer "challenged and watching 52 weeks a year." But a harder look at the economics of the two-seasons approach raises doubts about its feasibility.

Burnett suggests that each network might have two separate program departments, one for winter and one for summer and each competing with the other. This is an intriguing concept, but it seems to disregard the reality that even with only one program department to a network and with reruns as a means of spreading program emphasis, the business of networking, in itself, is already a low-profit operation at CBS and NBC and a loss operation at ABC. Two program departments competing against each other and also against the other networks would almost certainly increase the costs for networks and their customers (including Burnett's clients). Nor is there any assurance, in our opinion, that the total output of a department thus divided against itself would be significantly improved or that, in fact, the extra competition thus generated wouldn't produce lower rather than higher standards.

There is another point of view important to both audiences and advertisers. By coincidence, the "Monday Memo" feature on page 18 of this issue of BROADCASTING carries a persuasive case in defense of reruns by Stuart Gray of MacManus, John & Adams. He builds it on the sound premise that "there is a big difference between a program having been *shown* before and having been *seen* before."

Although we question the feasibility of the two-departments, two-seasons approach, and also believe that the summer rerun can and often does serve a useful purpose, we do not wish to discourage Burnett or anyone else from advancing ideas for program improvement. A certain amount of bread-and-butter programing will probably always be necessary, but it should be as fresh and new and venturesome as mass-audience tastes permit. The more ideas, the better.

## Spectrum raid

**I**N the plethora of problems that face broadcasters there is one that could stop expansion of television, inhibit competition and force more stringent regulatory controls.

For years the land-mobile services (manufacturers, trucking companies, utilities, railroads and others broadly identified with the National Association of Manufacturers' lobby) have tried to raid the spectrum with their sights on the VHF and UHF frequencies occupied by TV and FM. Ten days ago the FCC, the majority apparently unable to resist mounting pressures from members of Congress, authorized a test of shared use of TV channels by mobile operators.

This is the foot in the allocations door. The test is an exercise. It is a device to grab higher-frequency spectrum space for private communications use without regard to the availability of common-carrier services, which broadcasters themselves must use for interconnection.

The land-mobile lobby has been building its case in Congress and with those elements on the FCC who would

relish a redefinition of TV coverage, including drop-ins, and thus tighten the regulatory noose on grounds of limited competition and "scarcity."

Every imaginable method is being used to knock down the TV allocations. The lobby, for example, hopped on the CATV band wagon early, proclaiming that cables ultimately will provide service in the big cities, freeing channels for other uses—theirs. They have latched on to the new wonder of the outer world—satellite communications—as a technique that will reduce the need for TV stations through direct satellite-to-home TV and FM transmission.

The latest manifestation of opportunism is the plaintive wail that police departments need spectrum space (from TV of course) for protection of life, limb and property because of rioting in civil-rights problem areas.

Broadcasters are fighting potent forces. In addition to the NAM, the Electronic Industries Association and the Associated Public-Safety Communications Officers Inc. are joined in the spectrum raid. Equipment manufacturers covet the substantial new market that would open up without detracting from the color explosion, or CATV development, since receivers are needed however TV is delivered.

The Association of Maximum Service Telecasters has offered resistance down the line for its 160-odd members. But the problem is all-encompassing, affecting UHF, VHF, TV and possibly FM. It goes to the heart of our democratic precept—the basic right of the broadcaster to ply his profession in a free, competitive atmosphere.

## New sound

**I**N preparing this issue's special report on radio's swing toward country-and-western music, we were wholly unsuccessful in turning up any stations that had tried the C&W format and failed. The returns in our survey, which included all stations known to be broadcasting C&W seven hours a day or more, were universally enthusiastic.

Still no reader ought to be deluded into thinking that country-and-western music will work for every station, any more than top 40 or good music or talk or any other format is a certain key to success. As every broadcaster and sophisticated advertiser knows, it's not only what a station plays but the way that it plays it. A good many stations seem to be playing country-and-western music very well.



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