



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Outlook bright for '66 TV sales; '65 set records. p27
 High cost of football: rights up 16% to \$44 million. p36
 Up in the air over satellites: interpreting the Act. p66
 Spot radio running 11% ahead of 1965 pace. p58

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Carl B. Ylvisaker Library
 Moorhead, Minn.

8/10

spot radio

ells for you round the clock



A moment to relax and a time
 when Radio satisfies her need
 to know what's happening.
 With Spot Radio your mes-
 sage will reach her to let her
 know about your product, too.

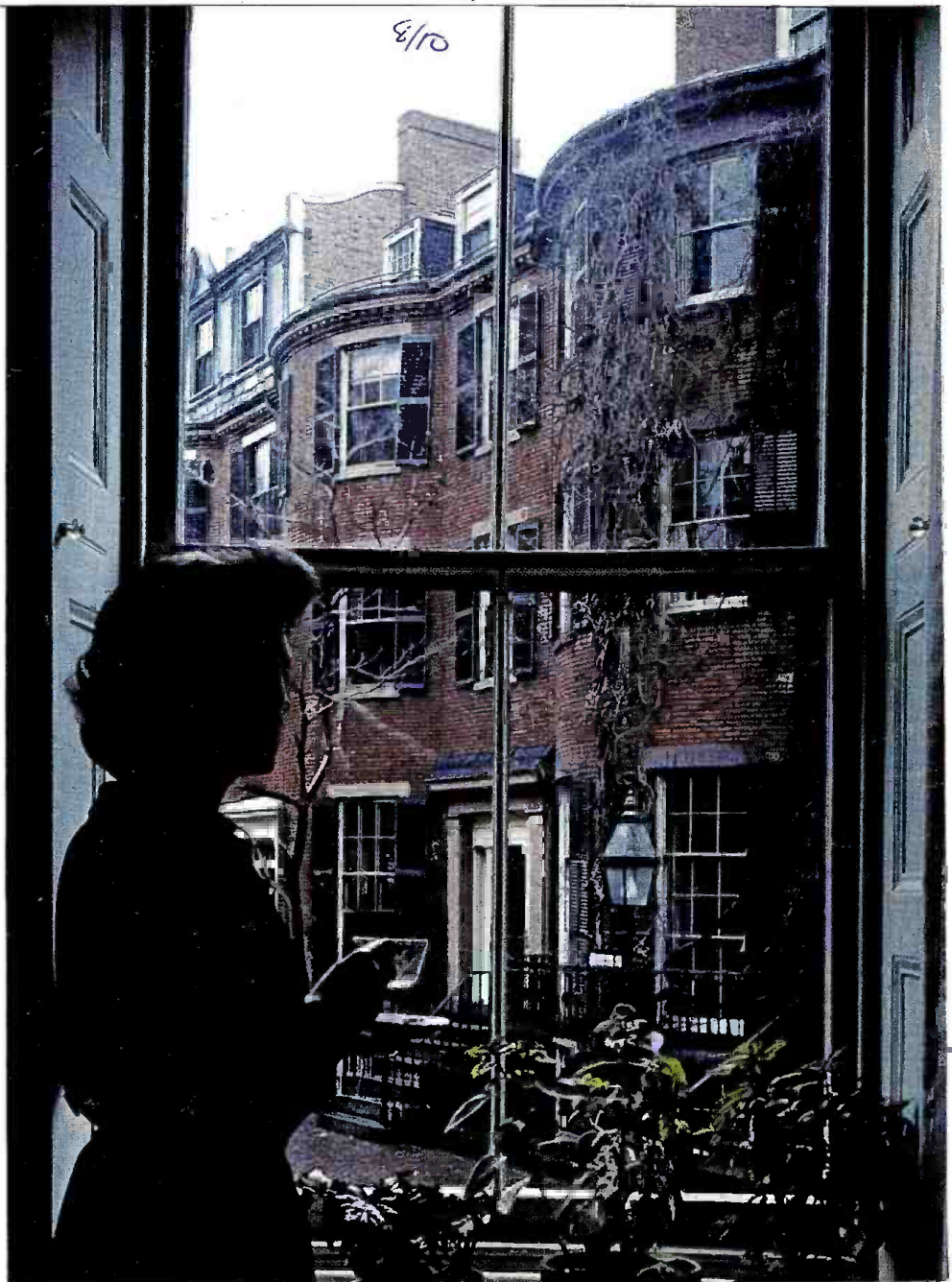
RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

Courtesy of Salada Foods Incorporated.



If You Were a Food or Drug Advertiser In the Columbia, S. C. Television Market



... you would be aware of the exact amount of shelf space your product is receiving at the hands of the grocery retailer.

In 1965, WIS Television published an in-store brand audit product census of supermarkets in the Carolina Complex. This report included 48 selected product categories, and showed the number of linear feet, percentage; number of stores stocking and percentage, by brand, in each category.

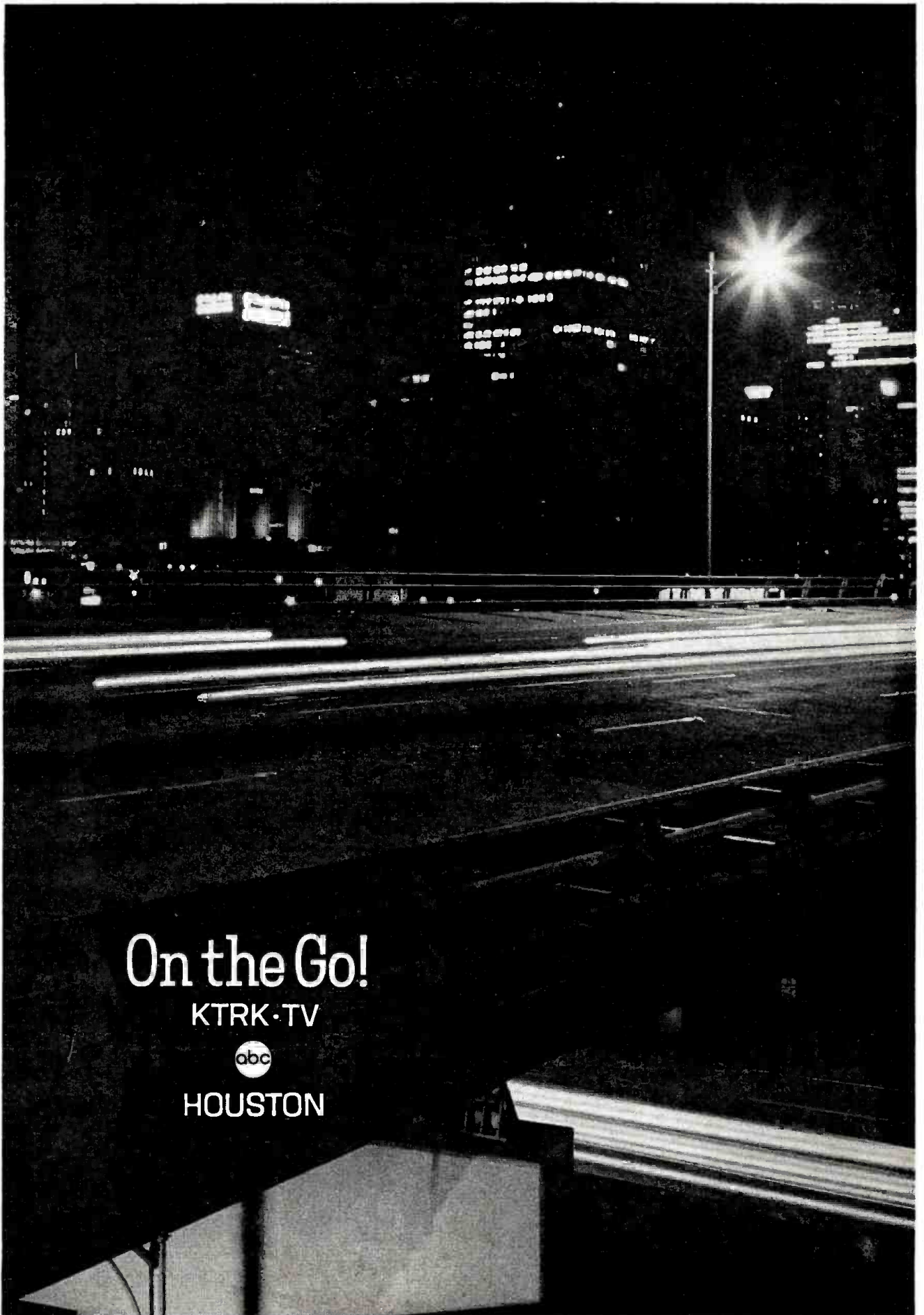
This year, WIS Television commissioned Dr. Clinton A. Baker, Associate Professor of Marketing, University of South Carolina, to once again conduct a second study, which includes, in addition to linear feet, total area, vertically and horizontally, devoted to each product in 64 selected product categories.

Meaningful research such as this is just one more reason Cosmos stations are respected, influential leaders in the communities they serve.



BROADCASTING CORPORATION

G. RICHARD SHAFTO, PRESIDENT

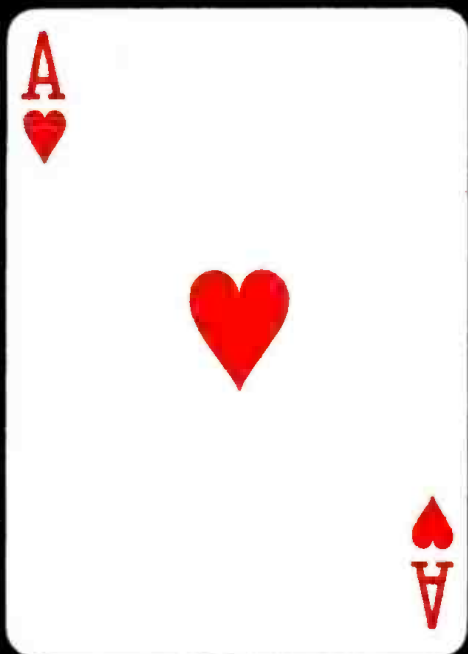


On the Go!

KTRK-TV

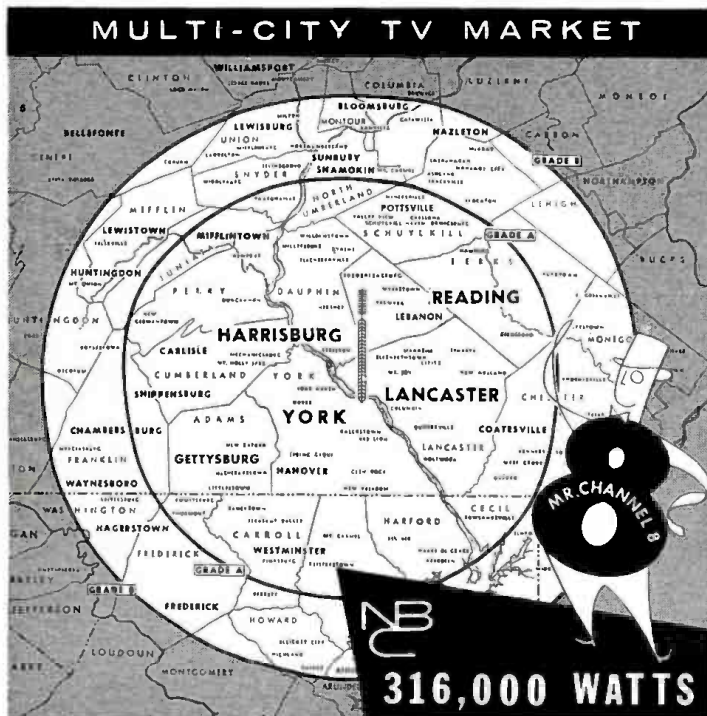


HOUSTON



WGAL-TV

symbols of good fortune



Good fortune for advertisers resides in the remarkable 18% color penetration* in the Channel 8 area. All local programs are colorcast live, on film, or via color tape recorder. WGAL-TV is an affiliate of NBC, the full color network. The magic of color means good fortune to you. Buy WGAL-TV and add the magic touch to your sales.

*This statistic is based on Feb. 1966 Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

WGAL-TV

Channel 8 • Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster-Harrisburg-York, Pa. • KOAT-TV Albuquerque, N.M.
WTEV New Bedford-Fall River, Mass./Providence, R.I. • KVOA-TV Tucson, Ariz.

New leader

CBS-TV'S virtual stranglehold on first place in nighttime network billings was clearly broken by NBC-TV in first six months of this year, according to estimates of net time and talent sales as compiled by LNA/BAR. Except for occasional month, CBS has ruled nighttime roost in recent years—as it still does in daytime and total sales. In first six months last year, for instance, CBS was ahead every month and for that half-year had nighttime total of \$152.6 million as against \$146.1 million for NBC, \$121.6 million for ABC. In same period this year, however, NBC was nighttime leader each month and for half-year had \$166.1 million to CBS's \$156.4 million and ABC's \$130.5 million.

All in tune

Broadcast Music Inc. appears to be well past halfway home in its move to raise its music-license rates for radio stations by 12.5%. Stations were notified of increase, which carries endorsement of All-Industry Radio Stations Music License Committee, in letters sent at end of June cancelling current contracts as of Sept. 30 (BROADCASTING, June 27). By late last week 3,159 stations, out of some 5,500 BMI radio licensees, had accepted new contracts and none had refused, according to BMI officials, who were preparing to send out reminder notices to those not heard from. New contracts become effective Oct. 1.

What to do

Former FCC Chairman E. William Henry, who managed unsuccessful campaign of close friend, John Jay Hooker Jr., for Democratic nomination as governor of Tennessee, is likely to return to law practice—but he hasn't decided where. Last Friday, day after primary, he set off on vacation of two weeks to month, during which he said he would consider several "options" in Washington, other eastern cities and native Tennessee.

Not for a while

Congressional observers see little chance of House consideration this year of CATV bill reported out by House Commerce Committee in June (BROADCASTING, June 13). Bill, con-

CLOSED CIRCUIT

firming FCC's authority to regulate cable systems, has been awaiting action by House Rules Committee for almost two months. Rules Committee has large backlog of other legislation that is seen as more likely than CATV to reach floor.

Missionaries

McGeorge Bundy, president of Ford Foundation, is following through on plan submitted to FCC last week for TV network satellites (see page 66). He called on FCC Chairman Rosel H. Hyde last Friday. Preceding week, Dr. James T. Killian Jr., head of Massachusetts Institute of Technology and chairman of Carnegie Commission on Educational Television, paid call on Mr. Hyde to familiarize himself with procedures in satellite proceedings.

FCC won't get to formal consideration of satellite proposals for some time. Reply comments aren't due until Oct. 1. Greatest interest centers on how noncommercial network costs would be defrayed. Whereas Ford proposal envisages contribution from commercial networks on savings it contends would accrue through use of satellite plan compared with AT&T interconnection charges, Carnegie has under consideration but has not yet formally presented plan for \$4 excise tax on each receiving set sold to raise estimated \$100 million. Third idea, not yet formally offered, is for contributions by networks to defray most of noncommercial costs—to be offset by remission in broadcasters' taxes.

False alarm

Wild report among auto dealers that new auto-safety legislation would ban operation of car radio while auto is running was torpedoed last week. Staff members of Senator Abraham Ribicoff's (D-Conn.) subcommittee said Friday no such proposal had been advanced or even considered.

Unloading

Deal is imminent for National General Corp., theater exhibitor based in Beverly Hills, Calif., to sell off all or part of its community antenna television operations involving total

of some 28,000 subscribers. Negotiations for sale are at small-print stage with major CATV operators not based on West Coast. Stumbling block may be unwillingness of purchaser to buy whole National General CATV package. National General wants to quit CATV business totally and doesn't want to get stuck holding maybe 5,000 connections.

Toy standards

Mattel Inc., nation's leading toy manufacturer, is getting behind push for toy manufacturers to set up their own regulatory body to oversee commercials on TV. Jack Jones, Mattel's director of marketing services, is mormon. He spent last week in New York where presumably idea was presented to Toy Council of America. Indications are that NAB code authority concurs and is cooperating.

Little pitchers

Television can thank children of one of highest executives at Carson-Pirie-Scott, major Chicago department store, for influencing store's decision to take deep plunge into color advertising on TV (see page 56). One of store's top executives now says it dawned on him that his youngsters never read papers but did watch TV. That led him to look farther into TV impact, especially on women, and to conclusion that papers alone may no longer be able to carry whole department-store load.

Cables on radio

Radio is going to play significant role in public relations campaign to be mounted by National Community Television Association (see page 78). Organization has appropriated \$175,000 to build better image, rebut unattractive impressions ("piracy" is one) that have gained currency on Capitol Hill and in other areas. Executive committee has hired Richards & Associates, Washington, and Gould Advertising, Philadelphia, as PR counsel.

Now that NCTA contract is in shop, Richards & Associates may open New York office with Mike Foster, former ABC vice president for public relations, in charge. Mr. Foster and PR firm have been negotiating.



The Bumsteads do not take TV lying down.

They go to work for you...give you a promotional impact like you hardly ever see these days.

When you sign up for the Blondie movies, you immediately have available: A 10-minute preview for on-air promotion and sales meetings, 12 made-for-TV film promos, 10 radio spots, tapes of the new Blondie theme song, an open-end deejay interview of Penny (Blondie) Singleton.

Also, posters (2 sizes), post cards, Dagwood sandwich recipes, a Blondie Nostalgia Test, a premium anthology of favorite Blondie strips.

Also, you can arrange cross plugs with local Blondie

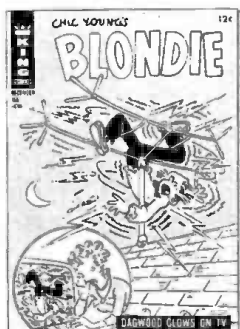
newspapers. And you can arrange a visit from Penny in person.

Most of this is for free or for a small charge. And it's all in addition to the regular Blondie promotion kit, a rich assortment of photos, slides, ads, etc.

Oh, one more thing: The cover story of the Blondie comic book that comes out in October will tell what happens in the Bumstead house when Dagwood debuts on TV. What other feature film ever got a plug like that?

No, when they get to TV, the Bumsteads aren't resting on their laurels. They'll run themselves ragged for you.

King Features



West: Maurie Gresham 213-769-0232
East: Ted Rosenberg 212-682-5600

WEEK IN BRIEF

Economists, station reps and market analysts expect TV's 1966 time sales to run about \$1.8 billion, healthy 7% to 8% gain over 1965's \$1.67 billion. Local businessmen expected to show 13% to 15% increase. See . . .

TV RECORD . . . 27

Now that proposals are in it is up to federal government to decide if there should be private communications-satellite system and who should own it. TV networks stand to gain in any event. See . . .

AMBIGUOUS SATELLITE ACT? . . . 66

Television revenue up 10% to almost \$2 billion and income up 8% to \$447.9 million in 1965, according to FCC figures. Net revenues of networks reached \$786.6 million; for network-owned stations \$235.2 million. See . . .

1965 TV REVENUE . . . 30

NCTA's Ford offers 'concessions' towards copyright; adds warning that without certain exemptions CATV could be forced out of business. Statements come at opening of Senate hearing on CATV copyright legislation. See . . .

SENATE STARTS PROBE . . . 80

TV is getting another chance to prove its worth in cracking multimillion-dollar retail market. Carson Pirie Scott, major Chicago chain, plans \$3 million saturation test using color spots on WMAQ-TV. See . . .

SATURATION TEST . . . 56

Professional, college football broadcast rights to hit \$44.1 million for 1966 season, some \$6.4 million more than last year. BROADCASTING survey finds sponsors will pay \$100 million for commercials. See . . .

\$44 MILLION FOR FOOTBALL . . . 36

Ford Motors, Chrysler Corp. and General Motors lead parade of sponsors in RAB's listing of radio's top-100 spenders in first quarter. Spot billings for period hit \$68.8 million, up 11% from last year. See . . .

SPOT RADIO: ONWARD . . . 58

In surprise move Walter Rogers announces he's not coming back to Congress next year. Says he'll open law office in Washington. Moss next in line to head subcommittee, but others may be interested. See . . .

PRE-ELECTION CASUALTY . . . 77

CATV's would be brought under fairness doctrine if they originate controversial programs. FCC's Cox says doctrine could also be made applicable to newspapers, if Congress wants it that way. See . . .

FAIRNESS DEBATE . . . 82

New Politz study shows 93.4% of all New Yorkers 18 and over listen to radio. Westinghouse and its WINS New York commissioned study. Results can be fed into computers, advertisers learn. See . . .

ALMOST EVERYONE LISTENS . . . 76

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Broadcasting

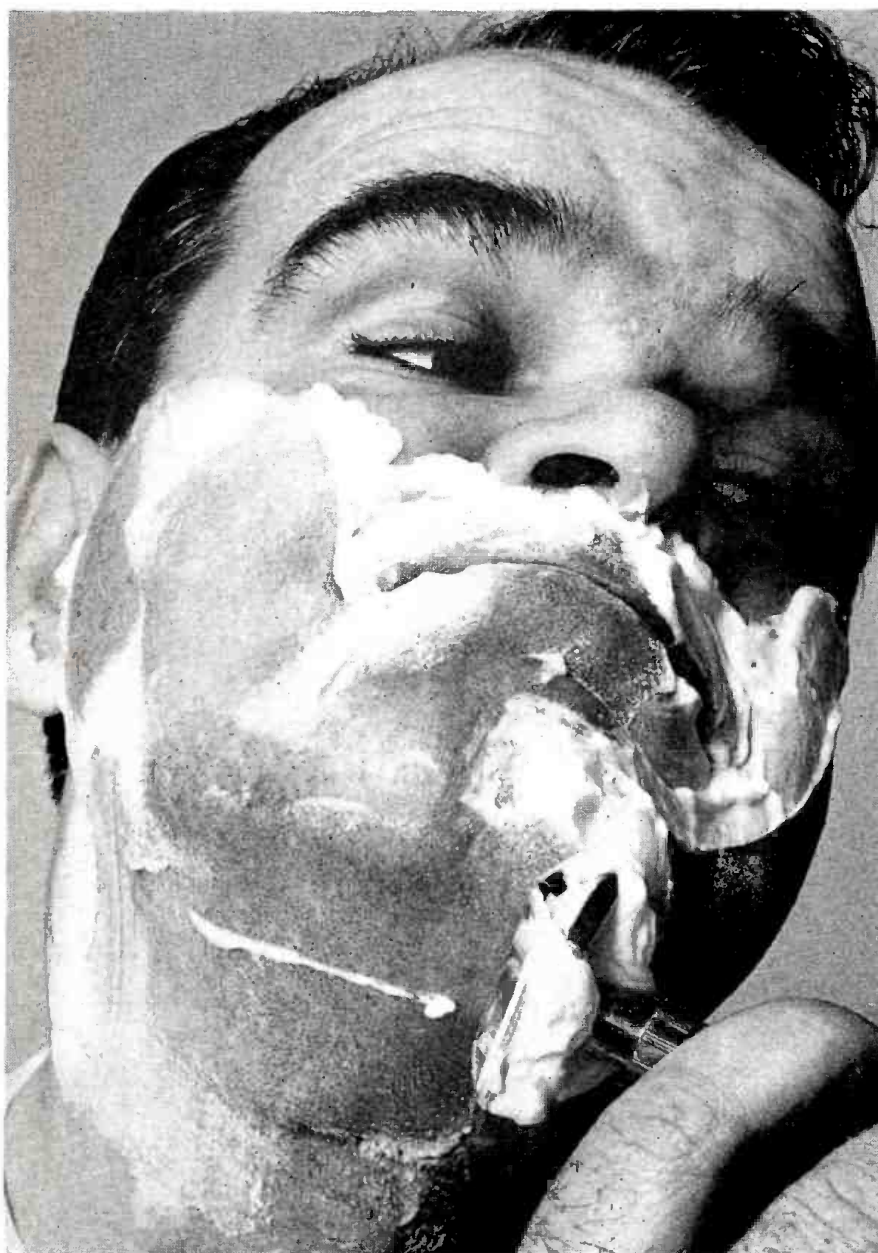
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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If they don't believe in the station they won't believe your super blades give super shaves.



Pittsburgh sports fans have great memories. They remember who hit the home run in the ninth inning to win the seventh game of the 1960 World Series. They remember that day in December, 1958 when Bobby Layne broke the all-time Steelers' passing record. And they remember and believe in the station that brings top sports events into their cars, offices and living rooms. If you're a sports fan and you live in Pittsburgh the station you listen to is KDKA. That's where you'll hear the beloved Pirates scrambling for a National League pennant. That's where you'll hear the Steelers bump heads with the rest of the National Football League. There's Duquesne University basketball and Penn State football. There's Joe L. Brown, the Pittsburgh Pirates general manager, and Bill Austin, Steelers coach, doing weekly sports shows, and Bob Prince is the voice of the Pirates. Like all Group W stations, KDKA Radio will go out of its way to win the loyalty of its community. Because it knows that this loyalty carries over to the products advertised on the station. Be they razor blades, hair tonic, or soda pop.

KDKA RADIO 1020 **GROUP W**
WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY TVAR

Chronicle gets CATV franchise for S.F.

Next major city for CATV will be San Francisco; board of supervisors has granted nonexclusive, 20-year CATV franchise to Western Cable Television Co., owned by Chronicle Publishing Co. (publisher of *San Francisco Chronicle* and owner of KRON-TV).

Unanimous action of 10-member board, following recommendations of its governmental services committee, conditioned franchise on Western offering 50% interest to Westinghouse Broadcasting Co., KPX(TV) San Francisco. Westinghouse was one of three unsuccessful applicants.

Until Western receives franchise, due later this week, spokesman said, it has made no move toward WBC. When franchise is in hand, offer will be made to WBC, he said.

Western plans to wire up city of 750,000 in stages, beginning with "pockets" that receive poor TV reception, Harold See, vice president and general manager of channel 4 station said Friday (Aug. 5). Ultimately, he said, entire city will be wired for CATV.

Chronicle already owns 80% of High Fidelity Cable System Co., serving unincorporated areas of San Mateo County contiguous to San Francisco.

Operating in San Francisco for the last eight years is Television Signal Co., with about 2,000 subscribers in various sections of city. Television Signal is principally owned by Van Dyk Investments Ltd., Canadian firm, which two years ago gave CBS option to purchase minority interest in San Francisco CATV (BROADCASTING, Jan. 1, 1965).

Western, which also has applied for CATV in South San Francisco and is about to apply for Concord, both California, plans to provide San Francisco subscribers with all four city channels, three from Sacramento, one from San Jose and one from Salinas, as well as weather-time and news. Installation will be \$15, with \$5 monthly fee.

Joint color tube venture

RCA and Radio Rentals Ltd., London, will undertake joint color TV picture tube manufacturing venture in England. Plant is to be built at Skelmersdale, Lancashire, and is expected to start production in mid-1967. Initial emphasis is to be on 19-inch and 25-inch color tubes similar to those RCA produces in U. S. but intended for use

with Britain's different technical standards. Britain plans to use West German PAL (phase alternation line) system.

Pastore opening study of space communications

Senator John O. Pastore (D-R. 1.), chairman of Senate Communications Subcommittee announced Friday (Aug. 5), hearing Wednesday (Aug. 10) on recent developments in satellite communications.

Committee will hear Rosel H. Hyde, FCC chairman, and James O'Connell, director of Office of Telecommunications Management, and will focus on recent policy decisions and technical advancements.

Senator Pastore said hearing will not cover legislation on merger of international communications carriers proposed recently by intragovernmental study group.

Hearing presumably will cover recent FCC authorized-user decision in Communications Satellite Corp. controversy involving its relation to Defense Communication Agency.

In decision, FCC ruled Comsat may not, except in unique circumstances, lease channels directly to parties other than common carriers. Ruling would exclude direct leasing to government, TV networks and other noncarriers. (BROADCASTING, June 27).

Captive CCTV audiences

Closed-circuit TV's power as advertising medium in reaching predefined audience is getting increasing recognition. United Airlines is said to be close to agreement with New York City's Teleguide system, operated by Sterling Information Services, by which airline would sponsor Teleguide closed-circuit coverage of all major conventions. Teleguide wires reach TV sets in 40,000 rooms of Manhattan hotels. For recent Lions meeting in New York, Teleguide was only source for some of convention's programs. Whole package was sponsored by United. Convention-going audience would be one of best controlled target groups that airline could hope to reach through any ad medium.

Cowles' six months up for revenues, earnings

Revenue and income for first six months for Cowles Communications Inc. were up, Gardner Cowles, chairman of CCI, has reported.

Revenues from all operations, including broadcasting, showed improvement of over \$3 million from totals in same period last year.

Mr. Cowles noted that CCI acquired WESH-TV Daytona Beach, Fla., last April. CCI paid about \$5 to \$6 million for channel 2, NBC-TV affiliated station, composed of \$1 million in cash plus stock (BROADCASTING, April 25). This gave CCI its third TV station; it also owns KRNT-TV Des Moines and WREC-TV Memphis as well as radio adjuncts.

CCI community television system in Winter Haven, Fla., is due to commence next month, Mr. Cowles said.

Six months ended June 30:

	1966	1965
Earnings per share	\$0.58	\$0.50*
Revenues	70,543,000	67,468,000
Income before federal taxes	3,296,000	3,061,000
Net income	1,879,000	1,592,000

*Also 46 cents a share earned from special item of \$1,457,000 in 1965.

Southern radio stations aim for Beatles' halos

Drive by several southern radio stations to eliminate any mention, sight or sound of Beatles, may result in long-haired quartet canceling its upcoming one-month tour of U. S.

Stations, particularly in Alabama and Carolinas, have dander up over statement from Beatle John Lennon that "we're more popular than Jesus now."

Reporter who quoted Lennon statement said it's being misinterpreted in U. S. Whatever interpretation, ban-Beatles movement is in high gear in several areas.

Brian Epstein, group's manager, now in U. S. may call off tour if "he doesn't like the situation," spokesman said.

Anti-Beatles movement began at WAQY Birmingham, Ala., where disk jockeys Tommy Charles and Doug Layton asked listeners to send in their Beatle records and memorabilia for "Beatle Bonfire" on Aug. 19 when hairy quartet is due to appear in Memphis.

Among other stations that have pulled off Beatles' records are WAIM Anderson, WHCQ Spartanburg, WORG Orangeburg and WBCU Union, all South Carolina; WCBC Charlotte and WYNA Raleigh,

both North Carolina.

However, Beatles have also found supporter in WSAC Fort Knox, Ky., station that had never played their records. In editorial station said it would play Beatles tune every 30 minutes to "show our contempt for the hypocrisy personified" by those stations pulling disks.

Editorial said: "Perhaps Beatles could be more popular than Jesus . . . perhaps that's what is wrong with society. And if they are, dear friend, you make them so, not Jesus, not John Lennon and not the Beatles."

NBC-TV is looking for 'experimental' drama

NBC-TV has been given "a difficult assignment": develop Sunday afternoon experimental theater series for TV. Purpose of series, said Julian Goodman, NBC president, is to find "fresh writing approaches", give established writers "change of pace and a more creative outlet", feed these "efforts progressively into conventional television" and see if such work can result in series "that will have an appeal and attraction of its own."

Mr. Goodman announced project Friday (Aug. 5) in commencement address at Western Kentucky University, Bowling Green. Television, he said, has to be responsive to viewers' "awakening interests and it must be a step ahead. . . . Television is a medium of growth and change and youth and experimentation."

NBC President's words seem to make it unanimous among TV networks in attempt to produce more top-flight drama. ABC is attempting such effort with its new weekly series, *ABC Stage 67*, and CBS is going in that direction by offering \$25,000 per script for original dramas that can be turned into prime-time specials (BROADCASTING, June 27).

Buying TV lineups for GM

General Motors Corp., Detroit, has been assembling lineup of stations for its color documentary on auto safety. Initially, GM sought about 125 stations for film, "Destination: Safety," produced by David H. Wolper for mid-April start (CLOSED CIRCUIT, April 4). GM now said to be aiming for 138 stations with program to be aired week of Sept. 5-10. Show will be on WPIX(TV) New York on Sept. 7 at 10-11 p.m. GM picks up production tab plus time costs on stations, but has waived regular commercial spots in favor of courtesy billboard at beginning and at end of show. Campbell-Ewald, Detroit, is agency for GM, which is said to be limiting buys to single station in each market.

WEEK'S HEADLINERS

Ralph Atlass, pioneer broadcaster, plans to retire as area VP for Westinghouse Broadcasting Co. in Midwest. Plans were jointly released by Mr. Atlass and Donald H. McGannon, WBC president. Edward Wallis, who has been general manager of WIND Chicago for past five years, succeeds Mr. Atlass as area VP in Midwest. Richard H. Harris, general manager of KYW Philadelphia, replaces Mr. Wallis at WIND. Mr. Atlass, who has been responsible for activities of WBC's WIND Chicago and wowo Fort Wayne, Ind., became area VP in 1957 and member of WBC's board since 1959. His broadcast association started in 1923, when at 20 he was named VP and general manager of WBBM Chicago and has held many executive positions since then at radio outlets in Chicago; New York; Louisville, Ky.; Des Moines, Iowa, and Minneapolis.

For other personnel changes of the week see FATES & FORTUNES

'Meet the Press' special

NBC will present expanded, 90-minute *Meet the Press* TV special, interviewing six national civil rights leaders, live from Washington, Sunday, Aug. 21, 3:30-5 p.m. NYT (radio: 8:05-9 p.m. and resuming 9:06 p.m.). Special is in addition to regular *Meet the Press* slot that will be in its usual time period (1-1:30 p.m. on TV, 6:30-7 p.m. on radio).

Earnings up by 39%

Warner Bros. Pictures Inc., Burbank, Calif., reports 39% jump in nine-month net earnings over comparable period last year. Income from television exhibition—including both programs made for and feature films sold to TV—leaped 71% over year earlier figure. Gross income for three quarters was up 34% over that recorded year before.

Nine months ended May 28:

	1966	1965
Earned per share	\$1.05	\$0.76
Gross income	101,119,000	75,000,000
Net earnings	5,141,000	3,704,000

Gross up, net down

Grey Advertising billings in United States and Canada for first six months of 1966 represented 12% increase over same period in 1965.

As reported Friday (Aug. 5), Grey's

net earnings for period were down almost \$70,000 from like period in 1965. Gross income moved up by \$1.5 million. Agency said it acquired \$40 million in billing from new business acquired since last January, and that effect would be partly realized during second half of year and fully in 1967.

Six months ended June 30:

	1966*	1965
Net income per share	\$0.63	\$0.68
Gross billings	66,277,228	59,421,943
Commissions and fees	10,507,815	9,030,992
Net income	763,487	832,645

*Amounts shown for 1966 period are unaudited and subject to year-end audit and adjustments.

College prexy is shocked by TV's hold on football

No issue concerns National Collegiate Athletic Association and its member colleges more than domination of television, Dr. Robert C. Edwards, Clemson University president, told College Sports Information Directors of America workshop in Chicago preceeding all-star game Friday (Aug. 5).

"We are truly in danger of letting TV warp and perhaps destroy the very program which has meant so much to the colleges and universities of America," he said.

Dr. Edwards said he was shocked to learn when 1966 NCAA TV schedule was released (see page 36) "that the networks and sponsors not only had been permitted to select the games they would broadcast but also, for the first time, apparently dictated the time at which games would be played—in total disregard of the spectators who make these games possible." He also felt that schools not complying with new NCAA player eligibility should not be allowed in TV lineup.

Reeves reports records

Reeves Broadcasting Corp. has reported record sales and earnings in first six months of 1966. Sales jumped by 62% and earnings per share by 77%, both over comparable half-year figures in 1965.

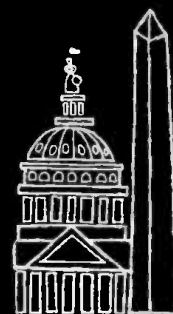
Reeves owns WUSN-TV Charleston, S.C.; WKEE-AM-FM and WHTN-TV Huntington, W. Va.; WITH-AM-FM Baltimore; land development division and community antenna TV systems.

J. Dayton Hastie, president, attributed gains to various acquisitions over past 18 months, which included WITH-AM-FM and WKEE-AM-FM.

For six months ended June 30:

	1966	1965
Earnings per share	\$0.23	\$0.13
Gross revenue	4,578,300	2,832,700
Net income	365,600	195,400

BROADCASTING, August 8, 1966

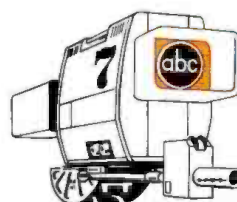


NOW-LIVE-TAPE-FILM & SLIDE FULL NATURAL COLOR*

* No extra charge for color

wmal-tv

The Evening Star Broadcasting Company, Washington, D.C.



Nat'l Reps. Harrington, Righter & Parsons

The case of the unlike look-alikes

*(Or why there are no twins
in station automation)*

Out of the 5,000-plus radio stations in the country, are there any exactly like yours?

Our experience tells us no. We find that regardless of similarity in location, power, personnel, and sound, each station has its own distinctive personality.

At least as far as automation is concerned. And that's why we custom-design ATC automation systems.

We have to consider such things as budget. A good round figure for full automation is \$65.00 per week. It could be less. It could be more.

You can buy outright, finance, or lease the equipment.

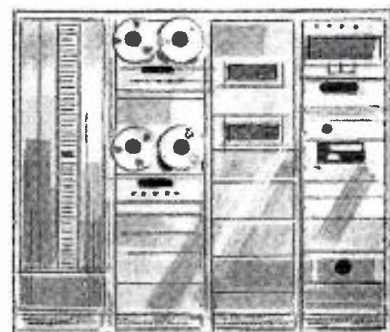
We have to know what you want to accomplish with automation. Free announcers from control

room mechanics for more productive assignments? Make your weekend broadcasts sound as sharp as weekdays without hiring more men? Automate FM around the clock, and AM a few hours a day?

ATC can answer any of these problems, plus many even more complicated.

We can provide three different control methods for automation: (1) punch card, (2) magnetic tape, (3) time/sequence.

We can provide equipment that prints your official log *automatically* as the material is being broadcast. We can provide the original and finest



tape cartridge units. Plus a multiple cartridge handler that plays 55 commercials or program segments in sequence.

The only way you can know for certain what your automation needs are right now is to talk to one of our people. They're all experienced broadcasters. They know your problems. They speak your language.

To hear them speak it, call 309-829-7006. Or write for detailed information on the flexible features of ATC automation.

AUTOMATIC TAPE CONTROL INC.

1107 E. Croxton Avenue
Bloomington, Illinois

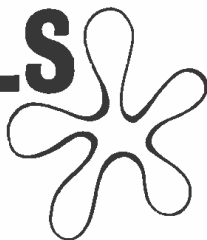


ON OUR
FIFTH BIRTHDAY,
THINGS ARE GREAT.
THANKS.

ABC TELEVISION SPOT SALES 

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

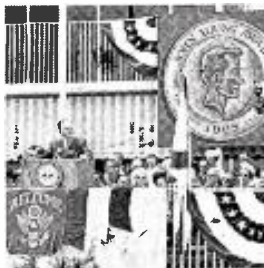
Award-winning WFTV SERVES the market it SELLS



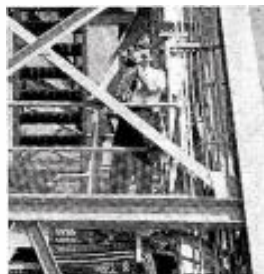
*AUTHORITATIVE NEWS

In this fast growing television market, WFTV maintains the largest news-gathering organization in Central Florida broadcasting. This news team is backed up by production specialists with the finest equipment including a mobile unit, high speed film processor and portable news magnetic sound on film cameras. Ray Ruester, WFTV News Vice President, and his staff of 17 professional newsmen (with a host of stringers) make news a vital part of WFTV programing in the state's THIRD-ranking television market. WFTV's vigorous daily editorials assert informed positions on local issues.

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



Vice President Humphrey joins Orlandoans in honoring native son John Young.



WFTV Cameraman covers the Space News from a Cape Kennedy gantry.



BUY DOMINANCE — BUY COVERAGE

wftv.

CHANNEL 9 ORLANDO, FLORIDA

The CATV Broker with the reputation of

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DANIELS & ASSOCIATES, Inc.

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FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 12-13—Hilton Inn, Atlanta.

Sept. 26-27—Hyatt House (near San Francisco).

Sept. 29-30—Warwick hotel, Houston.

Oct. 6-7—Hilton Inn, Tarrytown, N. Y.

Oct. 10-11—Northland Inn, Detroit.

Oct. 13-14—Pheasant Run Lodge, Chicago.

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, Clairol 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.

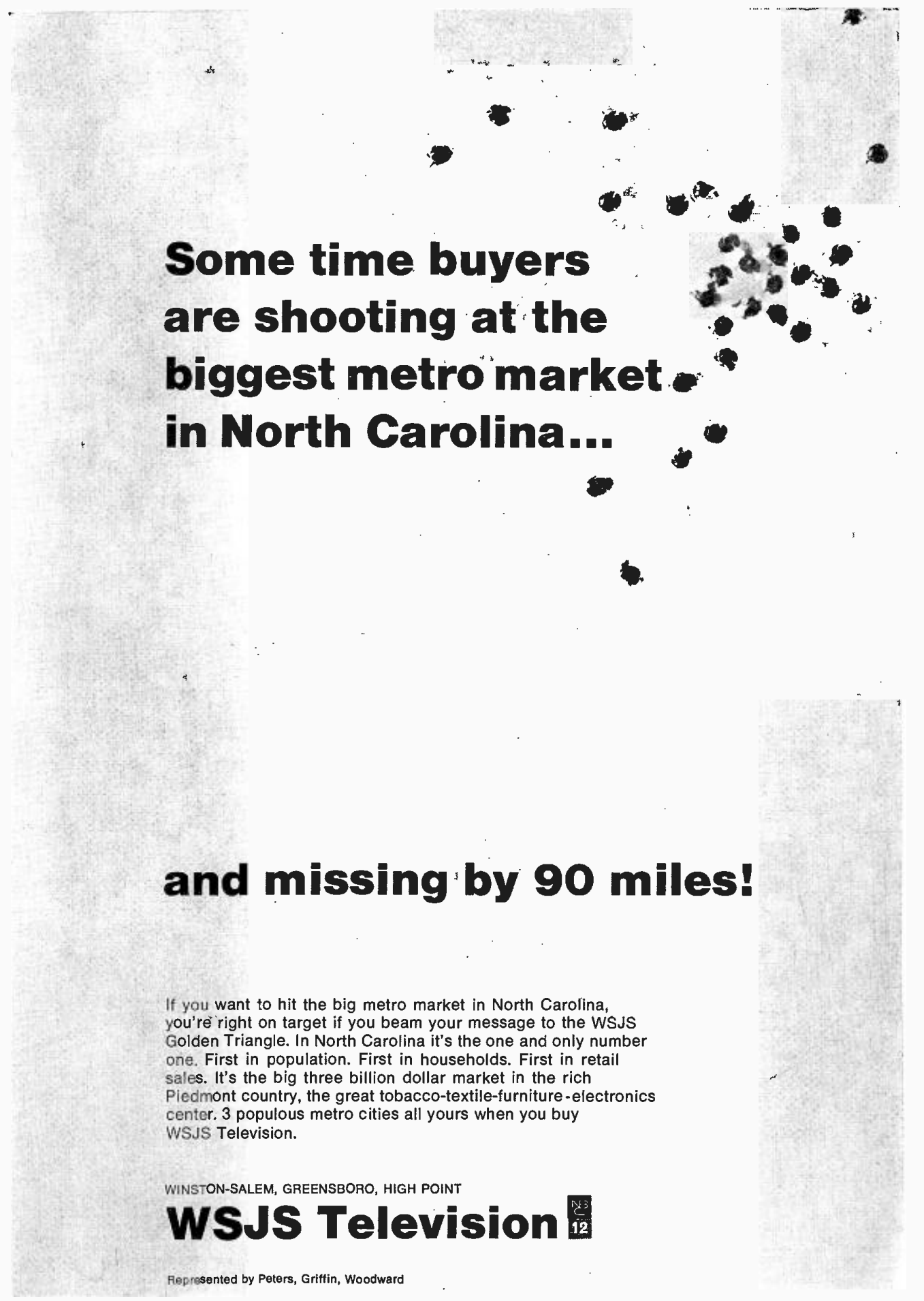
Oct. 6-7 — Management conference sponsored by the Radio Advertising Bureau. Hilton Inn, Tarrytown, N. Y.

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

■Indicates first or revised listing.

BROADCASTING, August 8, 1966



**Some time buyers
are shooting at the
biggest metro market
in North Carolina...**

and missing by 90 miles!

If you want to hit the big metro market in North Carolina, you're right on target if you beam your message to the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in population. First in households. First in retail sales. It's the big three billion dollar market in the rich Piedmont country, the great tobacco-textile-furniture-electronics center. 3 populous metro cities all yours when you buy WSJS Television.

WINSTON-SALEM, GREENSBORO, HIGH POINT

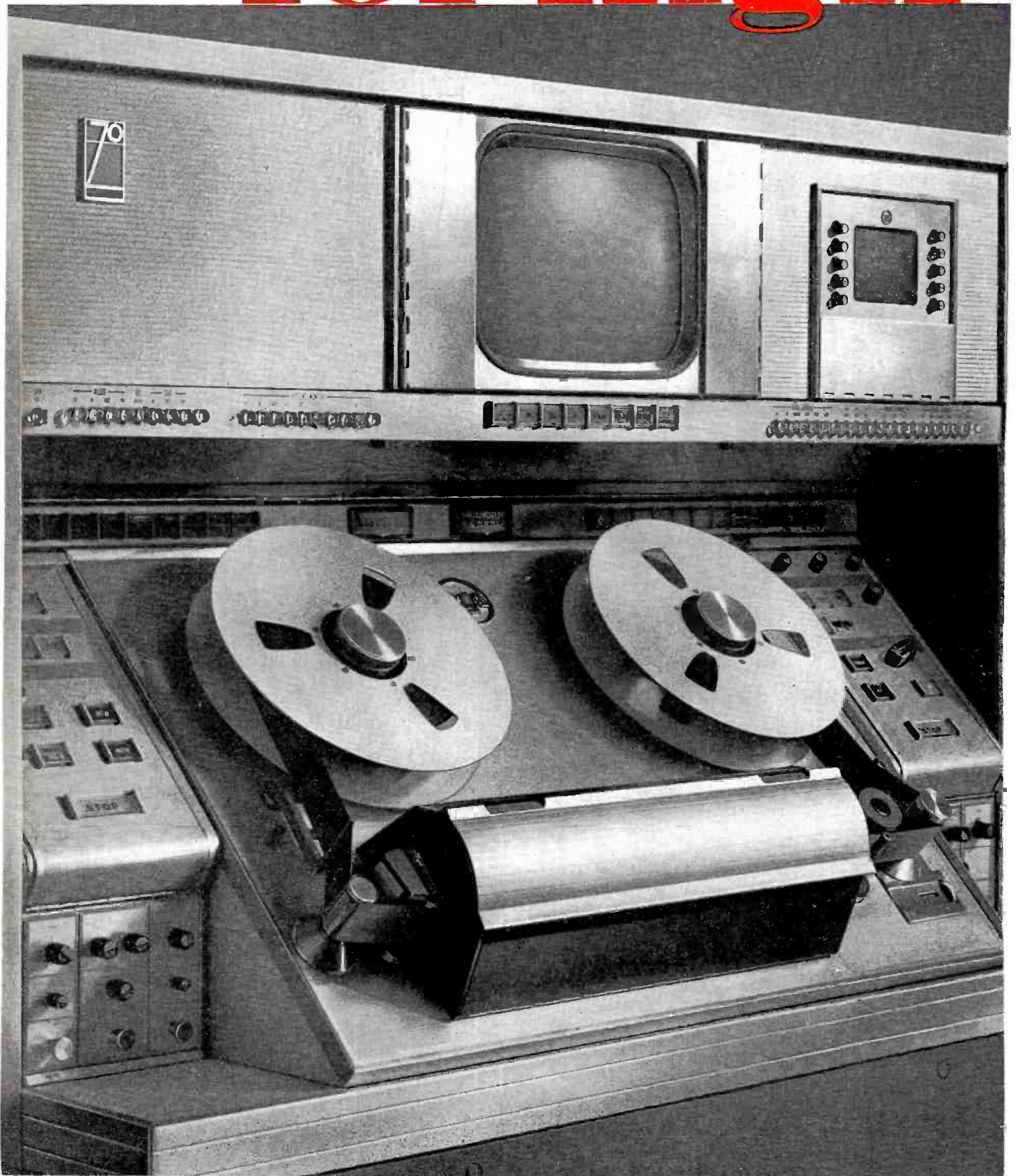
WSJS Television 

Represented by Peters, Griffin, Woodward



FIRST FULLY INTEGRATED TV TAPE RECORDING SYSTEM

for high-



DATEBOOK

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

■ Indicates first or revised listing.

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. 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, KRLD-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 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,

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.

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.

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

■ Sept. 22-24—Industrial TV Broadcast Symposium sponsored by the Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

■ Sept. 23—"Newsmaker" luncheon of International Radio & Television Society. Speaker will be FCC Chairman Rosel Hyde. Waldorf-Astoria 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.

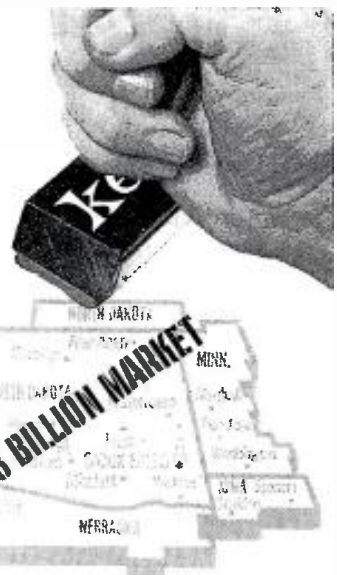
Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

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 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



Get a good hold on it!

What a whale of a market prize. KELO-LAND. The full sweep of its 5-state distribution flow. You have it all in your grasp — with a single origination of your commercial on KELO-TV Sioux Falls. KELO-LAND TV's three interconnected transmitters operate as one super-powered station. Your product is displayed *simultaneously* to more than a quarter of a million homes. More than double the Metro Share of any other station. More total coverage than by all other stations combined. An amazing selling force.

ONE OF
AMERICA'S GREAT ADVERTISING
BUYS IS

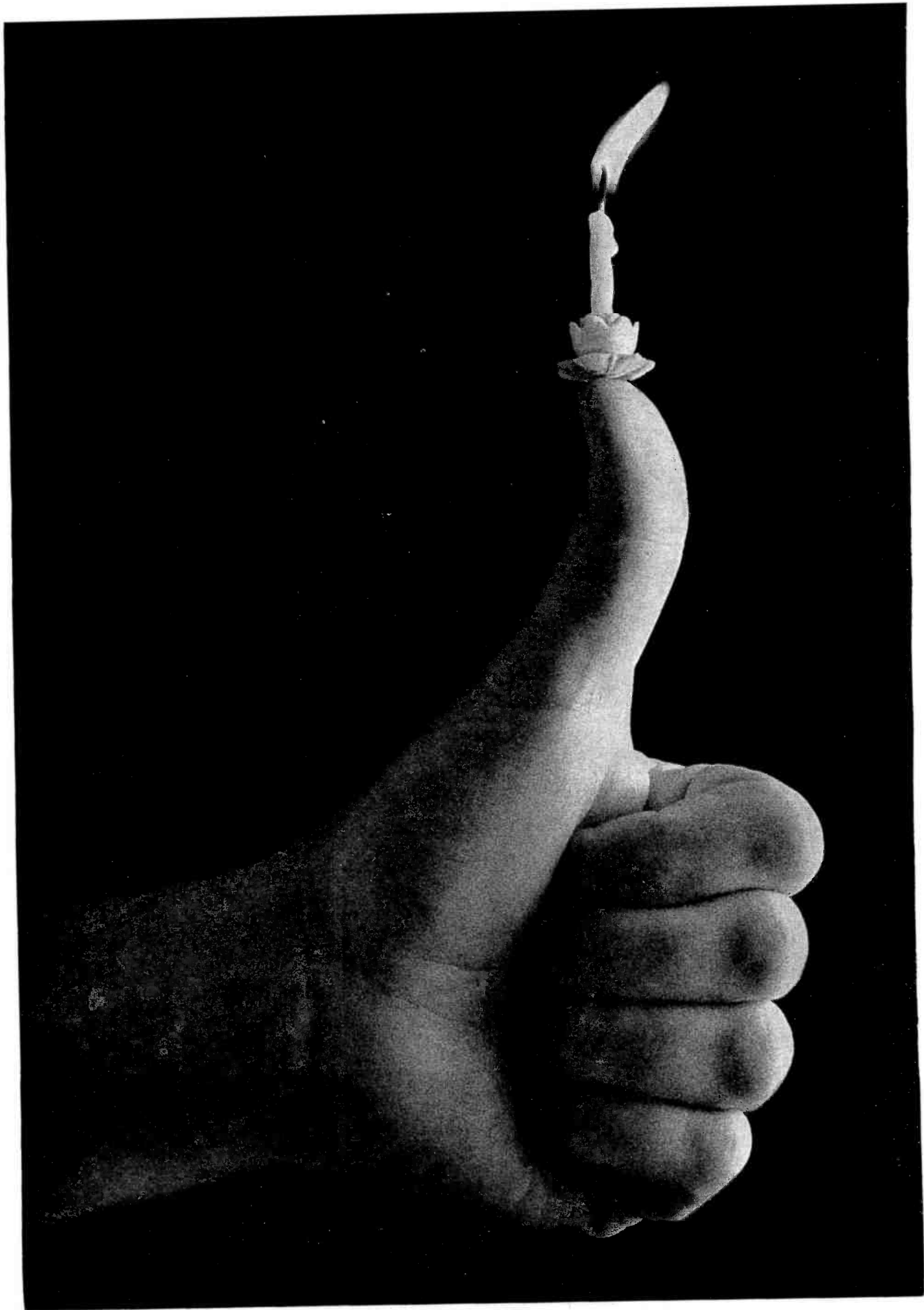
CBS ABC

kelo-land tv

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



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Larry Bentson, Vice-President
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Represented nationally by H-R



band color

Superb Multiple Generation Color Tapes

The TR-70 makes superb copies of color tapes that look for all the world like the original. Improvements in signal-to-noise, bandwidth, and "K" factor account for the superiority in picture performance. The TR-70 maintains this uniformly high quality on a day-to-day basis.

Color Tested . . . Color Ready

The TR-70 is built and tested at the factory as a complete color system. Its system features include: ATC, Air-bearing Headwheel, Color ATC and Switchable Standards. This means that the user may produce color tapes and go on-air immediately.

High Band at Touch of a Button

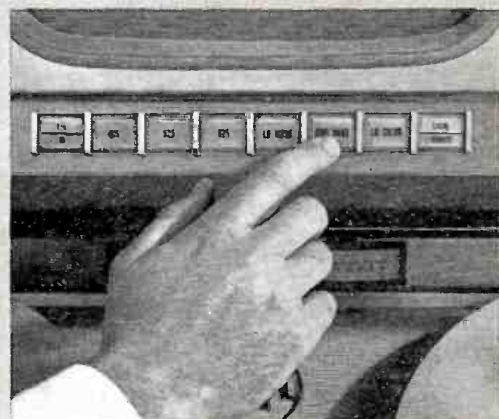
There is instant selection of three recording standards—low band monochrome, low band color, or high band monochrome/color.

The TR-70 is RCA's newest and the first fully integrated high band color tape system. This "state of the art" system means best possible design and performance. Discover for yourself why the TR-70 color system is superior to any TV Tape Recorder built to date.

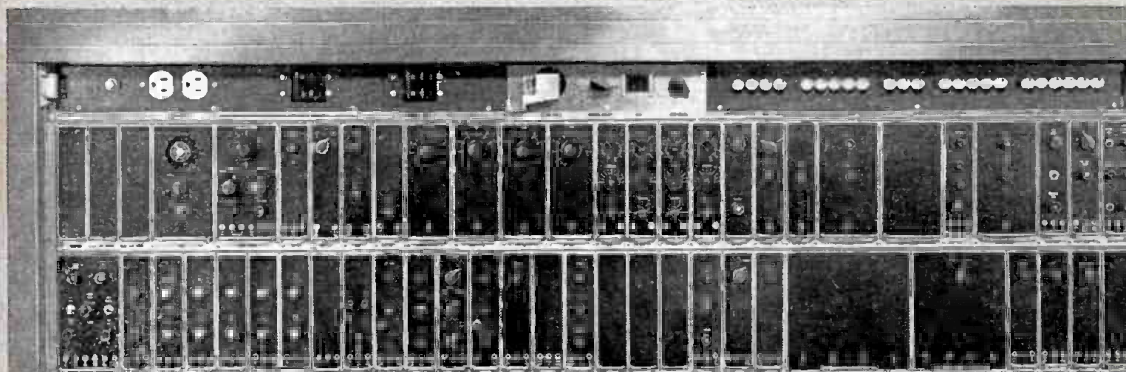
Call your RCA Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.



TR-70 makes multiple-generation color tapes look like originals.



TR-70 has "instant selection" of high band or low band, color or monochrome.



TR-70 comes with color modules installed, with "system tested" at the factory.



The Most Trusted Name in Television

WJAC RADIO DELIVERS MORE COVERAGE BETWEEN PITTSBURGH & HARRISBURG

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

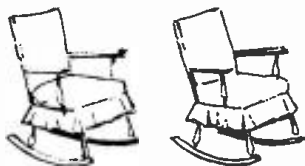
See your Meeker Man
for MORE facts!

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

If your St. Louis
prospects are
too old for



and too young for



they're listening to

1380
kwk

Phone your H-R salesman or
call 314-621-1380 collect and
ask for Don Hamel or John Lotz.

the American Women in Radio and Television. Ambassador hotel, Chicago.

■Oct. 8-9—Annual meeting of the Missouri AP Radio TV Association. Ramada Inn, Jefferson City, Mo.

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.

Oct. 15-24—MIFED, International Film, TV film and Documentary Market, Milan, Italy.

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

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

Oct. 20-21—Special board of directors meeting of the Association of Maximum Service Telecasters. Del Monte Lodge, Pebble Beach, Calif.

Oct. 20-22 — 41st birthday celebration of WSM's Grand Ole Opry. Nashville.

Oct. 21-23 — West central area conference of the American Women in Radio and Television. North Star Inn, Minneapolis.

Oct. 22-23 — Annual fall conference of Florida Association of Broadcasters. Holiday Inn, Tallahassee.

Oct. 23-25—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

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

Oct. 24-26—Annual fall convention of Kentucky Broadcasters Association. Dam Village State Park, Gilbertsville.

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

Oct. 27-28—Annual meeting of Tennessee Association of Broadcasters. Sheraton-Peabody. Memphis.

■Oct. 28-29—Fall meeting of the Maryland-D. C.-Delaware Broadcasters' Association. Marriott/Twin Bridges, Arlington, Va.

NOVEMBER

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

Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters. Hilton hotel, Portland, Ore.

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

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

DECEMBER

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

■Indicates first or revised listing.

OPEN MIKE®

Pioneers do need room

EDITOR: Thank you so much for the editorial "Inside NAB" (BROADCASTING, July 25) with reference to plans for the new headquarters building in Washington.

I am very grateful that you addressed yourself to the efforts of Broadcast Pioneers in its history project and specifically the current efforts of Bill Hedges.

The Pioneers have some very important pieces now in "inventory" and many more could be made available if the organization had a proper place to house them.—Ward L. Quaak, president, WGN Continental Broadcasting Co., Chicago.

Cross-section clarified

EDITOR: I would like to point out one error which slipped through in the story on the National Broadcast Editorial Conference (BROADCASTING, Aug. 1): "The NAB study, Mr. Mandel re-

ported, 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."

Actually, as I tried to make clear, this is true for the preliminary study, which was the basis for most of my talk, but is *not* true of the major study now being analyzed, which does represent a cross-section of the industry.

I thought I would call the error to your attention, just to get the record straight.—Howard Mandel, vice president—director of research, National Association of Broadcasters, New York.

How Hong Kong did it

EDITOR: I was interested in your report in your issue of July 20 that Teleprompter Corp. and Sterling Information Services were having trouble with interference between the signals that radiated from the Empire State antennas and the signals carried on their cable

IN THE AIR, AND ON THE AIR...

MSP MEANS MINNEAPOLIS-ST. PAUL



AND SMART TELEVISION BUYERS KEEP COMING BACK

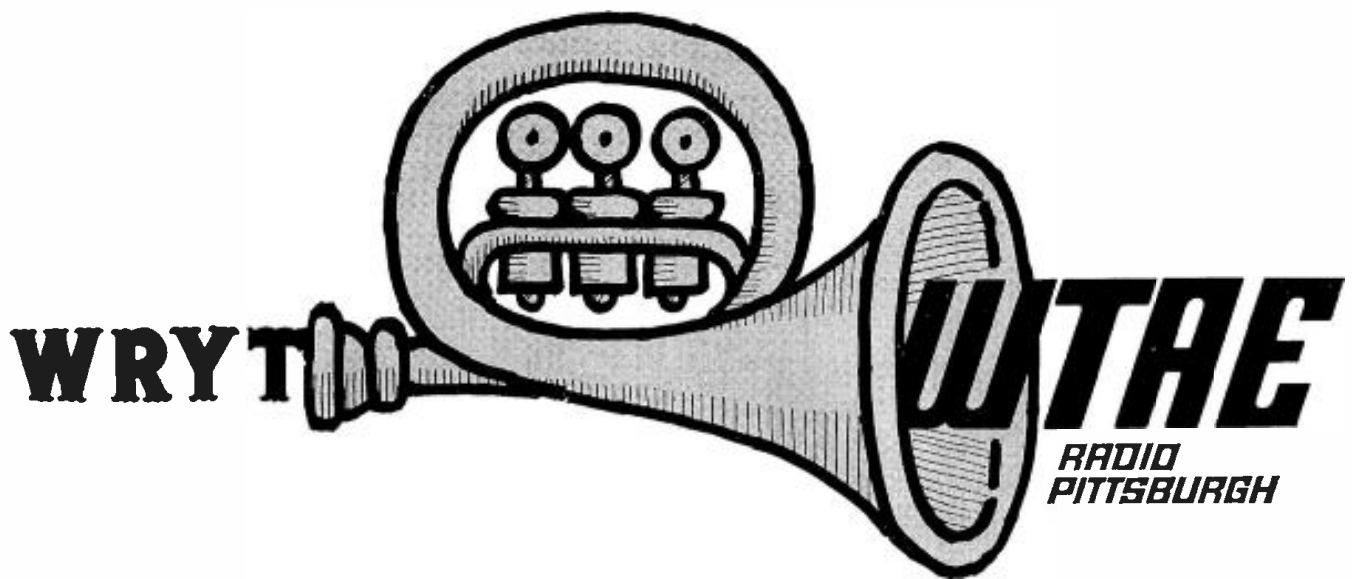
In the air, headed for Minneapolis-St. Paul, your baggage check reads MSP.

On the air, headed for bigger sales, you get best results with KMSP-TV, fastest growing, lowest CPM station in the rich Minneapolis-St. Paul market. When you think of Minneapolis-St. Paul, think of KMSP-TV.



A Twentieth Century Fox television station

represented nationally by  BLAIR TELEVISION



Oompah, oompah. WRYT has changed its name and we think it's worth a blast.

This month we take on the call letters of our sister station WTAE-TV. But, fear not, our sound stays the same. Grown-up music — to reach grown-up spenders.

Look for even greater audiences, as we expand news and service programming, thanks to the combined strengths, facilities and personnel of WTAE Radio and WTAE-TV.

**SO NOW WE'RE PLAYING
TAE FOR TWO**



WTAE Radio

Represented by
Daren F. McGavren Company



WTAE TV

Represented by
The Katz Agency, Inc.

networks in Manhattan that it was necessary to provide an additional tuner unit between the cable and the set enabling the set to be left tuned to an unused channel. The homes of New York will therefore have to be equipped with two tuners in series, an absurdly complicated and unnecessarily expensive solution.

The alternative CATV system using multipair cable with carriers in the 5/10 mc band provides a far more satisfactory and economical solution to the problem of wired distribution in big cities. It is this system which now serves over 500,000 CATV subscribers in England and 58,000 in Hong Kong.—*R. P. Gabriel, technical director, Rediffusion International Ltd., London.*

'Profile' stirs memories

EDITOR: I have received clippings of my "Profile" (BROADCASTING, July 4) from many old friends. However, last Thursday at a luncheon with three high-ranking officials of the American Red Cross, one of the Red Cross men pulled two photographs out of his pocket, tossed them at me and said: "Think you can pick yourself out in these pictures?" They were two photographs of our group of swimmers at Silver Springs, Fla., when we were making a film in cooperation with the American Red Cross that later became the standard motion picture for the armed services on water survival.

The Red Cross man had read your story, recalled their involvement with the Air Force in this particular project, dug into the files and came up with the photographs like he was trumping my ace.

I thought this was a delightful sequel. One sad note—I couldn't find myself among the slim, tan characters who were marching out of step down the beach!—*Robert P. Keim, president, The Advertising Council, New York.*

BOOK NOTES

"Advertising Procedure," fifth edition, by Otto Kleppner. Prentice-Hall Inc., Englewood Cliffs, N. J. 619 pp., illus. \$13.25.

President of his own agency, The Kleppner Co., New York, Mr. Kleppner's *Advertising Procedure* has been a basic reference work on advertising for more than 40 years. The fifth edition is a completely reworked text. It covers the latest developments in the electronic media including CATV and TV by satellite. Liberally illustrated with charts and graphs, it also contains many modern examples of all types of advertising: photos from TV, print and outdoor advertising and radio scripts.

BROADCASTING, August 8, 1966

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1933 and Telecast* in 1953. BROADCASTING-
TELECASTING* was introduced in 1946.

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EXPERIENCE
AT YOUR
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RCA
SERVICE...

FROM REPAIRS TO COMPLETE OVERHAUL

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- TV camera overhaul
- Antenna inspection measurements
- Microphone & pick-up repairs
- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
- TV projector service
- Microwave service

Broadcasters have selected RCA
for dependable service over the
past 30 years.

To guard performance of all
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simply telephone one of the
following field offices:

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Chicago (WE 9-6117),
Philadelphia (HO 7-3300),
Hollywood (OL 4-0880).

Or contact Technical Products
Service, RCA Service Company,
A Division of Radio Corporation
of America, Bldg. 203-1,
Camden, N. J. 08101.



The Most Trusted Name
in Electronics

To mix or not to mix—that's media question

There is little doubt that the formulation of media objectives is the most critical phase of media planning. Media strategy and plans must relate to objectives and be judged on their fulfillment of objectives.

Yet the development of the media plan or the "media mix" is by far the most difficult, time consuming and controversial area within the total job of media decision making.

What is media mix? Most are aware of the numerous contemporary articles which conclude in general that "Media X therefore is an essential ingredient in the media mix." Unfortunately most of these are written with no particular product in mind let alone a marketing or advertising strategy for a particular brand. Some writers do attempt to be more specific but invariably they do not consider a specific brand strategy.

Narrow View ■ In certain cases media mix is defined in a very limited manner.

For example, a spot television schedule added to network television is considered media mix or network radio added to spot radio is considered media mix. You will surely agree that these are more a refinement of a single medium than anything else. I prefer to define media mix as a combination use of major media. That is: television and magazines, radio and outdoor, etc.

Why do advertisers use a media mix in the first place? Why don't they confine their use to a single medium?

The answer is that some advertisers do confine their advertising to one major medium. They are certainly in the minority among major advertisers but they nevertheless exist, and are successful in their strategy.

I suppose Procter & Gamble is the most prominent example in this regard. There are others such as Alberto-Culver. Among food brands it is the rule rather than exception for smaller advertisers.

Big Firms Diversify ■ Most large advertisers though do use more than one medium. A poll of these advertisers concerning their reasons would vary greatly but would show one thing in common. They would agree that certain media have unique or exclusive attributes which they feel are essential to their plans.

They will tell us that radio can achieve great frequency at low cost, that television can achieve great reach at low cost or that magazines can reach a specific audience target at low cost with package registration.

But I suspect if these advertisers were very candid some would admit that they use certain media for other reasons. Because their competitors do. Or the necessity to protect that medium from take-over by their competitors. Some may say a lot of different media looks good to the trade. They may also point out that their media mix allows them to extend an advertising program over a greater period of time. These reasons are valid on occasion but are rarely prime considerations.

Hopefully though—and we strive for this—justification can be found for the use of each major medium within the advertising objectives. These advertising objectives, being based on the marketing strategy, should enlighten us and be our justification for the use of any medium. I think there is a growing sophistication in the industry on this subject and I would suggest that it will contribute to the use of fewer major media rather than more.

The Mixing Recipe ■ Starting from scratch and given a marketing and advertising strategy, how should we approach the subject of media mix? First we should consider the breadth of the market for the product.

Obviously a product category in use in 50% of the homes can consider a broader use of media than one in use in 10% of the homes. Beer vs. baby food for example.

In the case of the latter, the media department has a much greater influence on the media plan since relatively few media will be efficient in delivering such a select group of prospects.

There is nothing in the rule book which says an advertiser should use more than one medium and there is no sound basis for this in marketing that I know of. There are just too many exceptions to form any rule on this

subject. It behooves us then to find the most efficient medium in relation to the specific objectives for the brand. Because there are usually several goals in an advertising plan, we often find that we are led to the use of more than one basic medium, with individual media addressing itself to a specific goal.

Medium's Use Vital ■ The way we use a medium to create impact is a vital consideration. If we admit to ourselves that most advertising is just average or that it does not stand out we will see the necessity to use each medium in a way which maximizes the impact of that medium.

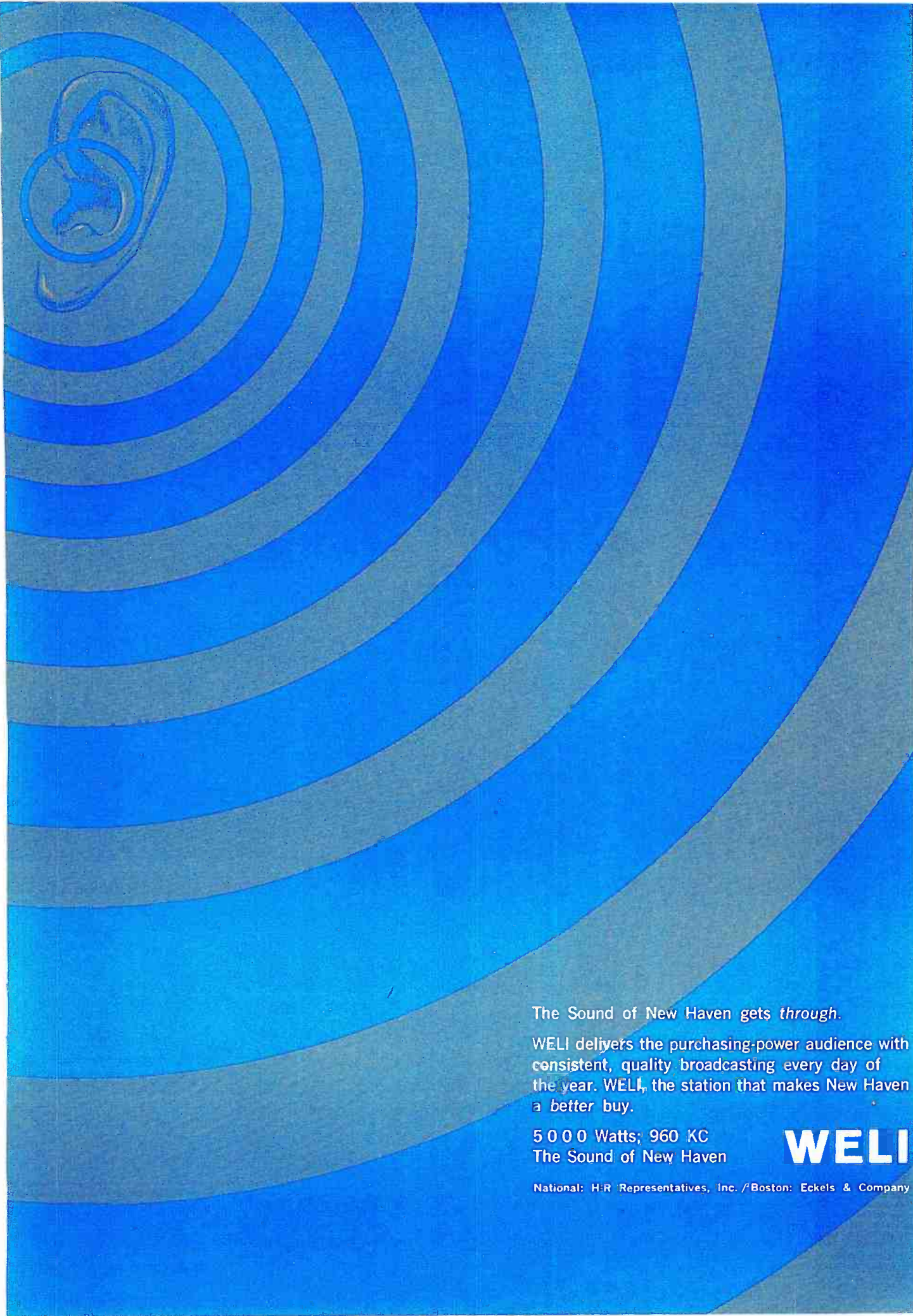
Another way to look at this would be to ask yourself this question about the media plan. Will our use of this medium in this way cause our brand to maintain or make progress with the audience in face of competitors' activity? If our answer is no or doubtful, consideration should be given to strengthening that medium before we use another.

Can all of these decisions be made by the media department alone? I think not. The creative strategy and its inter-relation to media must be a constant consideration during the planning period. The really good advertising agencies today with experience in all media can create good advertising in one medium as well as the next.

It's quite possible that much of the advertising we remember is more memorable because it appeared in the right medium. Some individual reflection will probably reveal that most great advertising campaigns are remembered by just one medium, although they appeared in more than one. Perhaps some of them could have benefited even further by a greater frequency of appearance where they paid off the most.

Gerald N. Moody is vice president and director of media for St. Louis office of D'Arcy. He joined the agency last fall, moving from MacManus, John & Adams, Minneapolis, where he had been director of marketing planning for two years. Mr. Moody first joined MacManus in 1954 at Bloomfield Hills, Mich. He was named media group supervisor there in 1959 and director of marketing planning in 1962, switching to Minneapolis the next year with the same title.





The Sound of New Haven gets *through*.

WELI delivers the purchasing-power audience with consistent, quality broadcasting every day of the year. WELI, the station that makes New Haven a better buy.

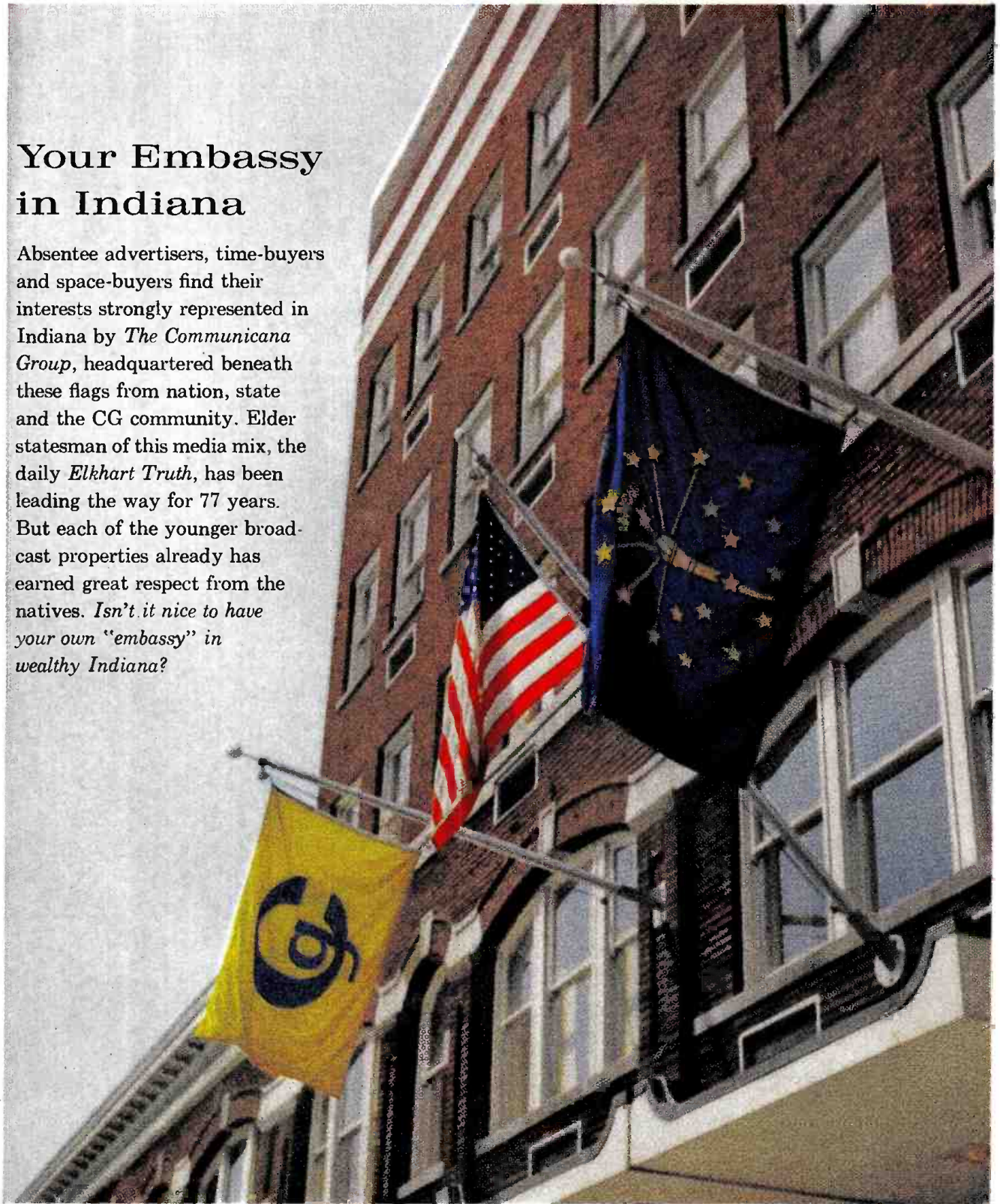
5000 Watts; 960 KC
The Sound of New Haven

WELI

National: H-R Representatives, Inc. / Boston: Eckels & Company

Your Embassy in Indiana

Absentee advertisers, time-buyers and space-buyers find their interests strongly represented in Indiana by *The Communicana Group*, headquartered beneath these flags from nation, state and the CG community. Elder statesman of this media mix, the daily *Elkhart Truth*, has been leading the way for 77 years. But each of the younger broadcast properties already has earned great respect from the natives. *Isn't it nice to have your own "embassy" in wealthy Indiana?*



The Communicana Group Includes:

WSJV-TV

SOUTH BEND-
ELKHART **28** ABC

WKJG-TV

FORT WAYNE **33** NBC

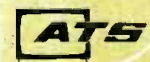
Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart

The Elkhart Truth The Mishawaka Times

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



BROADCASTING PROPERTIES
REPRESENTED BY



NEWSPAPER REPRESENTATIVES

TV record in '65; another in '66

It looks that way to economists, reps and analysts;
 their collective guess is that this year's time
 sales will be in the area of \$1.8 billion

The tripartite television business—network, spot and local—left three new sales records behind it in 1965 and all indicators show three new ones lie in front of it in 1966.

The \$1.67 billion in aggregate TV time sales attained in 1965 will be improved by 7% to 8% in the current year, according to estimates from various industry sources, for a new high between \$1.797 billion and \$1.804 billion.

Network economists, leading station representatives, Wall Street analysts of the broadcast-advertising business and the Television Bureau of Advertising all see growth ahead for TV time sales and there is general agreement among them about the relative strengths and growth prospects for each sector of the business.

Local Leading ■ The most notable kick in TV sales is currently at the local

level. This year local business is expected to grow 13% to 15%, approximately twice as fast as spot and three times faster than network. At that rate local volume could climb to or over \$365 million in 1966, and would represent 20% or more of all television time sales.

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Since spot got off to a slow start this year, only the most optimistic forecasters give it a chance of achieving a 10% gain (one Wall Street observer suggested that figure). The Television Bureau of Advertising thinks 7% is more realistic and station representatives themselves are considerably more conservative than that.

The president of one of the largest TV representatives, who said he had surveyed a number of major rep firms

(Continued on page 30)

Official FCC TV market revenue for 1965, pages 28, 29, Complete FCC report on television for 1965, beginning page 30

level. This year local business is expected to grow 13% to 15%, approximately twice as fast as spot and three times faster than network. At that rate local volume could climb to or over \$365 million in 1966, and would represent 20% or more of all television time sales.

Television Bureau of Advertising estimates for 1966 produced by Vice President and Research Director Harvey Spiegel indicate total billing will be up 7.5% to \$1.8 billion. Within this total, TVB predicts a 5% gain for network time sales to \$615 million, a 7% increase for spot to \$820 million, and

What happened to TV's dollars in 1965

TV Networks		15 Network-owned Stations		573 Other Stations	
INCOME		INCOME		INCOME	
\$1,094,300,000	100%	\$279,600,000	100%	\$1,097,300,000	100%
Network time sales		From networks		From networks	
\$581,300,000	53.1%	\$38,400,000	13.2%	\$191,800,000	17.5%
Program & talent sales		National-regional spot		National-regional spot	
\$473,100,000	43.2%	\$179,500,000	64.6%	\$585,000,000	53.3%
Sundry other sources		Local advertising		Local advertising	
\$39,900,000	3.7%	\$54,200,000	19.1%	\$269,900,000	24.6%
		Program & talent sales		Program & talent sales	
		\$1,600,000	0.8%	\$9,700,000	0.9%
		Sundry other sources		Sundry other sources	
		\$5,900,000	2.3%	\$40,900,000	3.7%
EXPENSES		EXPENSES		EXPENSES	
\$1,034,938,000	100%	\$177,447,000	100%	\$810,992,000	100%
Paid to owned stations		Agency & rep comm.		Agency & rep comm.	
\$38,400,000	3.7%	\$44,400,000	25.5%	\$156,300,000	19.2%
Paid to affiliates		Technical expense		Technical expense	
\$188,000,000	18.1%	\$18,145,000	10.5%	\$102,089,000	12.6%
Agency commissions		Program expense		Program expense	
\$79,300,000	7.7%	\$72,289,000	40.2%	\$266,499,000	32.8%
Technical expense		Selling expense		Selling expense	
\$37,288,000	3.6%	\$19,572,000	11.6%	\$80,218,000	9.9%
Program expense		General & administrative		General & administrative	
\$614,463,000	59.4%	\$23,041,000	12.2%	\$205,886,000	25.5%
Selling expense					
\$26,420,000	2.5%				
General & administrative					
\$51,067,000	5%				
PROFIT (before federal tax)		PROFIT (before federal tax)		PROFIT (before federal tax)	
\$59,400,000	*5.4%	\$102,200,000	*36.2%	\$286,300,000	*26.1%

*Percent of total revenue represented by profit.

FCC's figures on TV market revenue for 1965 compared with 1964

Markets	No. stations reporting	Total 1965 revenues ^a (000)	Total 1965 expenses (000)	Total 1965 income ^a (000)	Network		Gain or loss (000)	Spot ^a		Gain or loss (000)	Local ^a		Gain or loss (000)
					1965 (000)	1964 (000)		1965 (000)	1964 (000)		1965 (000)	1964 (000)	
Albany-Schenectady-Troy, N. Y.	3	\$7,826	\$5,221	\$2,605	\$1,951	\$1,839	\$ 112	\$5,247	\$4,965	\$ 282	\$1,836	\$1,569	\$ 267
Albuquerque, N. M.	3	3,237	2,869	377	715	665	50	1,240	1,023	217	1,667	1,606	61
Amarillo, Tex.	3	2,647	2,450	197	625	558	67	937	814	123	1,190	1,163	27
Atlanta	3	11,524	7,050	4,474	1,981	1,868	113	7,382	6,436	846	4,059	3,601	458
Bakersfield, Calif.	3	2,075	2,261	(186)	509	439	70	628	758	(130)	945	916	29
Baltimore	3	14,091	9,099	4,992	2,579	2,391	188	9,709	8,977	732	3,750	3,171	579
Bangor, Me.	3	*	*	*	*	*	*	*	*	*	*	*	*
Beaumont-Port Arthur, Tex.	3	2,458	1,910	548	633	619	14	1,128	953	175	1,045	897	148
Binghamton, N. Y.	3	2,778	2,071	707	908	877	31	1,258	1,215	43	896	775	121
Birmingham, Ala.	3	*	*	*	*	*	*	*	*	*	*	*	*
Boston	4	31,337	14,090	17,247	4,726	4,366	360	25,013	22,456	2,557	7,446	6,778	668
Buffalo-Niagara Falls, N. Y.	3	14,978	8,305	6,673	2,923	2,785	138	11,567	10,618	949	3,269	3,119	150
Cedar Rapids-Waterloo, Iowa	3	3,486	2,626	860	1,041	997	44	1,962	1,999	(37)	842	782	60
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	5,982	3,985	1,997	2,053	1,984	69	2,713	2,545	168	1,716	1,496	220
Charleston, S. C.	3	2,088	1,758	330	761	793	(32)	502	527	(25)	931	863	68
Charlotte, N. C.	3	7,724	4,853	2,871	2,262	**	**	4,318	**	**	1,710	**	**
Chattanooga	3	2,652	2,333	319	837	786	51	1,188	1,208	(20)	869	738	161
Chicago	5	67,041	41,679	25,363	7,439	6,993	46	53,517	48,635	4,882	14,264	12,012	2,252
Cincinnati	3	12,847	7,181	5,666	2,664	2,570	94	8,187	7,458	729	2,902	2,606	296
Cleveland	3	25,367	12,215	13,152	4,082	3,687	395	17,688	15,896	1,792	5,637	5,211	426
Colorado Springs-Pueblo	3	2,036	1,807	229	505	462	43	894	705	189	908	784	124
Columbia, S. C.	3	2,493	1,541	952	633	575	58	1,433	1,259	174	740	673	67
Columbus, Ohio	3	11,190	6,803	4,387	1,887	1,743	144	7,208	6,745	463	3,355	2,996	359
Corpus Christi, Tex.	3	1,971	1,889	82	568	480	88	876	816	60	715	584	131
Dallas-Fort Worth	4	18,496	11,130	7,367	2,779	2,553	226	12,355	10,166	2,189	5,792	5,283	509
Davenport, Iowa-Rock Island-Moline, Ill.	3	4,178	3,632	547	1,611	1,568	43	2,184	2,324	(140)	776	703	73
Dayton, Ohio	3	8,116	4,234	3,882	2,012	*	*	4,410	*	*	2,663	*	*
Denver	4	10,054	6,922	3,132	1,527	1,400	127	6,389	5,540	849	3,020	3,035	(15)
Des Moines-Ames, Iowa	3	4,776	3,688	1,088	1,172	1,164	8	2,906	2,661	365	1,310	1,194	116
Detroit	4	27,663	15,271	12,392	5,087	4,751	336	18,203	15,712	3,491	8,326	8,242	84
El Paso	3	2,414	2,141	274	526	510	16	936	907	29	1,132	1,079	53
Evansville, Ind.	3	2,987	2,138	849	848	798	50	1,240	1,227	13	1,155	992	163
Fargo-Valley City, N. D.	3	2,403	2,493	(90)	823	750	73	861	860	1	820	756	64
Flint-Saginaw-Bay City, Mich.	3	5,308	4,100	1,207	1,276	1,148	128	3,292	2,790	498	1,479	1,073	406
Fort Wayne, Ind.	3	3,045	2,441	604	836	356	480	1,626	1,578	48	891	902	(11)
Fresno-Hanford-Visalia, Calif.	5	4,204	3,938	266	918	903	15	2,709	2,431	278	1,375	1,249	126
Grand Rapids-Kalamazoo, Mich.	3	8,321	4,972	3,349	2,166	2,109	57	5,363	5,288	75	1,160	1,220	(60)
Green Bay, Wis.	3	3,513	2,995	518	1,097	1,073	24	1,773	1,696	77	867	859	8
Greensboro-High Point-Winston Salem, N. C.	3	4,882	3,476	1,406	1,474	1,378	96	2,380	2,553	(173)	1,650	1,305	345
Greenville-Washington, N. C.	3	2,728	2,320	408	864	829	35	1,135	1,073	62	866	762	104
Greenville-Spartanburg, S. C.-Asheville, N. C.	4	4,420	3,010	1,410	1,246	1,090	156	2,595	2,317	278	1,017	898	119
Harrisburg-Lancaster-York-Lebanon, Pa.	5	5,617	3,854	1,763	1,731	1,631	100	3,259	2,997	260	1,478	1,351	127
Hartford-New Haven, Conn.	4	13,199	7,148	6,051	2,457	2,210	247	11,008	9,730	1,278	1,985	1,525	460
Hilo, Hawaii	3†												
Honolulu	4	4,372	5,338	(966)	677	560	117	1,341	1,187	154	2,460	2,711	(251)
Houston-Galveston	3	13,645	7,718	5,928	2,324	2,081	243	10,305	8,840	1,465	2,821	2,806	15
Huntsville-Decatur, Ala.	3	1,001	917	83	171	129	42	380	228	152	534	437	97
Indianapolis-Bloomington	4	14,345	8,564	5,781	2,217	2,118	99	9,588	8,577	1,011	3,854	3,621	233
Johnstown-Altoona, Pa.	3	4,146	2,354	1,792	1,501	1,515	(14)	2,123	1,941	182	791	662	129
Kansas City, Mo.	3	12,396	6,891	5,505	2,305	2,212	93	9,511	8,461	1,050	2,615	2,121	494
Knoxville, Tenn.	3	3,573	2,479	1,094	1,008	1,005	3	1,972	1,578	394	967	1,119	(152)
Las Vegas-Henderson, Nev.	3	2,161	1,981	179	230	176	54	393	333	60	1,440	1,513	(73)
Lincoln-Hastings-Kearney, Neb.	5	3,170	2,511	659	918	886	32	1,448	1,254	194	1,023	1,033	(10)

Markets	No. sta- tions re- port- ing	Total 1965 rev- enues ² (000)	Total 1965 ex- penses (000)	Total 1965 in- come ³ (000)	Network		Gain or loss (000)	Spot ¹		Gain or loss (000)	Local ¹		Gain or loss (000)
					1965 (000)	1964 (000)		1965 (000)	1964 (000)		1965 (000)	1964 (000)	
Little Rock, Ark.	3	\$3,471	\$2,904	\$ 568	\$ 895	\$ 832	\$ 63	\$1,784	\$1,355	\$ 429	\$1,125	\$1,197	\$ (45)
Los Angeles	9	81,329	54,325	27,003	7,575	7,138	437	64,359	56,365	7,994	25,506	22,919	2,587
Louisville, Ky.	3	7,452	4,256	3,197	1,852	1,665	187	4,673	4,051	622	1,917	1,556	361
Madison, Wis.	3	2,693	1,845	848	670	666	4	1,472	1,548	(76)	756	672	84
Memphis	3	7,031	4,314	2,718	1,802	1,790	12	4,338	3,983	355	1,671	1,414	257
Miami	3	13,903	8,335	5,567	1,889	1,810	79	9,909	8,624	1,285	3,454	3,448	6
Milwaukee	4	13,043	8,319	4,724	2,326	2,225	101	8,495	8,000	495	4,331	3,667	664
Minneapolis-St. Paul	4	16,797	11,740	5,057	2,608	2,529	79	9,414	8,278	1,136	6,427	5,182	1,245
Mobile, Ala.-Pensacola, Fla.	3	3,465	2,723	742	940	831	109	1,831	1,532	299	1,048	952	96
Montgomery, Ala.	3	2,153	1,674	478	628	577	51	929	941	(12)	807	656	151
Nashville	3	6,479	4,305	2,174	1,523	1,436	87	3,290	2,947	343	2,511	2,408	103
New Orleans	3	9,159	6,692	2,466	1,810	1,691	119	5,367	4,735	632	3,467	3,138	329
New York	6	111,126	67,756	43,370	14,316	13,553	763	86,649	82,273	4,376	22,860	21,198	662
Norfolk-Portsmouth-Newport- News-Hampton, Va.	3	5,900	4,676	1,224	1,608	1,547	61	2,650	2,693	(43)	2,151	1,864	287
Odessa-Midland- Monahans, Tex.	3	1,853	1,733	120	404	390	14	713	725	(12)	755	755	
Oklahoma City-Enid	3	7,907	5,882	2,025	1,693	1,609	84	5,823	4,692	1,131	1,528	1,491	37
Omaha	3	6,253	4,829	1,424	1,600	1,532	68	3,523	3,022	501	1,719	1,622	117
Orlando-Daytona Beach, Fla.	3	4,241	3,125	1,116	1,066	993	73	2,259	1,917	342	1,436	1,431	5
Paducah, Ky.-Cape Girar- deau, Mo.-Harrisburg, Ill.	3	2,670	1,833	837	946	885	61	1,481	1,365	116	426	371	55
Peoria, Ill.	3	3,130	2,692	438	790	841	(51)	1,557	1,411	146	1,100	1,000	100
Philadelphia	6	37,963	20,882	17,081	6,453	5,997	456	31,882	29,145	2,737	7,194	5,680	1,514
Phoenix-Mesa	4	7,201	5,411	1,791	1,021	949	72	4,169	3,451	718	2,785	2,668	117
Pittsburgh	3	23,555	12,209	11,347	4,031	3,799	232	16,874	15,933	941	5,751	5,282	469
Portland-Poland Springs, Me.	3	3,814	3,855	(41)	1,160	1,063	97	1,995	1,813	182	1,030	1,043	(13)
Portland, Ore.	4	10,044	7,845	2,199	1,976	1,882	94	6,798	5,822	976	2,636	2,746	(110)
Providence, R. I.-New Bedford, Mass.	3	8,234	5,915	2,319	2,175	2,058	117	5,735	5,390	345	1,694	1,571	123
Richmond-Petersburg, Va.	3	4,422	3,132	1,290	1,204	1,115	89	2,276	1,402	874	1,532	1,199	333
Roanoke-Lynchburg, Va.	3	3,357	2,680	677	1,060	1,030	30	1,399	1,236	163	1,168	1,050	118
Rochester, N. Y.	3	5,764	5,368	397	1,531	1,462	69	2,983	2,826	157	1,955	1,683	272
Rochester-Austin, Minn.- Mason City, Iowa	3	1,958	1,406	551	640	619	21	610	679	(69)	782	610	172
Rockford-Freeport, Ill.	3	*	*	*	*	*	*	*	*	*	*	*	*
Sacramento-Stockton, Calif.	3	9,614	7,497	2,117	1,637	1,507	130	6,881	6,730	151	2,844	2,475	369
Salt Lake City-Ogden- Provo	3	5,551	4,617	933	1,142	1,065	77	2,981	2,479	502	2,045	1,963	82
San Antonio, Tex.	4	6,165	4,694	1,471	1,360	1,258	102	3,515	3,058	457	2,146	2,133	13
San Diego	3	*	*	*	*	*	*	*	*	*	*	*	*
San Francisco-Oakland	3	35,284	16,913	18,371	4,223	3,980	242	27,129	21,305	5,824	9,771	9,650	121
Seattle-Tacoma	5	13,073	9,642	3,432	2,132	2,025	107	9,898	8,180	1,818	3,189	2,884	305
Shreveport, La.- Texarkana, Tex.	3	3,816	3,458	358	1,042	1,000	42	2,151	1,746	405	1,159	1,172	(13)
South Bend-Elkhart, Ind.	3	2,485	2,175	311	746	722	24	1,181	1,033	148	706	699	7
Spokane, Wash.	3	3,899	3,211	688	1,016	926	90	2,480	2,331	149	1,041	940	101
Springfield-Decatur-Cham- paign-Urbana- Danville, Ill.	5	5,100	3,586	1,514	1,243	1,224	19	2,610	2,496	114	1,689	1,553	136
St. Louis	4	17,523	11,492	6,031	3,017	2,874	143	14,399	11,907	2,492	2,971	3,520	(549)
Syracuse, N. Y.	3	7,248	4,964	2,284	1,764	1,703	61	5,334	4,951	383	1,374	1,294	80
Tampa-St. Petersburg, Fla.	4	8,199	5,443	2,756	1,591	1,495	86	5,615	4,964	651	2,302	2,160	142
Tucson, Ariz.	3	2,327	2,353	(26)	452	415	37	918	819	99	1,208	1,276	(68)
Tulsa, Okla.	3	5,530	4,323	1,207	1,327	1,236	91	3,579	3,147	472	1,391	1,448	(57)
Wailuku, Hawaii	3†												
Washington	5	20,146	14,199	5,946	2,875	2,732	143	15,058	12,687	2,371	3,452	3,295	167
Wichita Falls, Tex.- Lawton, Okla.	3	2,375	2,043	332	596	563	33	870	794	76	1,047	991	56
Wichita-Hutchinson, Kan.	3	5,400	4,144	1,256	1,415	1,286	129	2,719	2,470	249	1,741	1,591	150
Wilkes Barre-Scranton, Pa.	3	3,864	3,170	694	1,147	1,095	52	1,871	1,698	173	1,161	1,075	86
Youngstown, Ohio	3	2,514	2,076	438	748	729	19	1,286	1,199	87	660	659	1
San Juan-Caguas, P. R.	4	6,457	4,836	1,621	1,739	236	1,503	3,322	3,803	(481)	838	784	54
TOTAL 106 Markets	362	1,025,626	666,830	358,796	185,738	167,464	18,274	700,404	616,204	115,800	271,873	242,826	29,047
168 Markets less than 3 stations	226	150,578	120,908	29,669	44,543	47,027	(2,484)	64,113	73,303	9,290	52,154	54,161	(2,007)
TOTAL 274 Markets	588	\$1,176,204	\$787,739	\$388,465	\$230,281	\$214,491	\$15,790	\$764,517	\$689,507	\$125,090	\$324,027	\$296,987	\$27,940

¹ Before commissions to agencies, representatives and others.
² Total revenues consist of total time sales less commissions plus talent and program sales.
³ Before federal income tax.
⁴ Does not include data for station in Hartford conducting pay-TV experiment.

() denotes loss.
^{*} Data withheld to maintain confidentiality of individual station figures.
[†] Hilo and Wailuku each have three satellite stations whose financial statistics are included in the reports of their parent stations.

TV RECORD IN '65; ANOTHER IN '66 continued

on business prospects for the full year, indicated that spot might be up by 3% to 7% and that the next 30 days would tell the story. Spot buying for the fall season has just gotten under way, he said.

Spotty Pattern ■ The same official said it was very difficult to find a pattern to illustrate spot TV's spotty performance in 1966, but that western markets are continuing to show vitality, major markets are generally healthy and that so-called "marginal markets" are pulling the average down.

Many felt that the unsettled and languishing condition of the stock mar-

ket may have dampened television budgets so far this year and warned that further unfavorable news from Wall Street could mar a final quarter that otherwise looks very strong.

By far the strongest estimate of spot sales for the year came from a large representation company that said it was running 20% ahead of last year's sales pace and expected the full operating year would show the same margin of improvement.

Another representation company estimated its volume would be up approximately 5% if the year ended as well as present indicators suggested it would.

Still another thought its television billings, at best, would grow 5% over last year's figure and, at worst, would show no more than a 2% jump.

Security analysts questioned by BROADCASTING last week about television sales for the year were among the most optimistic observers of the industry. On the average they thought network time billings could finish 1966 with a 5% lead over the previous year, that spot might be up 8.5% and that local volume would show a 15% increase.

For network time sales in 1966 there was surprising uniformity of opinion among all sources questioned. Almost all pegged the figure at five percentage points above this year's \$581.3 million. None went above that estimate.

1965 TV revenues nudge \$2 billion

ALL DIVISIONS SHOW INCREASE, OFFICIAL FCC FIGURES REVEAL

Television broadcasters almost touched the \$2 billion level for total revenues in 1965, the FCC reported last week.

The exact figures: \$1,964.8 million for revenues; \$447.9 million for income before payment of federal income taxes.

Network revenues, after deduction of agency commissions and payments to affiliates, totaled \$788.6 million. The networks' 15 owned stations took in \$235.2 million, and the 573 other TV stations, \$941 million. Station revenues are after payment of agency and representatives' commissions.

The networks income was reported at \$59.4 million; their owned stations at \$102.2 million and the other 573 stations, \$286.3 million.

Up for the Year ■ The revenue is up 10% and the income 8% over the comparable 1964 figures of \$1,793.3 million and \$415.6 million.

Total time sales for the three networks, their 15 owned stations and 573 other TV stations reached \$1,674 million, up \$124 million over 1964. Network, national spot and local time sales all increased, but the proportion of network time sales to the total continued to decline. National spot continued to climb; local advertising remained steady.

Network time sales were 35% of total sales; from 1955 to 1958 this category was at the 45% level. National spot was 46% of total time sales, up 1%, and local spot was 19%, the same as in 1964.

Network time sales reached \$581.3 million, up 3.3%; the 15 TV stations owned by the networks sold \$227.7 million, up 9.7%, and the 573 other TV stations, \$890.4 million, up 9.5%.

Only one potentially gloomy note

was discernible in the annual financial report: the rate of increase for revenues and pretax earnings seems to be declining. The 1965 increases were 10% and 8% respectively; in 1964 the increases were by 12% and 24%, and

in 1963, by 12.7% and 31.5%.

Networks and their 15 owned stations reported total revenues of \$1,023.8 million and pretax profits of \$161.6 million. This accounted for 55% of the overall industry increase in revenues over 1964, but for only 16% of the total profit increase.

The networks' pretax profits of \$59.4 million on revenues of \$788.6 million amounted to an 8% return. Network-owned stations profits of \$102.2 million on revenues of \$235.2 million was a 43% return. The 573 other stations pretax profits of \$286.3 million on \$941 million revenues was a 30% return.

Reversing the trend 100 UHF stations as a group reported losses of \$173,000 for 1965. In the previous year, the group, then numbering 92, had reported profits of \$2.7 million. The UHF stations, however, reported a greater percentage increase in revenues last year (12.2%) than the VHF stations (8.7%).

Of all the 457 VHF stations reporting, 396, or 87%, reported profitable operations in 1965. This compares to the 85% reporting black ink in 1964. Of the 84 UHF stations reporting, 55 (65.5%) said they were profitable. This, however, was off slightly; in 1964, 68% said they were profitable.

Million-Dollar Club ■ On profits, 112 stations (all V's) reported \$1 million or more. Fifty-nine percent of all VHF stations, and 20% of all UHF stations reported revenues of more than \$1 million.

There were 27 V's and 12 U's reporting profits of less than \$25,000.

Of the 61 V's and 29 U's reporting losses in 1965 (13.3% and 34.5% re-

Right in the pocket

BROADCASTING Magazine's prediction of 1965 time sales, published in its Feb. 21 Perspective Report, came very near the bullseye.

In one division, local time sales, BROADCASTING was within three-tenths of 1% of the official FCC figures. Spot time sales estimated by the magazine were within eight-tenths of 1%, network within 2½% and the overall total time sales were within 1.3%.

The figures follow (BROADCASTING's estimate first, then the FCC figures): total time sales \$1,696.3 million and \$1,673.7 million, a difference of 1.3%; network (including ABC, CBS, NBC and special and regional hookups) \$600.5 million and \$585.1 million, difference of 2.5%; spot \$770.7 million and \$764.5 million, difference of 0.8% and local \$325.2 million and \$324.1 million, difference 0.3%.

All time sales are after frequency deductions and promotional discounts but before commissions to agencies and sales representatives.

**FOR NEWS
EXCELLENCE**

**Measured by these awards
of consequence
Carolina laurels go to
Charlotte's WSOC-TV**

North Carolina Associated Press awards:

First in general news, first in spot news, first in documentaries and public affairs, first in sports photography, first in farm news.

**North Carolina UPI
Broadcasters Association awards:**

Best multi-man news operation in the state, best spot news coverage of the year.

North Carolina Education Association:

Coveted "School Bell Award" for documentary excellence in the interest of education.

Southern News Photography Competition:

Southern TV Photographer of the Year, first in spot news, first in news features, first in sports.

WSOC-TV cameramen swept over half of all the awards open to tv photographers in this annual Southeastern competition.

Year after year, in news as in other important areas WSOC-TV is Charlotte's leading citizen. The station's involvement in community service wins citations, but more important it wins friends and influences people.

Charlotte's WSOC-TV

NBC-ABC Affiliate/represented by H-R



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

spectively), two V's and 1 U reported they had dropped \$400,000 or more. Eight V's and three U's said they had lost less than \$10,000 each.

The median revenue of the profitable VHF stations was \$1,490,433; for profitable UHF stations, \$582,097. VHF stations reporting losses showed a median revenue of \$379,661; UHF stations reporting losses, median revenue of \$275,821.

However, in one-station markets, the median revenue of profitable VHF stations was \$474,094 compared with \$4,429,517 for profitable VHF stations in markets with four or more stations.

Twenty-seven VHF stations with revenues of over \$8 million reported profits of \$3 million and over, and three, profits between \$1.5 million and \$3 million. Of the eight VHF stations with revenues between \$6 million and \$8 million, four had profits of \$3 million and over, three, \$1.5 million to \$3 million, and one reported a loss of between \$100,000 and \$200,000.

Of the 17 profitable UHF stations with revenues between \$1 million and \$2 million, one reported profits of \$300,000 to \$400,000; nine, profits between \$200,000 and \$300,000, with the other ranging down to less than \$50,000 profits.

BROADCAST EXPENSES OF 3 NETWORKS AND 588 TV STATIONS IN 1965 (In thousands of dollars)

Types of expenses	Networks	15 network owned and operated TV stations	573 Other TV stations	Total 3 networks and 588 TV stations
Technical	\$ 37,288	\$ 18,145	\$102,089	\$ 157,522
Program	614,463	72,289	266,499	953,251
Selling	26,420	19,572	80,218	126,210
General and administrative	51,067	23,041	205,886	279,994
Total Broadcast Expenses	\$729,238	\$133,047	\$654,692	\$1,516,977

Three UHF stations, with revenues of \$800,000 to \$1 million reported losses—one between \$100,000 and \$200,000, and two less than \$50,000.

Other Revenues — The three networks plus all 588 TV stations took in during 1965 \$484.4 million from the sale of talent and programs, up 14.8% over the previous year. The networks, naturally, received the bulk of this, \$473.1 million, up 15.6% while their 15 owned stations received \$1.6 million, down 46.7%. The other TV stations took in \$9.7 million from this field, just about the same as in 1964.

The broadcast expenses of the three networks and 588 individual TV stations totaled \$1,516,977,000. The largest

NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS OR STOCKHOLDERS, 1965

(excludes dividends and other payments from surplus)

Stations reporting payments of:	Number	Amount
\$200,000 - 300,000	7	\$ 1,536,036
150,000 - 199,999	11	1,801,463
100,000 - 149,999	18	2,014,672
75,000 - 99,999	15	1,187,878
50,000 - 74,999	43	2,552,504
25,000 - 49,999	71	2,567,506
15,000 - 24,999	49	951,338
10,000 - 14,999	43	496,890
5,000 - 9,999	44	313,154
Under - 5,000	33	74,353
Total	334	\$13,495,794

MEDIAN REVENUES OF PROFITABLE AND UNPROFITABLE STATIONS BY TV MARKETS GROUPED BY NUMBER OF STATIONS IN MARKET AND BY VOLUME OF MARKET REVENUES, 1965

[Stations operating full year only]

TV markets (Ranked by descending volume of revenues in each group)	Total number of stations reporting			Stations reporting profits			Stations reporting losses			Median revenues of UHF stations
	Total	VHF	UHF	No. of VHF stations	Median revenues of VHF stations	No. of UHF stations	Median revenues of UHF stations	No. of VHF stations	No. of UHF stations	
TOTAL ALL MARKETS	541	457	84	396	\$1,490,433	55	\$582,097	61	\$379,661	\$275,821
Markets with four or more TV stations Total 28 markets	121	96	25	86	4,429,517	12	777,316	10	676,820	267,007
Markets with three TV stations										
1st to 25th	73	70	3	69	3,618,616	1	1	1	2	1
26th to 50th	75	63	12	59	1,496,473	11	1,108,155	4	1,241,728	1
51st to 76th	75	52	23	42	890,926	15	582,097	10	590,491	558,331
Total 76 markets	223	185	38	170	1,727,862	27	693,227	15	720,137	555,418
Markets with two TV stations										
1st to 25th	48	45	3	42	1,184,951	3	911,593	3	854,907	0
26th to 50th	49	45	4	35	710,043	4	820,068	10	326,330	0
51st to 58th	14	12	2	6	325,152	1	1	6	137,944	1
Total 58 markets	111	102	9	83	873,818	8	820,068	19	323,824	1
Markets with one TV station										
1st to 25th	25	25	0	24	761,098	0	0	1	1	0
26th to 50th	25	22	3	18	404,287	3	491,598	4	419,884	0
51st to 75th	25	19	6	11	245,115	4	246,863	8	191,550	1
76th to 86th	11	8	3	4	94,536	1	1	4	85,619	1
Total 86 markets	86	74	12	57	474,094	8	268,446	17	210,357	167,346

¹Figures not shown for fewer than 3 stations.

Stay up front with the NBC Owned Stations

The range of any television station's signal has clear geographic limits. But the range of its programming—at least in the case of a station like KNBC in Los Angeles—is unlimited.

As a case in point, NBC-OWNED KNBC presents the weekly program known as "News Conference." The guests on this distinguished color series come from all parts of the U.S. and the world as well as California, and have included such prominent people as Vice President Hubert Humphrey, Senator Robert Kennedy,

Governor George Romney, former French Ambassador Hervé Alphand, Governor Pat Brown and Bob Hope. Since its debut more than three years ago, KNBC's "News Conference" has become one of the most prestigious forums of its kind in television—a leader in generating both national headlines and community attention.

It's KNBC's means of demonstrating that while its signal covers the *community*, its interest covers the *world*. Which is another great way to stay up front.



Vice President Hubert Humphrey appearing on KNBC's "News Conference"

Represented by NBC Spot Sales

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



amount, \$953,251,000 was spent on programing; then \$279,944,000 on general and administrative, followed by \$157,522,000 for technical and \$126,210,000 on selling.

The average station, with time sales of \$25,000 or more, spent \$1,337,044 on expenses; of which \$520,595 was for salaries and wages; \$222,958 for film; \$109,857 for depreciation, and \$45,532 for talent. VHF stations spent more on these items; UHF less than half.

The original investment in tangible broadcast property by the three networks and all 588 stations was \$859,826,000; on a depreciated basis this total is carried at \$448,663,000.

The three TV networks and all 588 TV stations employed a total of 47,753 as of Dec. 31, 1965; 41,306 were full-time, 6,447 parttime.

Payments to Owners — There were 334 stations reporting payments totaling \$13,495,794 to proprietors, partners or stockholders in 1965. Seven of these reported they had paid between \$200,000 and \$300,000, and 33 reported payments of under \$5,000.

Of the 106 stations reporting losses totaling \$13,888,015 in 1965, 53 reported payments amounting to \$1,198,092, and 105 depreciation expenses of \$9,459,647.

Nine stations reporting losses which

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 588 TV STATIONS, 1965 (In millions of dollars)

Item	Networks	15 owned and operated TV stations	573 other TV stations	Total 3 networks and 588 stations
A. Revenues from the sale of time:				
1. Network time sales:				
a. Sale of network time to advertisers	\$581.3			
2. Deductions from network's revenue from sale of time to advertisers:				
a. Paid to owned and operated stations	38.4			
b. Paid to affiliated stations	188.0 ¹			
Total participation by others (excluding commissions) in revenue from sale of network time	226.4			
3. Total retentions from sale of network time	354.9	\$ 38.4	\$ 191.8 ¹	\$ 585.1
4. Non-network time sales:				
a. National and regional advertisers		179.5	585.0	764.5
b. Local advertisers		54.2	269.9	324.1
Total non-network time sales		233.7	854.9	1,088.6
5. Total time sales	354.9	272.1	1,046.7	1,673.7
6. Deduct—Commissions to agencies, representatives, etc.	79.3	44.4	156.3	280.0
7. Net time sales	275.6	227.7	890.4	1,393.7
B. Revenues from incidental broadcast activities:				
a. Talent and programs	473.1	1.6	9.7	484.4
b. Sundry broadcast revenues	39.9	5.9	40.9	86.7
Total incidental broadcast activities	513.0	7.5	50.6	571.1
TOTAL BROADCAST REVENUES	788.6	235.2	941.0	1,964.8
C. TOTAL BROADCAST EXPENSES	729.2	133.0	654.7	1,516.9
D. BROADCAST INCOME (before federal income tax) ..	\$ 59.4	\$102.2	\$ 286.3	\$ 447.9

¹Total retentions from sale of network time of \$191.8 million by 573 other TV station's includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks. Of the revenues received from miscellaneous networks (\$3.8 million), approximately \$3.1 million was reported by stations in Puerto Rico.

BROADCAST REVENUES, EXPENSES AND INCOME OF TELEVISION NETWORKS AND STATIONS, 1964-65 (In millions of dollars)

	1965	1964	% Change 1964-1965
BROADCAST REVENUES			
3 networks (including 15 owned and operated stations)	\$1,023.8	\$ 928.7	10.2%
573 other stations:			
473 VHF	891.3	820.3	8.7
100 UHF	49.7	44.3	12.2
Subtotal	941.0	864.6	8.8
Industry Total	\$1,964.8	\$1,793.3	9.6%
BROADCAST EXPENSES			
3 networks (including 15 owned and operated stations)	\$ 862.2	\$ 772.2	11.7%

573 other stations:....			
473 VHF	604.8	563.9	7.3
100 UHF	49.9	41.6	19.7
Subtotal	654.7	605.5	8.1
Industry Total	\$1,516.9	\$1,377.7	10.1%
BROADCAST INCOME (before federal income tax)			
3 networks (including 15 owned and operated stations)	\$ 161.6	\$ 156.5	3.3%
573 other stations:			
473 VHF	286.5	256.4	11.7
100 UHF	(.2)	2.7	
Subtotal	286.3	259.1	10.5
Industry Total	\$ 447.9	\$ 415.6	7.8%

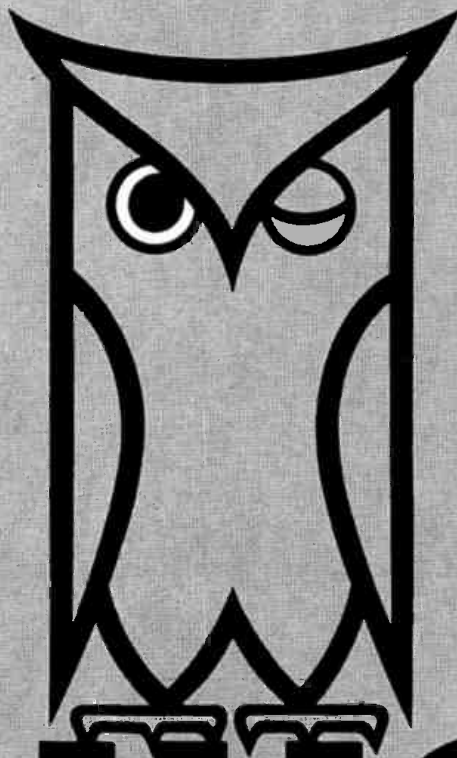
Note: Data are for 3 networks and 575 stations in 1964, and 3 networks and 588 stations in 1965.

NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1965

[Stations operating full year only]

Revenues of:	Total number of stations reporting	Number of stations reporting profits of:						Number of stations reporting losses of:					
		Number of stations reporting profits	to					Number of stations reporting losses	to				
			\$300,000 to 400,000	\$200,000 to 300,000	\$100,000 to 200,000	\$50,000 to 100,000	Less than \$50,000		Less than \$50,000	\$50,000 to 100,000	\$100,000 to 200,000	\$200,000 to 400,000	\$400,000 and over
\$1,000,000 - 2,000,000	17	17	1	9	4	1	2	3	2		1		
800,000 - 1,000,000	8	5		2	1	2		3	1				1
600,000 - 800,000	8	5		3	1		1			1			
400,000 - 600,000	14	9			1	5	3	5		2	3		
200,000 - 400,000	20	12				3	9	8	1	3	1	3	
100,000 - 200,000	12	5				1	4	7		4		3	
Less than 100,000	5	2					2	3	1	2			

WHO'S WHO IN DES MOINES TELEVISION?



WHO TV

...that's who!



COLORFUL 13 • DES MOINES, IOWA



Represented Nationally by Peters, Griffin, Woodward, Inc.

were less than the amount paid to proprietors and others and also the amount of depreciation taken; one was less than the amount reported paid to proprietors and others; 31 less than the amount of depreciation expense, and 9 less than the combined total paid to proprietors and others and depreciation.

Top Markets ■ The top 10 cities were New York, with \$111.1 million in revenues and \$43.4 million in profits;

Los Angeles, \$81.3 million and \$27 million; Chicago, \$67 million and \$25.4 million; Philadelphia, \$38 million and \$17.1 million; San Francisco-Oakland, \$35.3 million and \$18.4 million; Boston, \$31.3 million and \$17.2 million; Detroit, \$27.7 million and \$12.4 million; Cleveland, \$25.4 million and \$13.15 million; Pittsburgh, \$23.6 million and \$11.3 million, and Washington, D. C., \$20.1 million and \$6 million.

PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE
CLASSIFIED BY VOLUME OF REVENUES
(Stations operating full year 1965 only)

Broadcast Revenues	No. of Stations	AVERAGE PER STATION REPORTING				
		Total Expenses	Salaries and Wages	Film	Talent	Depreciation
\$7,500,000 and over	32	\$5,335,583	\$2,095,513	\$1,746,821	\$395,440	\$182,981
5,000,000-7,500,000	18	3,678,303	1,331,333	547,904	127,748	287,604
4,000,000-5,000,000	22	2,571,577	964,204	370,939	73,978	167,337
3,000,000-4,000,000	39	2,265,116	874,850	310,670	69,591	178,205
2,000,000-3,000,000	38	1,778,912	663,458	244,002	34,584	169,454
1,500,000-2,000,000	53	1,293,572	498,580	166,500	18,428	125,983
1,000,000-1,500,000	83	1,008,923	410,186	87,226	13,821	116,644
800,000-1,000,000	40	752,081	307,548	58,595	11,439	102,408
700,000- 800,000	34	637,254	267,760	48,561	9,720	80,756
600,000- 700,000	26	635,550	266,907	50,071	10,153	68,000
500,000- 600,000	28	529,018	217,480	36,139	9,014	57,177
400,000- 500,000	25	428,920	161,223	27,171	5,918	60,170
300,000- 400,000	30	344,261	139,412	24,358	4,886	35,434
200,000- 300,000	33	267,399	111,025	18,510	4,034	31,150
100,000- 200,000	28	213,444	82,281	19,947	2,771	32,469
Under 100,000	11	118,625	42,927	12,337	4,052	13,280
Total	540	\$1,337,044	\$ 520,595	\$ 222,958	\$ 45,532	\$109,857
VHF	457	\$1,478,732	\$ 572,042	\$ 254,661	\$ 52,028	\$118,601
UHF	83	\$ 556,907	\$ 237,325	\$ 48,403	\$ 9,767	\$ 61,714

Note: Not all stations reported all expense items

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSE, 1965

1. Total number of stations reporting losses	106
a. Total amount of losses	\$13,888,015
2. Number of losing stations which reported payments to proprietors, etc.	53
a. Total amount of payments to proprietors, etc.	1,198,092
3. Number of losing stations which reported depreciation expense	105
a. Total amount of depreciation expense	9,459,647
4. Number of stations reporting a loss which was less than:	
a. The amount reported paid to proprietors, etc. and also the amount of depreciation expense reported ¹	9
b. The amount reported to proprietors, etc.	1
c. The amount of depreciation expense reported	31
d. The combined total of the amount reported paid to proprietors, etc. and the amount of depreciation expense reported	9

¹ An example of this category is where the loss reported was \$10,000, the amount reported paid to proprietors, etc. was \$15,000 and the amount of depreciation expense reported was \$25,000.

\$44 million for 1966 football

That's what networks, stations pay; advertisers will shell out \$100 million to bring their commercials to pro and college fans

(Copyright 1966, Broadcasting Publications, Inc.)

Networks, stations, advertisers and agencies will pay an estimated \$44,105,205 in rights to broadcast and telecast the games of 24 professional football teams and some 118 colleges this season. The figure, based on BROADCASTING's annual survey is \$6.4 million more than the 1965 figure of \$37.7 million.

It breaks down to \$41,195,000 from the radio and TV networks for college and pro games (up 16.3% from 1965), \$1,115,000 in local radio rights to the 15 NFL teams, \$107,500 in preseason local TV rights for the NFL, \$358,000 in local radio rights for the nine AFL teams, \$50,000 in preseason local TV rights for the AFL and \$1,279,705 for local radio and delayed TV rights to

118 major colleges. These college games will be carried by 2,072 radio stations and 244 TV stations. (see page 40).

Sponsors will pay about \$100 million to back these games, the pregame and pre pre-game shows, the postgame and post post-game shows, filmed highlights of the games, interviews with the coaches and anything else a network or station can scrape up that is even remotely connected with the fall madness.

The World Championship ■ The big questions in the summer of 1966 are: Who will get the rights to THE professional championship game, how much will it cost and what is the advertisers' spending limit?

The June bombshell announcement

of the merger of the National and American football leagues has had more than its share of repercussions among the networks. Although the merger, as far as regular season inter-league play goes, will not go into effect until 1970, there are immediate effects.

■ Setting up a championship game between the champions of the NFL and AFL.

■ Setting up interleague preseason schedules.

In the waning days of 1965, CBS-TV, perennial holder of NFL rights, shelled out \$37.6 million for two years of NFL football with an option on a third year. Then it came up with another \$6 million for two championship games (\$2 million per), two pro bowls (\$600,000 per) and two playoff bowls (\$400,000 per). Tacitly understood in these negotiations was that the NFL and CBS would continue to bill the championship game as the world's championship.

Enter the Merger ■ Suddenly CBS found itself paying out \$2 million for a game that would only be a semifinal

Seven Arts Television presents
A Half-Hour TV Sports Special in Color

Starring the Baltimore Colts' quarterback—Johnny Unitas
Commentary by Frank Gifford

THE PROFESSIONALS



Johnny Unitas



Frank Gifford

A unique study of the action of a Pro-Football Quarterback . . . how plays are made and how they are executed . . . filmed in color in the Los Angeles Coliseum.

Baltimore Colts' star Johnny Unitas, working with the Los Angeles Rams, demonstrates proper ball handling and the strategy and techniques of passing . . . include the roll-out, screen, sideline pass and "bomb." The new "subjective camera" takes the viewer into the huddle and then behind center to see what Unitas sees just before the ball is snapped.

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\$44 MILLION FOR 1966 FOOTBALL continued

to THE game. In the meantime NBC-TV was happily looking at its five-year AFL package, now in its second year, that calls for it to pay \$1.2 million annually for the AFL Championship game and All-Star game.

CBS is now looking to the NFL for a partial rebate on that \$2 million. NFL Commissioner Pete Rozelle told BROADCASTING last week that he has had several talks with CBS officials about this and expects to have "several more." Just what a mutually agreeable reduced figure might be is open to conjecture. Some sources place it at about \$1.5 million.

The NFL-AFL championship game is being termed by some observers as the "most expensive show in history." In New York the figure most often mentioned is \$2.5 million. For the advertisers, and there are several that have already expressed more than passing interest, the cost is expected to be about \$125,000 per minute. That would be \$15,000 per minute more than the \$110,000 CBS asked for participations in the 1965-66 NFL championship game.

Apparently the limit of advertisers' budgets has not been reached. Informally in New York, the word around the networks and leagues is that there will be little trouble selling off such a game at \$125,000 per minute.

The other unanswered question is which network will get the prize. Although there has been no word from the leagues or networks, the general

feeling is that CBS and NBC will battle it out via the sealed-bid route, with ABC and its two-year package with the National Collegiate Athletic Association sitting it out.

However, Mr. Rozelle, who has had only one meeting so far with three-man committees from each league, said there has been no decision on either restricting the bids to the pro-carrying networks or making it a free-for-all.

One change the commissioner expects to occur next year will be NBC and CBS dropping their preseason games with all the exhibition games going back to the teams for local sale. The major factor in this decision, he said, would be the beginning of interleague exhibition play. Los Angeles Rams (NFL) and San Diego Chargers (AFL), for example, have already announced a three-year exhibition schedule starting in 1967.

Fill the Stadiums ■ The exclusivity of the networks' coverage of pro ball is becoming a matter of increasing concern to the NFL and AFL. Last week on Capitol Hill, Commissioner Rozelle told a Senate subcommittee studying CATV copyright legislation (see page 80) that pro football's main interest is keeping the stadiums full. To preserve game attendance, he said, the limited restrictions on game telecasts into a team's home territory have worked well. But these protections, he went on, "are being jeopardized" by CATV's that "simply pay no attention to our contract restrictions, our own interests or the

interests of the networks which have purchased our rights."

A few weeks ago the NFL and the Philadelphia Eagles asked the FCC to stop a suburban Philadelphia CATV system from bringing in NFL games via WMAR-TV Baltimore. Holly City Cable TV Inc., in Millville, N. J., plans to bring in the three Baltimore stations. If this happens, the NFL-Eagles petition said, bringing the Baltimore Colts games into Philadelphia market when the Eagles are at home would be contrary to the congressionally supported league blackout rules and it could affect the NFL games on the CBS-owned WCAU-TV Philadelphia.

Looking toward increasing CATV proliferation in team territories and toward the price CBS was charging its sponsors, the NFL's new network contract eliminates blackouts. A game will be going to each affiliate's home city each week. If a team is at home a different game will be fed to keep stadium attendance up. The policy, which was later adopted by the AFL, means that the 22 markets represented in the two leagues will not be lost to those football advertisers' impressions on at least seven Sundays.

Break-through ■ The other big move in the CBS package is instituting three regular season night games and four preseason night contests. Thus the NFL moves into the prime-time network schedule that professional baseball was able to crack with holiday games only this year.

Regular-season night games on CBS

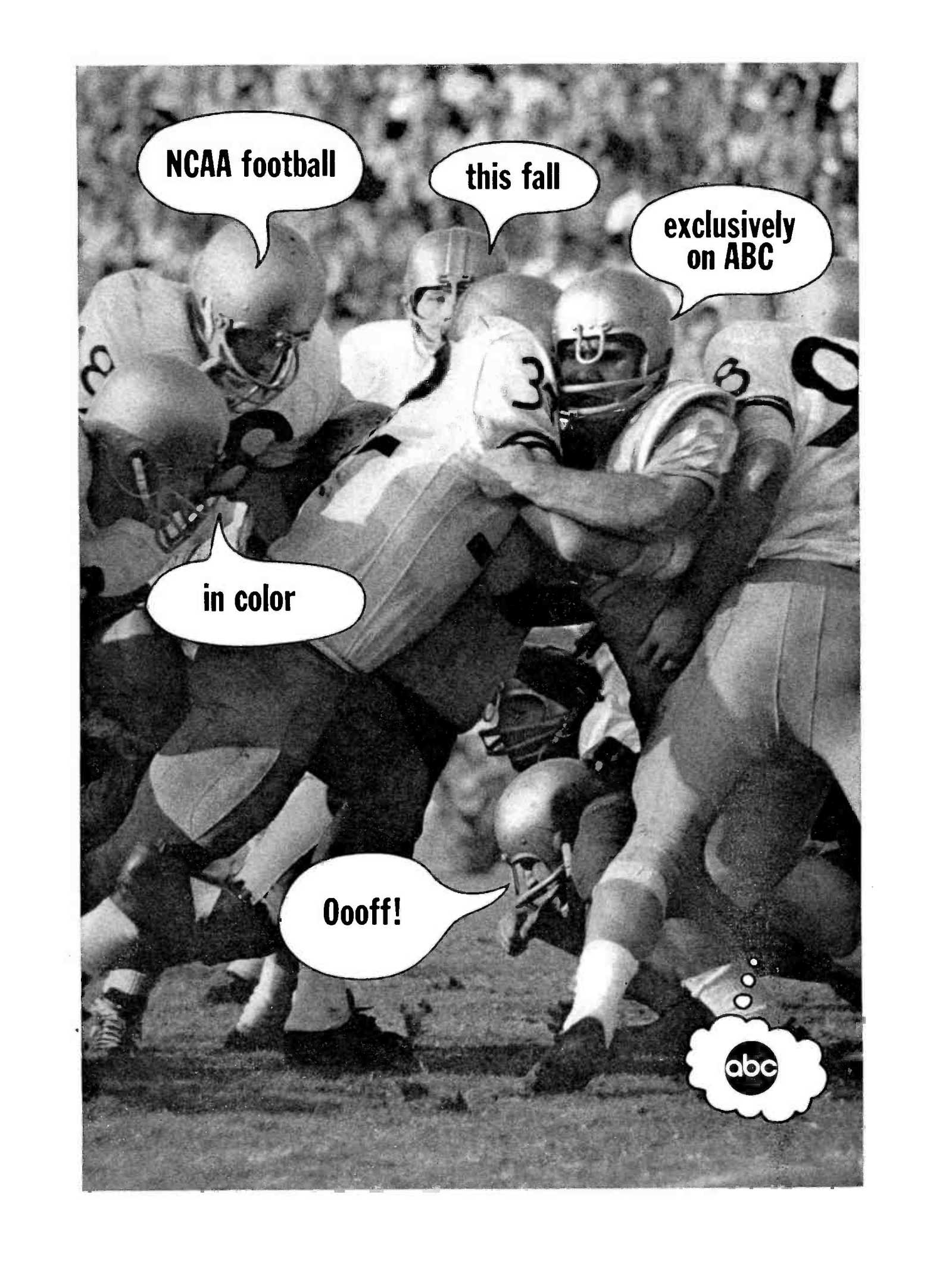
What networks pay for radio-TV rights

ABC Radio	College All-Star game	\$ 5,000	Aug. 5
	Notre Dame football	80,000	Sept. 24
ABC Radio Total		\$ 85,000	
ABC-TV	Coaches All-Star game	75,000	July 9
	NCAA college games	7,500,000	Sept. 10
	College All-Star game	175,000	Aug. 5
	Liberty Bowl	100,000	Dec. 10
	Bluebonnet Bowl	125,000	Dec. 17
	North-South Shrine game	55,000	Dec. 26
	Gator Bowl	140,000	Dec. 31
ABC-TV Total		\$ 8,170,000	
CBS Radio	Cotton Bowl	(1)	Dec. 31
	NFL Championship	(1)	Jan. 1
	NFL Playoff Bowl	(1)	Jan. 8
	NFL Pro Bowl	(1)	Jan. 15
CBS-TV	NFL preseason games	\$ 100,000	Aug. 12
	Natl. Football League	18,750,000	Sept. 10
	Blue-Gray game	100,000	Dec. 24
	Cotton Bowl	250,000	Dec. 31
	NFL Championship game	2,000,000	Jan. 1
	NFL Playoff Bowl	400,000	Jan. 8
	NFL Pro Bowl	600,000	Jan. 15
CBS-TV Total		\$22,200,000	

MBS	Army football	50,000(2)	Sept. 17
	Detroit vs. San Francisco	5,000	Nov. 24
	Army-Navy game	50,000	Nov. 26
MBS Total		\$ 105,000	
NBC Radio	Sugar Bowl	(3)	Jan. 2
	Rose Bowl	(3)	Jan. 2
	Orange Bowl	(3)	Jan. 2
NBC-TV	AFL preseason games	(4)	Aug. 8
	Amer. Football League	7,700,000	Sept. 12
	Sun Bowl	50,000	Dec. 24
	AFL Championship game	1,200,000(5)	Dec. 26
	East-West Shrine game	300,000	Sept. 31
	Sugar Bowl	300,000	Jan. 2
	Rose Bowl	750,000	Jan. 2
	Orange Bowl	300,000	Jan. 2
	Senior Bowl	35,000	Jan. 7
	AFL All-Star game	(5)	Jan. 8
NBC-TV Total		\$10,635,000	
Networks Total		\$41,195,000	

- (1) CBS Radio rights included in CBS-TV package.
 (2) Package includes Collegiate game on Army's open date, Nov. 19.
 (3) NBC Radio rights included in NBC-TV package.

- (4) Rights included in AFL package.
 (5) All-Star game and AFL Championship game bought as package.

A black and white photograph of a football game in progress. Several players in helmets and jerseys are visible, with one player in the center holding the ball. The image is overlaid with five speech bubbles and an ABC logo in the bottom right corner.

NCAA football

this fall

**exclusively
on ABC**

in color

Oooff!

abc

\$44 MILLION FOR 1966 FOOTBALL continued

will be Baltimore vs. Green Bay on Sept. 10, the league opener; Chicago vs. St. Louis on Oct. 31, and Cleveland vs. Dallas on Thanksgiving evening, Nov. 24.

The coming season will see CBS carrying much more color than it has in the past. In 1965 only five games were in color. This year 51 games will be in tint.

Sponsors are paying \$35,000 a minute for the preseason games and \$70,000 a minute for the regular and postseason games. CBS this year is selling the three postseason games as part of the overall NFL package. It will also be selling the Cotton Bowl and Blue-Gray college games as a package.

The addition of Atlanta as the 15th NFL club sets the individual team's cut of the CBS money at \$1.2 million.

The AFL has not been as generous with its newest member. The Miami Dolphins will get about \$500,000 yearly for the four remaining years of the NBC contract. To take care of Miami, NBC added \$2 million to its original five-year package of \$36 million. Under that package the original eight AFL members get \$900,000 yearly.

NBC is charging from \$35,000 to \$37,000 per minute for its AFL schedule, which includes the two postseason games. Of the 66 AFL games on its slate, NBC will cover 44 of them in color. It will also carry the postseason pro games and five college bowls in

color. The only postseason monochrome game will be the East-West Shrine game from San Francisco.

Four two-man teams of sportscasters will handle the on-air chores for the AFL games: Curt Gowdy and Paul Christman, Charlie Jones and George Ratterman, Jim Simpson and Elmer Angsman, and Lou Boda with a partner to be named.

ABC-TV, in the first year of a two-year \$15-million contract, is also going to a more extensive use of color this year with its NCAA schedule. The eight national games, seven of the 24 regional contests, the Coaches All-American game (played in July) and four postseason bowl games are all set for color coverage.

A Sell Out ■ The ABC schedule is sold out with sponsors paying an average of \$48,000 per minute. They will get 18 minutes per college game and the NCAA has advised game officials that it will be up to them to keep busy on the field during the commercials "to guard against dissatisfaction in the stands" (CLOSED CIRCUIT, July 25).

The NCAA edict may have been in answer to increasing criticism from coaches who feel the game momentum is stopped too often for commercials. However, the NCAA has spelled out in no uncertain terms that commercials will be inserted only when there are normal time outs in the game and that none will come in the middle of a

sustained drive.

The colleges participating in the ABC schedule will get about \$82,500 for each national game and approximately \$52,500 for each regional game appearance.

One feature of the NCAA schedule this year will be a regional double-header on Nov. 19. Notre Dame vs. Michigan and UCLA vs. USC will go to the East, upper South, part of Midwest, part of Southwest, lower Rockies and southern California. The other pair, Kentucky vs. Tennessee and Stanford vs. California will go to the rest of the country.

Announcing teams for the NCAA games will be Chris Schenkel and Bud Wilkinson, and Terry Brennan and Bill Fleming. On national games, all four will be on the scene.

One major bowl game on the ABC schedule wasn't there last year. The network let the Liberty Bowl from Memphis go regional last year after having carried it for several years from Philadelphia and Atlantic City. However, ABC got it back this year with options for the next five years. Last year's difficulty came in a scheduling conflict with Bluebonnet Bowl since both were scheduled for the same day. This year they're a week apart.

In radio, ABC will again carry the Notre Dame schedule with Jim Morse and Frank Sweeney. Mutual has again picked up the Army schedule with Van Patrick and Sonny Grandelius calling the games. Missing from the MBS schedule this season are the NFL Playoff and Pro Bowls, both of which went to CBS Radio as part of the CBS-TV-NFL postseason package.

Sponsor Lineup ■ There are 90 sponsors who have already signed with the networks for pro and college games, and before-and-after shows. Last year at this time there were 69 sponsors, and two years ago there were only 49. A major factor in the larger number of sponsors is laid to the cost of the packages. More sponsors are taking smaller shares and there are more regional sponsors this year than in the past.

In addition, there is a noticeable reduction in the number of tri-network sponsors. Last year there were four: Bristol-Myers, Gillette, Goodyear and Mennen. As of last week there were only two: Pabst Brewing through Kenyon & Eckhardt, and Sun Oil through Wm. Esty.

The two-network accounts this season include: Braniff Airways through Wells, Rich, Greene; Bristol-Myers through Young & Rubicam and Foote, Cone & Belding; Coca-Cola through McCann-Erickson; Consolidated Cigar through Papert, Koenig, Lois; duPont through N. W. Ayer; Firestone through Campbell-Ewald; Gillette through Clyne Maxon; Goodyear through Y&R; National Brewing through W. B. Doner;

Radio and local TV revenues of major colleges

Conference	Schools	Radio Stations	TV Stations	Total Revenues
AAWU	8	112	7	\$ 306,380
Atlantic Coast	8	246	16	65,500
Big 8	8	187	54	80,000
Big 10	10	320	27	198,675
Big Sky	5	25	1	2,350
Ivy League	8	34	7	32,400
Mid-America	7	31	6	10,050
Missouri Valley	5	11	3	15,000
Southeastern	10	403	60	212,100
Southern	9	62		41,250
Southwest	8	150	12	90,200
Western Athletic	6	56	6	23,300
Independents*	26	435	43	202,500
Total	118	2,072	243	\$1,279,705

* Does not include Notre Dame revenues from ABC Radio, Army revenues from MBS or Army-Navy game revenues on MBS.

These sponsors pay for the football on network radio-TV



A. C. Spark Plugs (Brother)	ABC	NCAA
Allied Van Lines (Y&R)	NBC	AFL Scoreboard
Allstate Insurance (Burnett)	CBS	NFL
Altes Brewing (Doner)	CBS	NFL
American Airlines (DDB)	CBS	NFL
American Motors (B&B)	ABC Radio	College All Star
American Oil (D'Arcy)	CBS	NFL
American Tobacco (BBDO)	CBS	NFL preseason, NFL pregame
AT&T (Ayer and C&W)	CBS	NFL preseason
P. Ballantine (SSC&B)	CBS	NFL
Beaunit Corp (Smith/Greenland)	CBS	NFL Countdown
Black & Decker (VanSant Dugdale)	CBS	NFL
Bourjois Inc. (NC&K)	NBC	AFL
Braniff Airways (Wells, Rich, Greene)	CBS	NFL
	NBC	Sugar Bowl, Senior Bowl, East-West
Bristol-Myers (FC&B and Y&R)	CBS	NFL preseason
	NBC	AFL Scoreboard
Buick (M-E)	NBC	Sugar Bowl
Carling Brewing (LF&S)	CBS	NFL
Carter Products (SSC&B)	CBS	NFL pregame
Champion Spark Plugs (JWT)	CBS	NFL preseason
Chesebrough-Pond's (Esty)	NBC	Orange Bowl
Chrysler Corp. (Y&R)	NBC	AFL, Rose Bowl
	NBC Radio	Rose Bowl
Coca-Cola (M-E)	ABC	NCAA
	NBC	Orange Bowl
Consolidated Cigar (PKL)	ABC	Coaches All-America
	CBS	NFL Scoreboard
Continental Insurance Co.'s (DDB)	CBS	NFL, NFL preseason
Continental Oil Co. (Frank)	ABC	NCAA
Dodge (BBDO)	NBC	Orange Bowl, Senior Bowl
duPont (Ayer)	ABC	College All-Star, Coaches All-America
	CBS	NFL preseason
Falstaff Brewing (D-F-S)	CBS	NFL
Firestone (C-E)	CBS	NFL pregame
	NBC	AFL
Ford (JWT)	CBS	NFL
GMC Truck Div. (M-E)	CBS	NFL Countdown
General Tire (D'Arcy)	CBS	NFL preseason
Gillette (Clyne Maxon)	ABC	NCAA, College All-Star
	CBS	NFL, NFL preseason
B. F. Goodrich (BBDO)	ABC Radio	Notre Dame
Goodyear (Y&R)	ABC	NCAA, College All-Star

Haggar Slacks (Tracy-Locke)
Hamm Brewing (C-M)
Hartford Insurance (Marschalk)
Homelite (Sutherland Abbott)
Insurance Co. of North America (Ayer)
Levi Strauss (HC&H)
Liggett & Myers (JWT)
P. Lorillard (Grey)
Lone Star Brewing (Glenn)
Lumberman's Mutual Casualty (Frank)
Marathon Oil (C-E)
Mennen Co. (Grey)
Miller Brewing (Mathisson)
Motorola (Burnett)
Narragansett Brewing (NH&S)
National Brewing (Doner)

Norelco (LaRoche)
Oertel Brewing (NH&S)
Oldsmobile (Brother)
Pabst Brewing (K&E)

Phillip Morris (Burnett)
Polaroid (DDB)

Quality Courts United (Marschalk)

Rath Packing (Ludgin)
RCA (JWT)
R. J. Reynolds (Esty)

Savings & Loan Foundation (M-E)

S. C. Johnson (FC&B)
Schick Electric (D-F-S)
Schlitz Brewing (Burnett)
Schmidt Brewing (Bates)
Shell Oil (O&M)
Shulton (Wesley)

Simoniz (D-F-S)
Standard Oil of Calif. (BBDO)
State Farm Insurance (NH&S)
Sun Oil (Esty)

Sunbeam Corp. (Burnett)
Sunray DX (Gardner)
Texaco (B&B)
Union Carbide (Esty)
United Air Lines (Burnett)

United California Bank (Wasey)
United Motors (C-M)
U. S. Rubber (DDB)
Voice of Music (Rink Wells)

J. R. Williams (Parkson)
WTS Pharmacraft (Rumrill Hoyt)

Zale Corp. (Bloom)

CBS NFL
ABC College All-Star
CBS NFL
ABC Coaches All-America
NBC AFL Scoreboard
ABC NCAA
ABC Coaches All-America
ABC Coaches All-America
CBS NFL
NBC AFL
CBS NFL Countdown
CBS NFL
CBS NFL Scoreboard
CBS NFL Countdown
CBS NFL
CBS NFL
CBS NFL
CBS NFL
NBC AFL
CBS NFL
CBS NFL
ABC NCAA
ABC College All-Star
CBS NFL preseason
NBC Sugar Bowl, Senior Bowl
CBS NFL
ABC NCAA, Coaches All-America
CBS NFL
MBS Army games
CBS NFL
NBC AFL Scoreboard
NBC AFL
ABC NCAA, College All-Star
NBC AFL, Orange Bowl, East-West
CBS NFL preseason
NBC Orange Bowl
ABC Coaches All-America
NBC AFL
ABC Coaches All-America
CBS NFL
ABC Coaches All-America
NBC AFL
ABC Coaches All-America
CBS NFL
ABC Radio Notre Dame
ABC NCAA
CBS NFL
NBC AFL
CBS NFL Countdown
ABC NCAA
NBC Rose Bowl
ABC NCAA
CBS NFL pregame
NBC AFL, Orange Bowl
ABC NCAA
NBC East-West
ABC Coaches All-America
ABC Radio Notre Dame pregame
CBS NFL
ABC College All-Star, Coaches All-America
CBS NFL

Polaroid through Doyle Dane Bernbach; R. J. Reynolds through Esty; Savings & Loan Foundation through M-E; Shulton through Wesley, and United Air Lines through Leo Burnett.

The syndication side of football remains a lucrative proposition. NFL Films, a wholly owned subsidiary of the league, earlier this year sold its

half-hour color series, *Game of the Week*, to Screen Gems for an undisclosed sum. The series will go to more than 70 markets and is expected to be sold to as many as 100 stations. *Game of the Week* is a series of 17 edited versions of weekly NFL games.

A year earlier Blair Motion Pictures of Philadelphia, which had originated

the half-hour series, became NFL Films. The move to Screen Gems, said Ed Sabol, NFL Films president, was necessary because his operation wasn't equipped to handle a national package. In 1964 the half-hour series was shown in only 15 cities.

Another NFL Films activity is its four-and-one-half-minute color pre-

\$44 MILLION FOR 1966 FOOTBALL continued

packaged features being inserted in CBS's 15-minute pregame shows. For the CBS Saturday show *Countdown to Kickoff*, NFL Films will do feature-film portions in color.

New Series ■ The league's film arm has also begun filming a new series, *The Key Plays of Pro Football*. Last year 86 banks in 49 states bought a color film "How to Watch Pro Football" and 95% of those banks are picking up the new series.

Mr. Sabol says first-year gross billing of NFL Films was \$1.2 million and he expects that figure to be better this year.

NBC-TV with Tel Ra Productions, Philadelphia, will film portions of the weekly AFL games for use on its weekly *American Football League Report*, a half-hour Saturday afternoon color series.

Seven Arts Television's *The Professionals*, which features Johnny Unitas, was seen in more than 40 markets last year. It is being released this year to 20 markets, some of them repeats.

The side benefits of football are also reflected in advertisers who are using pro football leagues for endorsement. Nine food advertisers are taking a 13-page spread in *Life* to advertise their products as official NFL training table foods. The league will get \$15,000 (\$1,000 per team) for each advertiser. It's painless and it pays.

In addition to the big money the NFL and AFL are raking in, the minor leagues of pro football are starting to make their presence felt. In most cases where TV is interested in a minor-league team the going price for rights runs from \$200 to \$1,000 per game. In radio it's generally lower. Many of the

teams haven't bothered asking for box-car figures, settling instead on a few dollars and a lot of promotional spots.

And in the background to this rosy financial picture of football in 1966, is the emergence of a new league, one that has intentions of challenging the NFL-AFL power structure. The United States Football League announced its birth last month (BROADCASTING, July 4) and said it intends to be in operation in 1967 with up to 12 teams. It was also said to be studying an offer from a network.

There are many in broadcasting and football, however, who look at the USFL's plans with some skepticism. It originally announced four cities for franchises as Washington, Philadelphia, Cincinnati and Anaheim, Calif. Six more cities were to be announced on July 20. That date has long since passed and the USFL has long been silent.

NATIONAL LEAGUE

Atlanta Falcons ■ The Falcons' first two games, Aug. 1 and Aug. 6, have already been carried by WQXI Atlanta and a regional radio network of 75 stations. The five preseason and 14 league games are sold locally. Sponsors on WQXI are P. Lorillard through Grey Advertising, *Atlanta*

Journal-Constitution, Italian Swiss Colony Wines through Lee Advertising and Davison's Department Stores.



Jack Hurst will do the play-by-play and Bud Erickson will do the color. There will be 15-minute pre- and postgame shows with Bill Conover and Mr. Erickson.

WAGA-TV Atlanta is carrying two preseason games. Sponsors for both the Aug. 6 and Aug. 13 games are Allstate Insurance through Leo Burnett, Ford dealers through J. Walter Thompson, Eastern Air Lines through Young & Rubicam, Standard Oil through Burton Wyatt, Kahn Meats through McRae and Bealer, and Kentucky Fried Chicken through Chuck Shields Advertising. Southern Spring Bed through Coinmark Advertising on Aug. 6 only and American Tire Co. through Shields on Aug. 13 only. Ed Thilenius will do play-by-play. During July Eastern Air Lines sponsored four half-hour color specials, *Falcon Flight Facts*, weekly reports from the team's North Carolina training camp. Preceding the regular season games WAGA-TV will carry a 15-minute filmed color show, *Falcon Faces* with Mr. Thilenius. It will be sponsored by Irvindale Dairies through Kirland. White & Schell Advertising. A half-hour Saturday program in color, the *Norh Hecker Show*, will feature the Falcons' coach and the previous game's films. This show will be cosponsored by Carling Beer through Liller, Neal, Battle & Lindsey, and Eastern Air Lines. Mr. Thilenius and John Lauer will call the network games.

Baltimore Colts ■ WCBM will feed the 19-game Colts' schedule, including five preseason contests, to a 24-station radio network in Maryland, Pennsylvania, West Virginia, Delaware and Washington, D. C. National Brewing Co. through W. B. Donner will be one-fifth sponsor on WCBM and one-half



sponsor on the network. Other WCBM sponsors are Commercial Credit Corp. through Donner, Plymouth Dealers through N. W. Ayer & Son, Baltimore Sunpapers through Van Sant, Dugdale, Humble Oil and Coca-Cola, both through McCann-Erickson, and Utz Potato Chips through Torrieri-Myers. Frank Messer, Bill O'Donnell and Jim Karvellas will handle the play-by-play and color. A locally carried 15-minute pregame show with Mr. Messer is open. A 15-minute postgame show with Jimmy Orr will be fed to the network for local sale. It is sponsored on WCBM by D & H Distributing through R & L Advertising.

WMAR-TV Baltimore will carry two preseason games locally in addition to the games from CBS-TV. For the Aug. 13 and Sept. 1 games on WMAR-TV, Western Electric through Cunningham

'Pigskin Playback' lineup is expanded

Last year Cleveland advertising agency operator Charles Getz placed a half-hour football audience-participation feature on WERE Cleveland for Red Barn Restaurants, hoping to catch some Cleveland Browns fans after the regular game tune-in.

Called *Pigskin Playback*, the feature caught on so well that this year Mr. Getz has syndicated the format on several other stations and Red Barn—a restaurant chain based in Fort Lauderdale, Fla., with outlets in a number of cities—is thinking about buying even more outlets if the show does as well this season. Red Barn has renewed *Pigskin Playback* on WERE and added it to the post-game schedules on WGN Chi-

cago, KCMO Kansas City, Mo., and KTLN Denver. The show is sponsored on WJR Detroit by the Detroit Auto Dealers Insurance Exchange.

Mr. Getz, onetime Westinghouse Broadcasting Co. public relations man, has copyrighted the format and registered the program name. *Pigskin Playback* features recorded replays of game highlights with each replay stopped half way so listeners can be phoned to see if they recall the outcome. Winners get free game tickets and other prizes. Eight to 10 calls per show are made with participants registering phone numbers through forms obtained at the sponsor's place of business.

FREE! 5 NEW COLOR SPECIALS!

First-run travel adventure.

"CARAVAN AROUND THE WORLD"



Narrated by Vincent Price

What happens when 105 American men, women and children from all walks of life, get together and decide to go completely around the world by trailer? Monsoons and mud. Broken axles and broken hearts. A personal invitation from the King of Nepal. Turbans and tigers. The Maharajah throws a party. Elephants go to war. Exotic dancers. Snake charmers and opium puffers. Capitalists meet Communists in the Kremlin. Gliding gondolas.

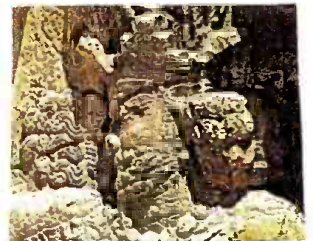
Paris vibrates. Spain bursts into fiesta. That's what happens! "Caravan Around the World" available without charge to TV stations on first come, first served basis.

Write or call for reservations and/or sample reel.

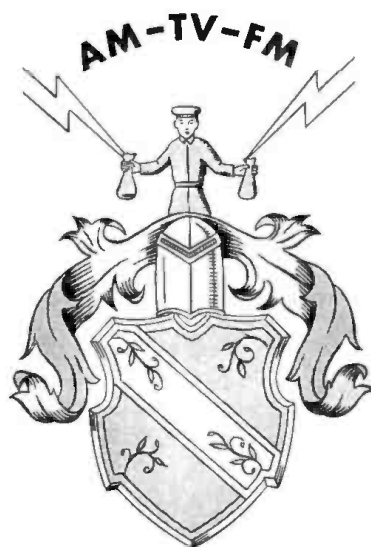
1900 Beverly Blvd., Los Angeles, Calif. 90057.
Phone Dan Reveles (213) 385-7450
Wally Byam Caravan Productions



PART ONE — SOUTHEAST ASIA
PART TWO — INDIA I
PART THREE — INDIA II
PART FOUR — MIDDLE EAST
PART FIVE — EUROPE



Unusual...exciting...dynamic! Time: approx. 23 min. each



Some sweat!

"Genius is one per cent INSPIRATION
and ninety-nine per cent perspiration,"
said Edison. You can depend on Fetzer
stations for the *ninety-nine* — and we're
forever trying on the *one!*

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

\$44 MILLION FOR 1966 FOOTBALL continued

and Walsh and National Beer will be cosponsors. Bill O'Donnell and Joe Campanella will do play-by-play. WMAR-TV will carry two local 15-minute pregame shows in color during the season. *Football Preview* with Jim Mutscheller will be sponsored by Nor-elco through Torrieri/Myers. *Inside Football* with Bob Williams will be sponsored by Coca-Cola. Chuck Thompson and Mr. Campanella will cover the Colts on CBS-TV.

Chicago Bears ■ The Bears have no radio network but once again will be carried on WGN Chicago for three preseason games and 14 regular-season games. Even the sponsors remain the same. The Standard Oil division of American Oil Co. has held the rights for two decades and will again sponsor one-half through D'Arcy Advertising. Heilman Brewing Co. through McCann-Erickson renews for the other half. The warmup show is sponsored by Robert Hall Clothes through Arkwright Advertising and postgame *Scoreboard* is sponsored by Household Finance through Needham, Harper & Steers. A new second postgame show, the 30-minute *Pigskin Playback*, has been added. Jack Brickhouse will do play-by-play with Irv Kupcinet doing color.

WBBM-TV will telecast three exhibition games by two-hour tape delay plus one regular season game not carried by CBS-TV, the Sept. 16 Bears vs. Rams at Los Angeles, which will be aired by tape in Chicago Sept. 17 with



Falstaff Beer through Dancer-Fitzgerald-Sample and American Oil sponsoring. The preseason games are Aug. 6, Aug. 20 and Sept. 3. Heilman Brewing takes one quarter sponsorship of those games with remainder participating. WBBM-TV starting with the regular CBS-TV schedule will have a pregame film highlight show, *Eye on the NFL*. Local sponsors are J. P. Stevens through McCann-Erickson, Hormel Chili through BBDO and Portable Electric Tool Co. through Craigle & Paulson. Bruce Roberts will do play-by-play and George Connor handles color on preseason games. Lindsey Nelson and Mr. Connor will handle the Bears' CBS-TV schedule.

Cleveland Browns ■ WERE Cleveland, now in the second year of a three-year pact with the Browns, will again originate a radio network of more than 50 stations in Ohio, Kentucky, Indiana, West Virginia, Pennsylvania, New York and Massachusetts. There will be six exhibition games



besides the regular season including the annual preseason doubleheader on Aug. 26. Carling Brewing through Lang, Fisher & Stashower, and Sun Oil Co. through Wm. Esty have each renewed one-fifth of the network. General Cigar through Young & Rubicam and Midwest Volkswagen through Kight Cowman Abram have renewed one-fifths on WERE with one fifth still open. Because of conflicts with baseball on WERE, WGAR Cleveland again will locally carry the Aug. 14 and Aug. 26 games plus the first four regular season contests. WERE plans multiple pre

and postgame features this year. On the pregame side, *Sideline Interviews* will be sponsored by Alitalia Airlines through Charles Getz Advertising and Retail Clerks International through Jack Sharp Advertising; *The Blanton Collier Show* will be sponsored by Arby's Restaurants, direct; *In the Huddle* by Majestic Homes through Axelband Brown. For the postgame sequence, *Scoreboard* is being sponsored by Retail Clerks International, and Harry Weintraub Clothes through Cone & Confeld; *Second Guess* by Greater Plymouth Dealers through Jim Newman Advertising, and *Scoreboard Final* by Brush Furniture, also through Newman. Gib Schanley will handle play-by-play with Jim Graner on color.

WJW-TV Cleveland, apart from the regular network schedule, will telecast one preseason game on Aug. 14. Schmidts Beer through Ted Bates, Doraty Rambler, Rezepka Construction Co. and Retail Clerks International, all through Jack Sharp Advertising, are one quarter sponsors. Frank Glieder and Warren Lahr will announce the network games.

Dallas Cowboys ■ KLIF Dallas for five years held rights to the Cowboys for radio but this year the team is keeping the rights for itself and handling its own lineup. KLIF will originate a radio network of more than 30 stations for the five preseason and 14 regular season games. There are no network sponsors. Household Finance, placing direct, renews one-third on KLIF and KFJZ Fort Worth. The remaining two thirds on KLIF is taken in equal parts by Hanes Hosiery through N. W. Ayer & Son, W. O. Bankston Oldsmobile through Bloom Advertising



Teaching the boss

If women knew more about football they'd probably be more considerate of their husbands when he watches or listens to the games. At least that's the thinking of WIOD Miami, which is carrying four 60-second vignettes daily aimed at the womenfolk. Called *Football for Women Only*, it features Mrs. George Wilson, wife of the Miami Dolphins' coach, covering the terminology used during the game. The features are written by the station's sports department. Sponsored by Velda Dairies through D'Arcy Advertising, they began last week on a Monday through Friday basis and will run through December.

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and Oak Farms Sparkle ice cream through Cole Fischer Rogow. Pregame and post-game features are pending. Bill Mercer will handle play-by-play.

KRLD-TV Dallas-Fort Worth will televise five exhibition games this year with Lone Star beer sponsoring one-quarter through Glenn Advertising. The rest will be participations. Three games (Aug. 13, Aug. 20, Sept. 2) will be on tape, two (Aug. 7 and Aug. 27) live. Frank Gleiber will announce. Jack Buck and Eddie LeBaron will cover the Cowboys on CBS-TV.

Detroit Lions ■ WJR Detroit again will originate a radio network of more than 35 stations for five preseason and 14 regular season games. WJR locally will be carrying Detroit Tigers baseball through the exhibition games and the first four regular season games, so once again these will be aired in Detroit by wwj. Marathon Oil Co., owner of the basic radio rights package will take one half local sponsorship through Campbell-Ewald while Ford



Motor Co.'s Lincoln-Mercury Division through Kenyon & Eckhardt will sponsor one-third. DWG Cigar Co. and Altes Beer, both through W. B. Doner, will each take one-eighth. WJR locally also will have two pregame features and two postgame shows this year. Pregame *Lions Den* will be cosponsored by Macabees Mutual Insurance through D. P. Brother with other half open. *Lions Press Box* will be sponsored by Household Finance, placed direct. Postgame *Scores and Highlights* also will be taken by HFC while *Pigskin Playback*, a syndicated feature, will be sponsored by Detroit Auto Dealers Insurance Exchange through Stockwell & Marcuse. Bob Reynolds is doing play-by-play and Ray Lane color.

WJBK-TV Detroit will air three live preseason games on Aug. 6, Aug. 21 and Aug. 27. The games will also be fed to WJIM-TV Lansing with negotiations underway also for WKZO-TV Kalamazoo and WKNX-TV Saginaw-Bay City-Flint. One quarter sponsors on WJBK-TV will be Marathon Oil, Ford Motor Co., Altes Beer and Bank of the Commonwealth through MacManus, John & Adams. Van Patrick will do play-by-play with Sonny Grandelius on color for all TV games.

Green Bay Packers ■ WTMJ Milwaukee again will originate a radio network of a half-dozen Wisconsin stations plus a bonus network of 15 to 20 stations. There will be five exhibition games plus regular season. Thorp Finance renews on the network through Klau-Van Pietersom-Dunlap for one half. Employers Mutual of Wausau renews one quarter through J. Walter Thompson and Blatz beer takes the other quarter through Kenyon & Eckhardt. WTMJ's pregame *Packer Review* was renewed by Humble Oil through McCann-Erickson, and Milwaukee Chrysler Dealers through Young & Rubicam takes post-game *Packers Scoreboard*. Ted Moore will do play-by-play with Blaine Walsh on color.

WBAY-TV Green Bay again this year is producing video tapes of three preseason games (Aug. 20, Aug. 27 and Sept. 3) for local sponsorship on a state network of seven stations. Game telecasts are delayed one day. Local sponsors on WBAY-TV will be Theo Hamm Brewing through Campbell-Mithun, and three accounts placed direct: Curtis-Mathis TV sets, Ford Dealers and the Savings & Loan Association. WBAY-TV heretofore has packaged also the *Vince Lombardi Show*



but no details are set. Ray Scott will do play-by-play and Tony Canadeo will do color on Packers' TV schedule.

Los Angeles Rams ■ KMPC Los Angeles is in its 18th year of Rams' coverage. It will feed the 19-game schedule, including five



preseason, to an 18-station radio network in California, Nevada and Arizona. Because of early season conflicts with California Angels' baseball games, four Rams' contests will be carried in Los Angeles by KABC. Standard Oil of California through BBDO, renews for one quarter coverage for the 11th year. Other one quarter sponsors are Household Finance through Needham, Harper & Steers, Jos. Schlitz Brewing Co. and Kellogg's, both through Leo Burnett. For the Aug. 6 game only (not part of the KMPC package), Mallory Battery Co. through NH&S replaced Standard Oil as sponsor. Bob Kelley and Dick Enberg will do play-by-play and color. The 15-minute pre- and postgame shows are fed to the network for local sale. Pregame *Rams Warmup* on KMPC is sponsored by Kentucky Fried Chicken through Davis, Johnson, Mogul & Colombaro Inc. The postgame *Rams Report* is sponsored on KMPC by Western Air Lines through BBDO.

KNXT(TV) Los Angeles will carry four preseason games as video tape rebroadcasts. The broadcast dates are Aug. 14, Aug. 21, Aug. 28 and Sept. 4. One quarter sponsors for these games are Volkswagen Dealers Association through Doyle Dane Bernbach. Theo Hamm Brewing through Campbell-Mithun, Shell Oil through Ogilvy & Mather and Allstate Insurance through Leo Burnett. Gil Stratton will do play-by-play and Don Paul will handle color for all TV games. Prior to all Sunday games, regular and preseason, KNXT will carry *Inside Football* with George Allen, coach of the Rams. Montgomery Ward through Eagle Advertising has two-thirds of the show and Hormel & Co. through BBDO has one-third.

Minnesota Vikings ■ WCCO Minneapolis this year again is originating a regional radio network of 30 stations



for five exhibition games and the regular season. WCCO is in the third year of its three-year rights contract. North Star Features is the packager. The games are sold locally and on

WCCO renewals have been received from Minneapolis Federal Savings and Loan for one half through M. R. Bolin and

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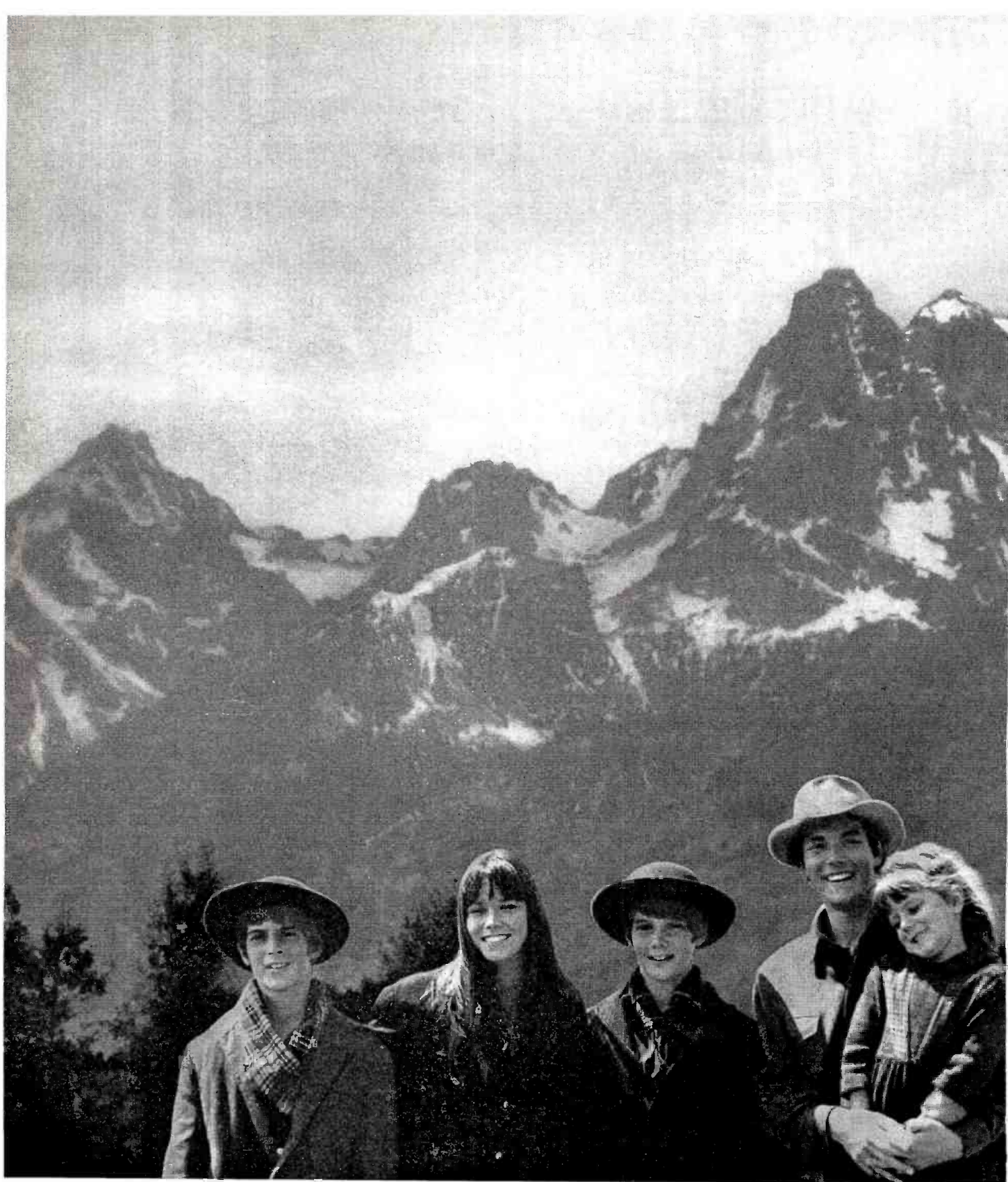
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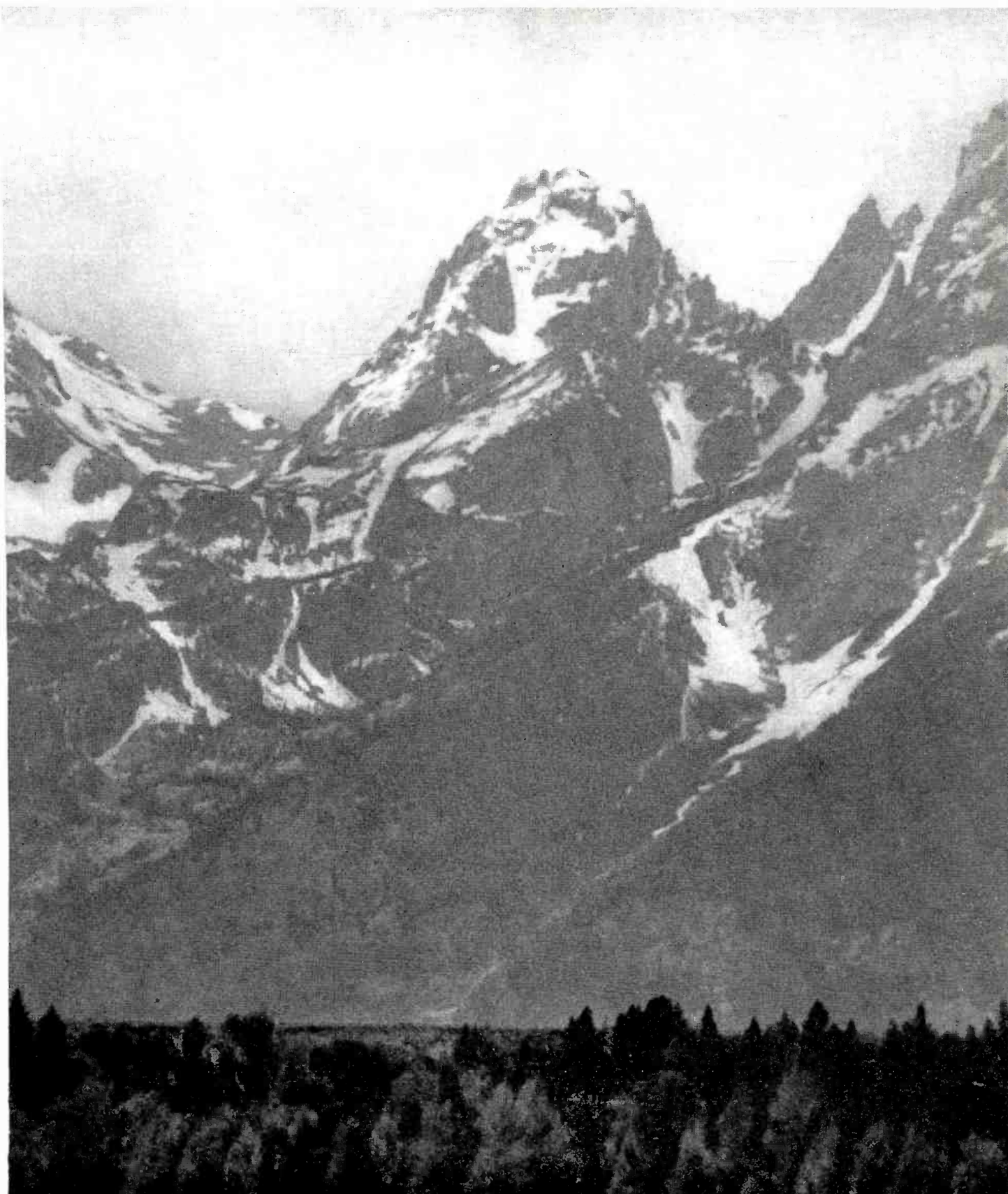
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ABC Television Network 

from Northwest Ford Dealers for one half through J. Walter Thompson. The pregame *Norm Van Brocklin Show* has been sold to Minnesota Coca-Cola Bottling Co., placed direct. The postgame *Scoreboard* will be sponsored by Quarterback, a men's toiletries line, placed direct. Announcers will be Ray Christiansen and Paul Giel.

Wcco-TV Minneapolis will air four exhibition games, three live and one tape delay. The Aug. 20 contest will be taped for playback the following day. The live events are Aug. 6, Aug. 13 and Aug. 26. Twin Cities Federal will sponsor one half through Colle & Mcvov. Hamm Brewing through Campbell-Mithun and Blue Cross through Harold C. Walker Advertising will each have one quarter. Hal Scott and Bob McNamara will handle the games. Mr. Scott and Jim Morse will cover the Vikings regular season play.

New York Giants ■ WNEW New York and C & U Broadcasting Corp. (formerly the Ivy Broadcasting Co.)



have rewritten a two-year contract with the Giants providing for separate feeds on five exhibition and 14 regular season games. C & U, holding the network rights, will carry games to 85 stations through all York and C & U Broadcasting Corp. (formerly the Ivy Broadcasting Co.) ware, Maryland and Virginia. Marty Glickman will do the play-by-play, and Kyle Rote and Al De Rogatis will do color on WNEW. The pregame *Pro Football Preview* with Mr. Rote and the half-time period are being sponsored by Schrafft, through Marschalk, *New York Daily News* through Schneider, Volvo cars through Carl Ally and Sinclair through Geyer, Morey, Ballard. One-fourth sponsors of the regular games are Manufacturers Hanover Trust through Young & Rubicam, Howard Clothes through Norman, Craig & Kummel/Howard Marks; P. Ballantine through Sullivan, Stauffer, Colwell & Bayles, and Liggett & Myers through J. Walter Thompson. Postgame sponsors are Sinclair, *Daily News*, Coty through West, Weir & Bartell, Standard Brands through JWT, and Hermans through Resnick Advertising. The postgame *Locker Room Report* will feature Messrs. Rote and De Rogatis, under sponsorship of Schrafft and Volvo. The C & U network has sold one-fourth to Ballantine, and participating spots to Mohawk Airlines through Farquhar Advertising, and Volvo. Its pre- and postgame shows are open to local or network buyers. C & U announcers will be Ted Brown on play-by-play, Woody Erdman and Ted Hodge on color, Don

Smith on a postgame *Locker Room Report*. Messrs. Smith and Erdman will handle the pregame show.

WCBS-TV New York will carry one live and three taped preseason games. It has sold one-fourth each to New York Telephone Co. and First National City Bank, both through BBDO, and Shearson Hammill (brokers) through Bruce Friedrich. One-fourth remains open. The play-by-play and color will be by Jack Whittaker and Frank Gifford for all the TV games.

Philadelphia Eagles ■ In its third year of a five-year contract with the Eagles, WCAU Philadelphia plans an 18-station radio network feed to Pennsylvania, New Jersey and Delaware. The 1965 lineup had 15 stations. The schedule will include five exhibition games and 14 regular season contests.



Sponsors, each one quarter, are Sun Oil Co., through Wm. Esty; Schmidts Brewing, through Ted Bates, and Plymouth, through N. W. Ayer. Announcers Jack McKinney and Bill Campbell will handle the 10-minute pre- and postgame shows. Household Finance, through Needham, Harper & Steers, has renewed sponsorship on both programs. Play-by-play is being handled by Andy Musser and Charlie Gauer is the color man.

WCAU-TV Philadelphia will show five preseason games on tape with P. Ballantine, through Sullivan, Stauffer, Colwell & Bayles, buying one quarter. Other spots are sold locally. Tom Brookshier will do play-by-play and Eagles' coach Joe Kuharich will do the color on exhibition dates. Stu Nahan is announcer for network games with Mr. Brookshier on color.

Pittsburgh Steelers ■ KDKA Pittsburgh, will, for the third year, originate the Steelers' games to a 31-station radio network in Pennsylvania, Ohio and West Virginia. The 19-game schedule, including five preseason contests, will be half sponsored on the network with half for local sale. Network sponsors are Sun Oil through Wm. Esty and Carling Brewing through Lang, Fisher & Stashower, each one quarter. Tom Bender and Jack Fleming will handle the announcing. Household Finance through Needham, Harper & Steers will be a sponsor of the 15-minute pre- and postgame shows which will be handled by Messrs. Bender and Fleming. Bill



Austin, Steelers' coach, will do a weekly 15-minute show to be carried at various times on the network. It will be sponsored on KDKA by American General Life Insurance Co. through Sykes Advertising.

KDKA-TV Pittsburgh does not plan any local preseason game coverage. During the regular season it will have a pregame *Steeler Profile* with Bob Prince. Joe Tucker will do play-by-play and Lowell Perry will handle color for the regular season network games.

St. Louis Cardinals ■ KMOX St. Louis again this year will originate a radio network of more than 50 stations in eight

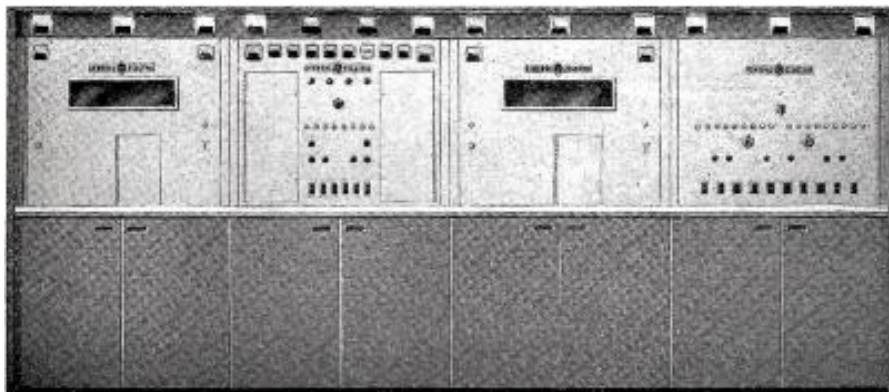


states with Falstaff beer through Dancer-Fitzgerald-Sample taking one-half sponsorship. Falstaff holds the basic rights to all the games. Kroger Co. through Campbell-Mithun and General Finance through Post-Keyes-Gardner, each have a fourth on KMOX. The pregame *Coaches Corner* will be sponsored by Dodge Dealers through BBDO and the postgame *Star of the Game* has been signed by Goddard Motors, placed direct. Another KMOX feature *Big Red Traffic Watch*, aired both before and after games, will have three sponsors: Stix Baer & Fuller department store, placed direct; Kudis Funeral Home through Kilroy Advertising, and Castles Wilson Buick, through Gordon Marshall Advertising. Jay Randolph will do play-by-play with Ray Geracy handling color.

KMOX-TV St. Louis will telecast by video tape delay five preseason games this year. One of these, the Aug. 19 contest to be aired Aug. 21 will be in color. Falstaff beer through Dancer-Fitzgerald-Sample will sponsor one half and the remainder will be participations. Jack Drees and Bill McPeak will announce all the TV games. During the regular season KMOX-TV will air the pregame *Big Red Huddle* with Household Finance placing direct, taking two-thirds and J. P. Stevens through McCann-Erickson, picking up the other one-third.

San Francisco 49ers ■ Ksfo San Francisco will feed the five preseason and 14 regular league games to 15 radio stations in California, Nevada and Hawaii. Sponsors, with one quarter each, are Chrysler-Plymouth Dealers through Young & Rubicam and N. W. Ayer & Son for the fourth year; United Vintners through Honig-Cooper





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& Harrington, and Household Finance Corp., through Needham, Harper & Steers, both in their third year, and Standard Oil Co. of California through BBDO for the fifth year. Lon Simmons, Russ Hodges, Bob Fouts and Hugh McElhenny make up the broadcast team. A 15-minute pregame show will be sponsored by New Century Beverages through Post-Keyes-Gardner. A 15-minute post-game show has been bought by Armour & Co. through Y&R.

KTVU(TV) Oakland-San Francisco, will carry two exhibition games on Aug. 30 and Sept. 3, and one regular season Friday night game on Sept. 30 (49ers vs. Rams from Los Angeles). One half of these three games goes to Standard Oil. For the exhibition games, Household Finance has a quarter, and one-eighth each has been purchased by General Brewing Co. through BBDO and United Air Lines through Leo Burnett. KPFX(TV) San Francisco will carry only the NFL games from CBS-TV with Bob Fouts and Gordon Soltan handling play-by-play and color.

Washington Redskins ■ WMAL Washington, in the first year of a new two-year contract, will feed the Redskins



league schedule and four preseason games to a 33-station radio network. P. Ballantine & Sons through Sullivan, Stauffer, Colwell & Bayles, will be a one-quarter sponsor on the network, with the remainder sold locally. Other one-quarter sponsors on WMAL are Mid-Atlantic Dodge Dealers through BBDO and Washington Gas Light Co. through Kal, Ehrlich & Merrick. P. Lorillard through Grey will participate in the remaining fourth. Steve Gilmartin will do play-by-play and Chuck Drazenovich will handle color. Two 10-minute pregame shows on WMAL are the *Bobby Mitchell Show* sponsored by Pepsi-Cola through KE&M and *Sam Huff Show* sponsored by Thompson Honor Diary through Earle Palmer Brown.

WTOP-TV Washington will carry two preseason games locally on Aug. 20 and Aug. 26. They'll be sponsored by Ford and Liggett & Myers, both through J. Walter Thompson, and National Brewing Co. through W. B. Doner, each one quarter. One quarter is still open. Jim Gibbons and Bill McColgan will call the games. Prior to the CBS-TV feeds WTOP-TV will carry the *Otto Graham Show*, featuring the Redskins coach and films of previous games. The 15-minute color series will be sponsored by J. P. Stevens through McCann-Erickson and Giant Food Stores through Henry J. Kauffman Associates. Mr. Gibbons and Pat Summerall will call the Redskins' network games.

AMERICAN LEAGUE

Boston Patriots ■ Under a new three-year contract, the Patriots' games move over to WBZ Boston, which expects to



set up a three-station radio network. The WBZ sponsors will be Citgo through Lennen & Newell, P. Ballantine through Sullivan, Stauffer, Colwell & Bayles, Liberty Mutual Insurance through BBDO and New England Rambler Dealers through Harold Cabot Co. Bob Starr and Gil Santos will call the games. Pre- and postgame shows are being developed. WBZ-TV will take the network AFL feeds.

Buffalo Bills ■ WBBN Buffalo will again carry all the Bills' games and feed a 14-station New York state radio network. Some stations in Pennsylvania may be added. The rights are held by Marine Trust Co. of New York through



BBDO. It acts as sole sponsor but sells off time in some cities. Member banks throughout the state also sponsor part of the games. Van Miller will do play-by-play and Dick Rifenburg will handle color. Mr. Miller will also handle the 10-minute pregame *Kickoff* and 10-minute postgame *Scoreboard*. *Kickoff* is sponsored on the full network by Milk for Health on the Niagara Frontier, placed direct. *Scoreboard* is sold locally with Kenmore Motor Co. through Lloyd Mansfield sponsoring on WBBN.

WKBW-TV Buffalo will carry two preseason games. Magecki's Sausage through Clayton Stahlka Advertising and Liberty National Bank through Barber Drullar each have one-fourth. Sale of the other half is pending to a regional brewery. Also scheduled is a half-hour stadium special in September and a weekly half-hour *Highlights* of the Bills' games and players. Rick Azar will announce the preseason games and narrate the other shows. The game sponsors will cosponsor these other reports. WGR-TV Buffalo will carry the NBC-TV originated AFL schedule.

Denver Broncos ■ KTLN Denver, under a new four-year contract, will again broadcast the entire Broncos' schedule to 32 stations of the Intermountain network in Colorado and Wyoming, plus two Nebraska stations. Humble Oil through McCann-Erickson and Colorado. Wyoming Bakers Association, placed direct, will each have one-fourth on the full network. The remaining half is sold locally with Public Service Co. of Colorado, placed direct, and Johnny

Haas Lincoln-Mercury through Boccard Nordeen & Neuirth picking up the time on KTLN. Bob Martin will call the games with Paul Manasseh on color. The pregame show will be sponsored by Denver Tramway through Sam Lusky



Associates. Of the postgame shows, *Scoreboard* is being backed by Witkin Homes through Lusky, the *Fifth Quarter* by Lefty Martin Appliances, placed direct, and *Pigskin Playback* by Red Barn Drive-In Restaurants through Boccard, Nordeen. KOA-TV Denver will take the AFL network games from NBC-TV.

Houston Oilers ■ Sports Broadcasting Co., Houston, is packaging the Oilers' games for radio. It has set up a 21-



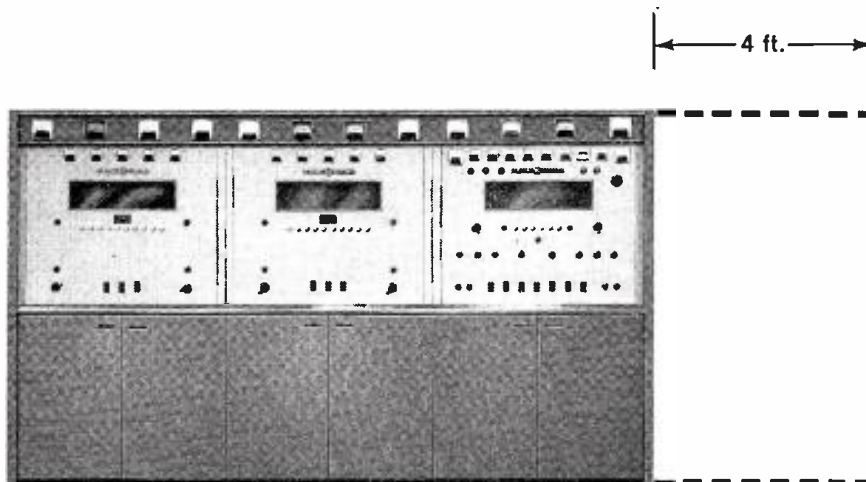
station network in Texas and Louisiana with KILT Houston handling originations. Phillips Petroleum through J. Walter Thompson and Lone Star Brewing through Glenn Advertising are co-sponsors of the games on the full network. The Dodge Dealers through BBDO will be network sponsors for the pre- and postgame shows. Bill Enis will do play-by-play and Al Jamieson will handle color.

KPRC-TV Houston will carry three live preseason night games on Aug. 13, Aug. 20 and Aug. 27. The games will be fed to a network of 11 stations in Texas, Oklahoma and Arkansas. Lone Star Brewing will sponsor half the games on the network with the remainder sold locally. Other sponsors on KPRC-TV will be Coca-Cola through McCann-Erickson, Trans Texas Airways through Erwin Wasey, Bank of Texas through Charles Thobe & Associates, Kirby Lumber through Boone & Cummins and Mestex Steel, placed direct. John Ferguson and Paul Orseck will do play-by-play with Dick Maegle on color. KPRC-TV will also carry the NBC-TV feed of AFL games.

Kansas City Chiefs ■ KCMO Kansas City, Mo., will originate a Chiefs' regional radio network of some 40 sta-



tions again this year for four exhibition and 14 regular season games. One-quarter sponsor on the network will be Interstate Securities through Ballantine Radford Advertising. Schiltz Wholesalers through Mace Advertising



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takes one-quarter on KCMO as does Fairmount Country Club Dairy through Bauer Tripp Foley. One quarter is open. The pregame *Pow Wow* will be sponsored by Businessmen's Assurance Co. through Potts-Woodbury. There are three postgame features: *Scoreboard* will be sponsored by U. S. Royal Tires, placed direct; *Locker Room*, Swift Dodge, direct, and syndicated *Pigskin Playback*, Red Barn Drive-Ins, direct. Announcers handling will be Tom Hedrick for play-by-play and Bill Grigsby for color.

WDAF-TV Kansas City will air two exhibition games on Aug. 6 and Aug. 12 live. Interstate Securities takes one quarter sponsorship. The same agency also has purchased one half sponsorship for a brokerage firm, H. O. Peet Co. One quarter is open. Announcer will be Charles Jones.

Miami Dolphins ■ The Miami Dolphins Football Inc. has purchased radio rights to the Dolphins' games and



is setting up a Florida network of about 10 stations with WIOD Miami originating. The games will be sold locally. Sponsors on WIOD are National Airlines through Papert,

Koenig, Lois, P. Ballantine through Sullivan, Stauffer, Colwell & Bayles, Velda Dairies through D'Arcy Advertising and Burger King through Hume, Smith & Mickelberry. Johnny Bell will do play-by-play and Don Bossler will handle color. A pregame network show, also locally sold, will be sponsored on WIOD by Renuzit through Rheingold & Kalish. WIOD has two other 15-minute pregame shows: one featuring George Wilson, Miami coach, will be sponsored by Miami Skyways Motel, placed direct; the other will be sponsored by Velda Dairies. A 15-minute postgame show on WIOD will be sponsored by Dumas Milner Chevrolet. The advertising account is placed direct.

Local TV coverage of two preseason games, Aug. 20 and Aug. 24, is still pending at WCKT-TV Miami. It will carry a 30-minute pregame show before all the NBC-TV AFL games. Partially sponsored by Eastern Air Lines through Young & Rubicam, the color programs will be narrated by Joe Croghan. Mr. Croghan was also host for a one-hour prime-time color special on the *Birth of the Dolphins* last Thursday (Aug. 4). It was also sponsored by Eastern.

New York Jets ■ WABC New York, in the third year of a five-year contract with the Jets, will again carry the games without a radio network. One-fourth



sponsors are Standard Oil and Liberty Mutual Insurance, both through BBDO, Rheingold Beer through Doyle Dane Bernbach and Liggett & Myers through Compton Advertising. Merle Harmon will do play-by-play. The pre- and postgame shows have been renewed by Broadstreet's House of Worsted-Tex through Altman, Stoller, Chalk. Dick Young will handle the postgame show. A pregame host is unsigned.

WOR-TV New York will carry the Jets' five preseason games, four of them taped and one live. Rheingold is sponsoring three-fourths of this package with the remaining quarter going on a spot basis. Bob Murphy will do play-by-play and Don Criqui will handle color. WNBC-TV New York will carry the network feeds of league games.

Oakland Raiders ■ KWB Oakland owns the rights to Raiders' games under a new three-year contract. Four



preseason and 14 regular league games will be covered this year by a 14-station radio network in California and Nevada. Union Oil Co. of California through Smock, Debnam & Waddell will be one-half sponsor. One-fourth sponsors will be Foster Farms Hatchery through Long Advertising and Guild Wine Co. through Compton Advertising. Bill King and Van Amburg will handle play-by-play and color. Pre- and postgame shows, each 15 minutes, will be sponsored by Sunlite Bakery through Hoefer, Dieterich & Brown, Volvo Western Distributing Inc. through Carl Ally and Franklin Optical Co. through Wyckoff & Associates. The weekly 30-minute show *Call the Coach* will be cosponsored by Stayner Corp. through Conley, Baker & Stewart and General Tire & Rubber through D'Arcy Advertising.

KRON-TV San Francisco will carry the AFL schedule from NBC-TV.

San Diego Chargers ■ KFMB San Diego, in the second year of a four-year contract with the Chargers, will carry four preseason and 14 regular season contests. The games will be fed to a four-station radio network including KNX Los Angeles. Lyle Bond will do the play-by-play and Emil Karas will do color. Cosponsors are Union Oil Co. of California through Smock, Deb-



nam & Waddell and Home Federal Savings & Loan Association through Lane & Huff Advertising. Fifteen minute pre- and postgame shows will be sponsored by Dodge Dealers of San Diego through Cole, Fisher and Regan.

KOGO-TV San Diego will carry only the AFL games from NBC-TV.

SNI set for radio coverage of NFL

Sports Network Inc. expects to pick up NFL games played away from home for at least six radio stations signed to team contracts. The SNI commitments include feeds of the Steelers to KDKA Pittsburgh, Giants to WNEW New York, Colts to WCBM Baltimore (also doing home games), Browns to WERE Cleveland, 49ers to KSFO San Francisco and Bears to WGN Chicago.

Outside the pro league, SNI plans radio network feeds for games of the University of California and University of Houston.

In television, SNI intends to do preseason AFL games of the Jets for WOR-TV New York and the Lions for WJBK-TV Detroit.

Swinging into the minors, SNI has lined up half a dozen regular season Continental League games. The schedule includes games for the Brooklyn Dodgers, Hartford (Conn.) Charter Oaks and Orlando (Fla.) Panthers.

SNI is now mapping out a special TV network feed, hopefully coast-to-coast, for the NFL's Brown-Steelers contest set for Oct. 8.

Talks are also going on with various colleges for closed-circuit TV arrangements.

Eastern NCAA schools may get own network

The "big five" NCAA independents—Syracuse, Penn State, Pittsburgh, Navy and Army—may get their own special color TV network football coverage this season.

Plans are underway for 10 of their best games of the week to be edited on color tape and carried on Sundays (from Sept. 18 to Nov. 20), preceding the scheduled pro football game that day. The games will go to an expected 56-station network, mostly on the East Coast.

Marvin Sugarman Inc., New York, intends to package them as *Eastern Football*, a color series of 12 one-hour programs. Besides the 10 games, the package will include a meet-the-cast-and-schools program (Sept. 11) and a roundup of highlights (Nov. 27). Mar-



**You say
it's got leg room,
head room, horses to burn,
and the price tag of
an economy model?**

WCAU Radio says talk is cheap.

Staying out front in today's competitive automobile market takes plenty of selling. And it helps when the prospect is listening.

So automobile advertisers put a powerful chunk of their \$300 million-a-year budget into the kind of radio stations people pay closer attention to.

Just think about it for a minute. Which is more likely to hold your attention: good talk or some background music? That's why News/Talk/Information stations like WCAU in Philadelphia and all the CBS Owned radio stations keep talking. To keep people involved. It's only common sense.

Now it's more than just common sense. A new research study, *Mike*

and Mike, gives you performance test figures that show exactly how much more attention people pay to talk stations... Audience Involvement Radio. Make us prove it. Send for a copy and convince yourself of the simple truth.

Talk is cheap.

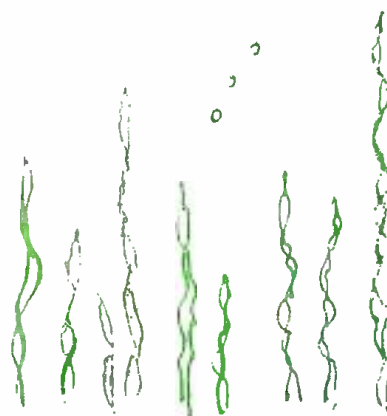
THE CBS OWNED RADIO STATIONS *Audience Involvement Radio.*

WCBZ New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco. Represented by CBS Radio Spot Sales.



GONE

(IT'S AUGUST IS'NT IT?)



vin Sugarman, president, said his company is now clearing markets in 13 states from New England to North Carolina and westward into Ohio. One national sponsor, he added, has signed for the network and several more are expected.

Mr. Sugarman's idea for *Eastern Football* evolved from his 55-station hookup for a bowling program. This TV arrangement, in cooperation with an insurance company, covered the same area.

The football schedule remains tentative, but is expected to include: Penn State-Maryland, Syracuse-UCLA, Army-Penn State, Navy-Syracuse, Pitt-Navy, Pitt-Army, Army-Tenn, Duke-Navy, Syracuse-Florida State and Pitt-Penn State in that order.

Saturation test for retail TV

Carson Pirie Scott hopes color and heavy use will click in Chicago

Is television, thanks to the growth of color, about to crack open the multi-million dollar local retail department store advertising market?

The prospect appeared a step closer last week with the announcement in Chicago by NBC-owned WMAQ-TV there and Carson Pirie Scott of a sustained saturation test of color television that will begin within a few weeks and which will be carefully measured, studied and watched by both broadcasters and retailers throughout the nation.

Other Chicago stations besides WMAQ-TV may become involved in the experiment that is expected to run at least six months. The budget is "open," but initially should run at least \$200,000 for the fall quarter alone.

Co-op money from brand manufacturers will be heavily involved just as in newspapers and their participation is completely voluntary, store officials explained. The TV budget is in addition to Carson's heavy commitment to other media, chiefly newspapers. The store's new TV agency is Powell, Schoenbrod & Hall.

Big Promotion ■ Carson's is known in the trade as an aggressive "big promotion"-minded operation, "well tuned to the Pepsi generation and with an emphasis on quality too," as one spokesman explained. Carson's spend in excess of \$3 million a year in advertising now. Total sales this year will top \$198

million, store president Virgil Martin told security analysts in New York last week.

The Carson color television experiment is expected to outweigh the test of television made in Chicago a couple of years ago by Sears, Roebuck & Co. through North Advertising. The scope of that effort and its results were never disclosed by Sears, which is using a little TV here and there about the country but still appears to be strongly married to newspapers.

Carson's too has tried TV from time to time over the years in a limited way, beginning as early as 1949. This time, however, the significant key is color, and color in sufficient volume to be meaningful.

WMAQ-TV's winning of Carson's business came as a result of working with the store for a mammoth in-store tie-in promotion to kick off the NBC-TV fall color schedule. During the period Aug. 29-Sept. 10, Carson's main store on Chicago's State Street as well as suburban stores will burst out in NBC peacocks and color program promotions. NBC-TV personalities are to make appearances. WMAQ-TV and Carson's will share a dozen full pages of color newspaper ads plus local distribution of nearly three million copies of an eight-page "NBC Week" color piece.

Spot Variety ■ Powell, Schoenbrod & Hall, which also is agency for WMAQ-TV, will produce a variety of color videotape commercials for the experiment, using chiefly WMAQ-TV's commercial production facilities. Several test commercials already have been made and store representatives indicated they have been seen by some of Carson's principal suppliers. Further trade showings also are planned.

Store, station and agency representatives indicated that the test hopefully will demonstrate:

- That color television can generate specific in-store traffic and sales for both soft goods and hard. That TV is no longer merely an "image" medium for the retailer.

- That color TV can do this job day after day on as consistent and flexible "last minute" basis as stores traditionally have done in newspapers.

- That the production costs for the color videotape commercials through the cooperative ingenuity of store, station and agency (approximately \$1,200 to \$1,500 each, not counting air time charges) can be made competitive to the costs of turning out color ads for print.

- That this can be done with a quality reasonably comparable to network commercials so as to keep the store's quality image intact.

Norbert Armour, Carson's executive vice president, said that store executives are "very excited" about the possibilities

AFA-AAW merger nearer

Lee Fondren, station manager and director of sales for KLZ Denver, was appointed last week to be chairman of a special joint commission that will implement the merger of the Advertising Federation of America and the Advertising Association of the West, the nation's two largest advertising associations. At the same time, AAW President Charles (Chick) Collier was named administrator of the commission. Additional appointments to the commission are still to be made. The full committee will hold its first meeting in Chicago on Sept. 14 and 15. Among the business to be handled is a new name for the merged organization.

The merger was voted by the AFA on June 15 and by the AAW on June 27. The merger is scheduled to be completed by the first of next year.

of the color TV test. He said he also found that the manufacturers so far who have indicated interest in co-op participation "are even more enthusiastic" about the idea.

He emphasized, however, that the venture is a test. "But it will be the most complete of its kind to date," he added.

FTC's Elman wants antitrust reexamination

Federal Trade Commissioner Philip Elman, last week, called for a "searching re-examination" of the Robinson-Patman Act. The Robinson-Patman Act, enacted as an amendment to the Clayton Antitrust Act, makes it illegal for a company to "discriminate in price" among its customers by granting discounts or services that are not available to all. It was initially intended to help small grocers and independent retailers to buy merchandise at the same price as large retail chain stores.

Mr. Elman, who is a "maverick" member of the FTC and a dissenter to several decisions concerning the Robinson-Patman Act, feels that the law conflicts with the basic antitrust policy of fostering price competition by promoting price uniformity. Elimination of "pressures of everyday bargaining in a competitive market," Mr. Elman said, "would impair or obstruct the competitive process."

He also agrees with many of the law's critics who claim that the overall

effect of the act was to restrict all price reductions. "Businessmen shouldn't be forced to make pricing decisions at their peril," he added.

Mr. Elman made his observations in a speech before the Trade Regulation Institute of the University of Washington Law School in Seattle.

The speech called for a study of the act with revision as the end product, with the study to be handled by the FTC. However, he said that in the early stages, the study should be conducted by a special panel made up of legal and economic scholars.

ANA to study charges for network cut-ins

A study of station charges to advertisers and their agencies for television network program cut-ins will be provided by the Association of National Advertisers.

ANA said last week it will compile information on cut-in charges and publish the results next fall. It is currently asking stations for necessary information.

Advertisers use commercial cut-ins in test markets for new-product and copy evaluation.

Managers of network-affiliated stations are being asked by ANA for the data, the association reports, noting that the study is of procedures that are "designed to increase the efficiency of . . . television advertising expenditures and should be beneficial to broadcasters as well as advertisers."

'Bishop' gets sponsors

A full set of sponsors for the *Joey Bishop Show*, slated as an ABC-TV late-night entry next April (BROADCASTING, Aug. 1), was reported last week.

ABC said the advertisers are Bristol-Myers Co., New York; General Foods Corp., White Plains, N. Y.; International Latex Corp. and Pepsi-Cola Co., both New York, all through Young & Rubicam, New York, and the P. Lorillard Co., through Grey Advertising, both New York.

G.I. Joe line to Interpublic

Hassenfeld Bros. Inc., Pawtucket, R. I., has assigned its over \$4 million G. I. Joe product line to Fletcher Richards Advertising, an Interpublic Co., New York. The account, estimated to bill over 90% in TV, does not include Hassenfeld's other toy and music products, which remain with Bruns Advertising Inc., New York. Total Hassenfeld billings in 1966 are expected to reach \$6 million or \$2.5 million more than last year.



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FISHIN'

THE BIGGEST
AUDIENCE YOU
EVER CAUGHT!

UAA
UNITED ARTISTS ASSOCIATED
A DIVISION OF
UNITED ARTISTS
TELEVISION

Spot radio: onward and upward

First-quarter RAB figures show billings up 11%

total billings estimated at \$68.8 million;

spending derby paced by Ford, Chrysler, GM

Radio's rise in billings, network and spot, on the basis of first-quarter figures, has been dramatic this year.

In a report today (Aug. 8), the Radio Advertising Bureau noted that spot radio advertising was up 11% in the first quarter of 1966 as compared with the like period in 1965. The network gain in the quarter was a bounding 28% (BROADCASTING, July 25).

RAB said advertisers in spot radio spent an estimated \$68.8 million in the first three months of 1966. (Network radio advertiser volume for the period had been estimated at \$17.9 million).

Ford Motor Co., with an expenditure of more than \$5.7 million, led the spot advertiser list in the quarter.

Two other automotive companies were next in line, Chrysler with over \$3.8 million and General Motors Corp. listed for more than \$3.7 million. Others in the top 10: R. J. Reynolds Tobacco Co. and American Tobacco Co., cigarette firms spending over \$2.3 million and nearly \$1.8 million respectively, Coca Cola Co. (includes bottlers) \$1.3 million. AT&T \$1.25 million, Campbell Soup Co. nearly \$1.2 million, P. Lorillard over \$1.5 million and American Home Products with just over \$1 million.

Miles David, RAB's president, noted that for some advertisers the quarterly spot radio spiral was especially steep—Warner-Lambert went up 246% in 1966 vs. 1965, Humble Oil advanced 84%, Colgate-Palmolive's plus was 95% and Procter & Gamble shot up 148%.

He said nearly 200 more advertisers were in the spot radio report for the first quarter of 1966—"an indication that we are continuing to expand our base, and diversify the types of advertisers using the medium."

The top 100 network radio advertisers and a breakdown by advertisers' brand activity follow:

	est. expenditure
1. Ford Motor	\$5,747,000
Autolite division	16,000
Ford cars	4,170,000
Ford tractors	147,000
Ford trucks	161,000
Lincoln-Mercury cars	1,253,000
2. Chrysler Corp.	3,886,000
Chrysler cars	750,000
Dodge cars	1,542,000
Dodge trucks	53,000
Imperial cars	315,000

	est. expenditure
Plymouth cars	\$1,226,000
3. General Motors	3,746,000
Buick cars	875,000
Cadillac cars	33,000
Chevrolet cars	772,000
Delco division	1,000
Frigidaire Div.	78,000
GMAC	147,000
GMC trucks	15,000
Guardian Maintenance	472,000
Harrison Radiator Div.	131,000
Oldsmobile cars	505,000
Pontiac cars	717,000
4. R. J. Reynolds Tobacco	2,350,000
Camel cigarettes	729,000
Prince Albert tobacco	71,000
Salem cigarettes	676,000
Winston cigarettes	874,000
5. American Tobacco	1,790,000



TV set for new products

The Drackett Co., Cincinnati, next week begins a year-around TV schedule using ABC, CBS and NBC in both daytime and nighttime periods to advertise two new products—Prolong floor wax and Behold concentrated spray furniture polish.

The network advertising will be launched, through Grey Advertising, New York, next Monday (Aug. 15). Some 40 programs in all will be involved in the Drackett network lineup. Drackett is a division of Bristol-Myers Co., New York.

The Behold commercial is built on a demonstration showing how the product protects furniture against spills, stains and water damage.

	est. expenditure
Lucky Strike cigarettes	\$ 484,000
Lucky Strike filter cigarettes	114,000
Montclair cigarettes	39,000
Pall Mall cigarettes	1,043,000
Sweet Caporal cigarettes	78,000
Tareyton cigarettes	18,000
Tennysen cigarettes	14,000
6. Coca-Cola Co./Bottlers	1,313,000
Coca-Cola	1,111,000
Fresca	58,000
Sprite	35,000
Tab	109,000
7. AT&T	1,250,000
Combined Bell System companies	1,250,000
8. Campbell Soup	1,197,000
Campbell beans	73,000
Campbell soups	1,038,000
Campbell tomato juice	3,000
Franco-American foods	17,000
Pepperidge Farms Div.	33,000
Swanson frozen foods	2,000
V-8 juice	31,000
9. P. Lorillard	1,158,000
Kent cigarettes	471,000
Newport cigarettes	419,000
Old Gold cigarettes	148,000
Old Gold filter cigarettes	120,000
10. American Home Products	1,060,000
Anbesol	50,000
Anacin	345,000
Denalin	1,000
Heet	1,000
Momentin	1,000
Preparation "H"	660,000
Sleep-Eze	2,000
11. Warner-Lambert	1,053,000
Controlax	8,000
Cornhuskers lotion	1,026,000
Listerine	13,000
3 Flowers Brilliantine	6,000
12. American Oil	926,000
Amoco gas & oil	504,000
Amoco heating fuel	7,000
Standard gas & oil	371,000
Standard heating fuel	12,000
Tires, batteries, accessories	32,000
13. Pepsi-Cola Co./Bottlers	850,000
Diet Pepsi	53,000
Mountain Dew	49,000
Pepsi Cola	748,000
14. Jos. Schlitz Brewing	794,000
Burgermeister beer	225,000
Old Milwaukee beer	46,000
Schlitz beer	518,000
Schlitz malt liquor	5,000
15. Anheuser-Busch	724,000
Budweiser beer	661,000
Busch Bavarian beer	61,000
Michelob beer	2,000
16. American Motors	707,000
Rambler cars	707,000
17. Texaco	666,000
Texaco gas & oil	601,000
Texaco heating fuel	65,000
18. Colgate-Palmolive	637,000
Code 10	13,000
Colgate dental cream	13,000

	est. expenditure
Cue toothpaste	\$ 25,000
Dear Diary	19,000
Fab	18,000
Palmolive soap	5,000
Tackle	239,000
Wildroot	305,000
19. Trans-World Airlines	628,000
Air travel	628,000
20. Humble Oil	619,000
Esso gasoline & oil	484,000
Esso heating fuel	104,000
Tires, batteries, accessories	31,000
21. Beneficial Finance	615,000
Loans & financing	615,000
22. Monarch Wine	612,000
Manischewitz wine	612,000
23. Northwest Orient Airlines	531,000
Air travel	531,000
24. Keebler	517,000
Crackers & cookies	517,000
25. Equitable Life Assurance	506,000
Insurance	506,000
26. P. Ballantine & Sons	505,000
Ballantine ale & beer	505,000
27. Delta Airlines	493,000
Air travel	493,000
28. Wm. Wrigley Jr.	490,000
Wrigley gum	490,000
29. Procter & Gamble	442,000
American Family soaps & detergents	40,000
Cheer	1,000
Crest	44,000
Folger coffee	1,000
Gleem	50,000
Head 'n Shoulders	26,000
Hidden Magic	54,000
Lava	5,000
Lilt	22,000
Liquid Prell	30,000
Secret	28,000
Swing Ding	73,000
Tide	67,000
Zest	1,000
30. American Airlines	439,000
Air travel	439,000
31. Pan-American World Airways	414,000
Air travel	414,000
32. B. C. Remedy	413,000
B. C. headache & neuralgia remedy	413,000
33. Falstaff Brewing	400,000
Falstaff beer	400,000
34. Rheingold Breweries	396,000
Rheingold beer & ale	396,000
35. F & M Schaefer Brewing	388,000
Schaefer beer	388,000
36. Carling Brewing	368,000
Carling beer & ale	368,000
37. United Air Lines	356,000
Air travel	356,000
38. Household Finance	355,000
Loans & financing service	355,000
39. Royal Crown Cola Co./Bottlers	326,000
Royal Crown	182,000
Diet-Rite	140,000
Quench	4,000
40. Shell Oil	325,000
Aldrex insecticides	12,000
Shell gasoline & oil	261,000
Shell heating fuel	52,000
41. National Biscuit	318,000
Cookies	55,000
Cream of Wheat	263,000
42. Liggett & Myers	295,000
Chesterfield cigarettes	93,000
Chesterfield king cigarettes	9,000
Lark cigarettes	6,000
L & M cigarettes	161,000
Red Man snuff	26,000
43. Piel Bros.	294,000
Piel's beer	294,000
44. National Dairy Products	286,000
Breyer's ice cream	46,000

Daytime network TV gains at brisk rate

Daytime television on the networks outshone the nighttime in terms of increased billing performance over the first six months of 1966.

The Television Bureau of Advertising reported today (Aug. 8) a 12.5% gain (or nearly \$74 million)

in the January-June period compared to the first half of 1965.

In the first six months of 1966, estimated net time and program billings on the networks came to \$663,478,100. Daytime billings rose 24.3%, while nighttime gained 7.8%, according to TVB's report.

Network television net time and program billings

By day parts and by network

(Source: TVB/LNA-BAR)

(add 000)

	1965	JUNE 1966	% Chg.	1965	JANUARY-JUNE 1966	% Chg.
Daytime	\$25,129.2	\$32,362.5	+28.8	\$169,325.4	\$210,550.5	+24.3
Monday-Friday	19,690.5	26,299.2	+33.6	127,047.9	157,653.7	+24.1
Saturday-Sunday	5,438.7	6,063.3	+11.5	42,277.5	52,896.8	+25.1
Nighttime	56,481.2	60,755.5	+7.6	420,329.6	452,927.6	+7.8
Total	\$81,610.4	\$93,118.0	+14.1	\$589,655.0	\$663,478.1	+12.5
1966	ABC	CBS		NBC	Total	
January	\$34,076.2	\$45,317.2		\$43,132.5	\$122,525.9	
February	32,090.8	39,737.7		37,216.4	109,044.9	
March	35,165.5	45,911.3		41,835.4	122,912.2	
*April	32,974.5	41,023.8		39,317.3	113,315.6	
May	27,484.6	39,571.8		35,505.1	102,561.5	
June	25,014.8	35,608.3		32,494.9	93,118.0	

*January figures adjusted as of July 28, 1966.

	est. expenditure		est. expenditure
Kraft Cheese	\$ 11,000	Bisquick	\$ 121,000
Kraft jams & jellies	64,000	Flour	60,000
Kraft mayonnaise	13,000	Morton snacks	17,000
Kraft Miracle margarine	18,000	Wheaties	16,000
Kraft Parkay margarine	52,000	54. Chas. Pfizer	228,000
Kraft pizza mix	50,000	Agricultural products	101,000
Sealtest ice cream	4,000	Imprevue (Coty Div.)	127,000
Sealtest milk	28,000	54. Water Specialties	228,000
45. Seven-Up Co./Bottlers	279,000	Miracle White soap & detergent	228,000
Like	22,000	56. E. I. Du Pont de Nemours	226,000
Seven Up	257,000	Cantreze	207,000
46. Firestone Tire & Rubber	273,000	Golden 7	8,000
Firestone tires & tubes	273,000	Lorox	4,000
47. Plough	268,000	Paints	2,000
Black & White ointment	1,000	Zerex	5,000
Coppertone	7,000	57. International Nickel	223,000
Creolin	4,000	Nickel products	223,000
Di Gel	50,000	58. Stroh Brewing	219,000
Mexsana	6,000	Stroh beer	219,000
Moroline	1,000	59. Standard Oil Co. of California	218,000
Musterole	37,000	Chevron gasoline & oil	218,000
Penetro	6,000	60. Armour	209,000
Q. T. lotion	2,000	Dial soap	5,000
Royal Blend	2,000	Meats	35,000
St. Joseph aspirin	150,000	Vertagreen	169,000
Solorcaine	2,000	61. Robert Hall	207,000
48. Great Atlantic & Pacific Tea	266,000	Clothing	207,000
A & P stores	266,000	62. Pabst Brewing	203,000
49. Canada Dry Corp./Bottlers	257,000	Pabst Blue Ribbon beer	177,000
Canada dry beverages	231,000	Blatz beer	26,000
Wink	26,000	63. American Express	202,000
50. General Electric	253,000	Credit cards	23,000
G. E. appliances	20,000	Travelers cheques	179,000
Flash bulbs	8,000	64. Sterling Drug	191,000
Hot Point appliances	24,000	Bayer aspirin	6,000
Institutional	26,000	Dr. Caldwell's laxative	4,000
Lamps	175,000	Campho-Phenique	44,000
51. Union Oil Co. of California	250,000	D-Con	109,000
76 gasoline & Triton oil	125,000	Energine	1,000
Pure Oil Co. Div.		Ironized yeast	27,000
Pure Firebrand gasoline		65. O. M. Scott	189,000
& Purelube oil	125,000	Lawn & garden products	189,000
52. Kitchens of Sara Lee	248,000	66. C. F. Mueller	188,000
Sara Lee frozen bakery products	248,000	Mueller macaroni, spaghetti & noodles	188,000
53. General Mills	246,000		
Betty Crocker mixes	32,000		

	est. expenditure
67. Melville Shoe	\$ 187,000
Miles shoes	6,000
Thom McAn shoes	181,000
68. Blue Cross/Blue Shield	181,000
Health insurance	181,000
69. McCormick	172,000
McCormick spices	172,000
70. Beecham Products	171,000
Brylcreem hair dressing	15,000
Maclean's toothpaste	156,000
71. Standard Brands	170,000
Blue Bonnet margarine	19,000
Chase & Sanborn coffee	27,000
Fleischmann's margarine	2,000
Royal desserts	51,000
Tenderleaf tea	71,000
71. Sylvania Electric Products	170,000
Appliances	6,000
Flash bulbs	56,000
Light bulbs	97,000
Photo lamps	11,000
73. Kiplinger Washington Editors	168,000
Publications	168,000
74. M.J.B. Coffee	166,000
M.J.B. coffee	166,000
75. Midas	162,000
Midas mufflers	162,000
76. National Airlines	156,000
Air travel	156,000
77. Calo Pet Food	153,000
Calo Pet foods	153,000
78. Eastern Air Lines	152,000
Air travel	152,000
79. American Bakeries	146,000
American Bakeries	82,000
Langendorf United Bakeries	64,000
80. Borden	144,000
Aunt Jaynes pickles & relish	2,000
Danish margarine	4,000
Ice cream	16,000
Milk	22,000
Brandywine mushrooms	7,000
Drake bakeries	2,000
Real fig juice	12,000
Realemon juice	3,000
Real prune juice	7,000
Snow's clam & fish products	14,000
Wise potato chips	55,000
81. Richardson-Merrell	135,000
Hess & Clark livestock & poultry prods.	135,000
81. Seaboard Finance	135,000
Loans & financing	135,000
83. Purex	131,000
Fels	119,000
Purex bleach	12,000
84. Richfield Oil	130,000
Richfield gasoline & Richlube oil	130,000
85. Theo. Hamm Brewing	129,000
Hamm's beer	129,000
86. Florida Citrus Commission	127,000
Florida citrus fruits & juices	127,000
86. Volvo	127,000
Volvo cars	127,000
88. California Prune Advisory Board	125,000
California prunes	125,000
88. Tidewater Oil Co.	125,000
Flying A gasoline & Tydol & Veedol oil	125,000
90. Lawry's Foods	124,000
Lawry's spaghetti sauce	124,000
90. Northeast Airlines	124,000
Air travel	124,000
90. Stouffer Foods	124,000
Stouffer frozen foods	124,000
93. Miller Brewing	122,000
Miller High Life beer	122,000
94. SSS Co.	120,000
SSS Tonic	120,000

60 (BROADCAST ADVERTISING)

	est. expenditure
95. Geigy Chemical	\$ 119,000
Agricultural chemicals	119,000
95. General Foods	119,000
Awake	54,000
Certo	4,000
Great Shakes	22,000
Horizon coffee	3,000
Maxwell House coffee	36,000
97. Ronzoni Macaroni	116,000
Macaroni, noodles, spaghetti	116,000
98. Nationwide Insurance	111,000
Insurance	111,000
98. United States Tobacco	111,000
Circus Foods Div. Circus candy & nut products	65,000
Copenhagen snuff	46,000
100. The Wall Street Journal	107,000

SOURCE: Radio Advertising Bureau
All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

Rep appointments . . .

- KTVE(TV) El Dorado, Ark.-Monroe, La.: George P. Hollingberry Co., New York.
- WKVR Brattleboro, Vt.: Harold H. Segal & Co., Boston, for New England.
- WLEX-TV Lexington, Ky., and wcoy-AM-TV Montgomery, Ala.: (Gay-Bell stations) Advertising Time Sales, New York.
- WELK Charlottesville, Va.: Paul H. Raymer Co., New York.
- WONS-WBGM(FM) Tallahassee, Fla.: C. Otis Rawalt Inc., New York.
- WCMJ Ashland, Ky.: Stone Representatives Inc., New York.

Agency appointments . . .

- Bisceglia Bros. Wines Co., Fresno, Calif., has appointed Fuller & Smith & Ross Inc., Los Angeles, to introduce its new South Pacific pineapple wine label. Initial promotion will be in 11 western states with radio as the primary advertising medium. A budget of \$500,000 has been allocated for the campaign.
- Kal Kan Foods Inc., Los Angeles, has appointed Honig-Cooper & Harrington, same city, as its agency. Kal Kan, with distribution of dog and cat foods in the western states, has begun distribution in states east of the Rockies. National distribution is anticipated by the end of fiscal 1967. Last year Kal Kan spent about \$150,000 in spot TV and \$20,000 in spot radio.

More stations will bring strategy change

Media directors of 50 top advertising agencies generally feel the anticipated growth of UHF and small-market TV stations will move future media strategy in quest of the numerically small, but economically strong, special-interest viewer.

In a Trendex Inc. poll sponsored by Howard Television, a New York representation firm specializing in small-market TV stations, 47% of the media directors responding believe the UHF-small station upswing will affect media strategy, while 19% disagree and 16% take a wait-and-see attitude.

Seventy-two percent of the directors said the new stations will not post a threat to radio and other competing media because each sales avenue offers something special.

Over 70% predicted UHF and non-network stations will attract small numbers of viewers. However, 78% said this small audience, attracted by public affairs programing, would be from a higher socio-economic level. They felt this "trend-setting group" would prove a boon to the advertiser.

The rep firm said last week that most of the top TV billing agencies in the country cooperated in the Howard Television study. They included BBDO; Sullivan, Stauffer, Colwell & Bayles; J. Walter Thompson; LaRoche, McCaffrey & McCall; Maxon; Papert, Koenig, Lois; Ogilvy & Mather; Cunningham & Walsh; Kenyon & Eckhardt; Marschalk; Geyer, Morey, Ballard; Fuller & Smith & Ross; Gardner; West, Weir & Bartel; Kastor, Foote, Hilton & Atherton; Lennen & Newell; Gumbinner-North; Compton; Thatham-Laird & Kudner; Foote, Cone & Belding; Ted Bates, and McCann-Erickson.

Business briefly . . .

Shwayder Bros. Inc., Denver, maker of Samsonite luggage, through Grey Advertising Agency Inc., has purchased its biggest block of network TV time. In all, nine CBS-TV and NBC-TV prime-time shows will carry 60-second Samsonite color commercials in a six-week campaign that starts Nov. 5. About \$500,000 has been allocated for the network promotion.

DeMert & Dougherty, Chicago, marketer of men's shaving and toiletries lines called Ment for Men has signed 15 week schedules on NBC-TV *Tonight* and *Today* shows starting early next month. Product line is new and is being introduced via TV. Agency is Bronner & Haas, Chicago.

Stren, a plastic product unit of E. I.

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

color tape plus!



1. Livelier, truer colors:

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

2. Stronger black & whites:

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



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

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

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



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

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

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



Scotch Video Tape No. 399

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

color
tape
plus! adds a new
dimension to
your programming.

FIND OUT HOW Color Tape Plus adds a new dimension to your programming. Write: 3M Company, Magnetic Products Division, St. Paul, Minn. 55119.

Magnetic Products Division **3M** COMPANY

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

Now is the time for all good (mass media) men (and women) to come to the aid of their country

MEN AND WOMEN who work on the editorial side of the mass media tend to look upon their typewriters as the basic tools of their profession. That more and more of these typewriters are operated by electricity, rather than the muscle-power of their users, is perhaps symbolic of what the dairy farmer members of the American Dairy Association would like to discuss with you.

Those people most directly concerned these days with trying to improve the health of those of us who live in America are expressing more and more concern about how we "insult" our bodies through our changing living patterns. We've become victims, perhaps, of too much electricity and too many petroleum products. We use our electric typewriters, electric golf carts, and electric vibrators that are supposed to shrink our expanded waistlines into shape. We drive our cars when many times, because of parking problems, it might be easier—as well as healthier—to walk a few blocks.

In short, we've become a very sedentary sort of people. We adults are passing this pattern on to our children. Many schools do not have compulsory physical education, especially for girls. And many schools which do have compulsory physical education have programs that can hardly be described as inspiring the young to develop lifetime exercise programs that they will follow eagerly.

Inactivity has become a major health menace

Because our way of life has become so highly mechanized—and physically inactive, we've run into increases in serious health problems that are probably related quite directly to our high state of inactivity. The fat American is fat because he consumes more calories than he expends. Too many people want to enjoy their food without remembering that there must be a balance between what they eat and their daily physical activity—unless they want to gain weight by eating too much or lose weight by not eating enough.

Physical inactivity also appears to be related to the increase in heart disease. The most significant change in American living patterns in the past 25 to 50 years has been the decrease in physical activity. Several studies have indicated that physically active people tend to suffer fewer heart attacks, and among those physically active who do have heart attacks the survival rate appears to be higher. Scientists explain the apparent relationship between physical inactivity and heart disease as being the result of failure to develop and strengthen arteries serving the heart and strengthening the heart muscle itself. Also, activity tends to reduce blood cholesterol levels, several recent research projects have indicated.

Many more people are becoming interested in physical fitness programs because fitness is not only wise from the health point of view but also can be a good way to get more enjoyment out of life. The President's Council on Physical Fitness reports a steady increase in improved school fitness programs for the young as well as more

fitness programs for adults working in factories and offices. Industry, government—everyone, for that matter, has a very direct and selfish interest in promoting physical fitness. Physically fit people tend to work better, think better, do more, enjoy life more.

Fitness programs need mass media support

In every community the mass media, which are so often way out in front in urging citizens to support the good causes that make communities better places in which to live, can give a big boost to the physical fitness programs. More people need to be encouraged to understand what a sound physical fitness program is and what it means in terms of improved living and improved chances for a longer and more useful life.

Too many people dismiss the whole idea of fitness as strictly muscle-building. Fitness is a great deal more than this. Fitness involves eating the right kinds and amounts of foods. It involves regular exercise patterns that can easily be followed by everyone. It means regular visits to physicians and dentists who are the people in the best position to evaluate the individual's state of health and to offer advice on any dietary or exercise changes that might be helpful.

As producers of milk and products made from milk, we, obviously, have our own selfish interest in promoting physical fitness. A well balanced diet is based on selecting foods from four major groups: (1) milk and other dairy foods; (2) meats, fish, eggs, poultry; (3) breads and cereals; (4) fruits and vegetables. These foods are grouped on the basis of the kinds of essential nutrients they provide.

Physical fitness is a major national goal

Encouraging people to eat the right kinds and amounts of foods and to follow the other paths to physical fitness is certainly part of the national goal to encourage Americans to take advantage of the knowledge available to us so that we may live useful and enjoyable lives. We know a great deal about sound nutrition practices, about how to use the body to maintain proper muscle tone—how to get the most out of physical exercise. We know much about ridding ourselves of infectious diseases. The trouble that still plagues us is that we don't always appreciate and use what we already know.

We dairymen are anxious to work with you to help promote physical fitness in your community. We have available for your use motion pictures, booklets, and other materials that can help you stimulate more interest in physical fitness. Contact us for further details.

a message from dairy farmer members of



american dairy association

20 North Wacker Drive, Chicago, Illinois 60606

du Pont de Nemours & Co., Wilmington, Del., through BBDO, New York, will be the initial sponsor of NBC Radio's planned feature, *Monitor Goes Fishing*. In a 13-week buy Stren will advertise its fishing line on the three-times-a-weekend feature which begins April 15, 1967. Sportscaster Lindsey Nelson will be host. In another NBC Radio buy, **Buick Motor Division**, General Motors Corp., Flint, Mich., through McCann-Erickson, Detroit, will participate in *News of the World* and *Monitor*.

Merle Norman Cosmetics, Los Angeles, which places its advertising direct, is starting a spot radio campaign in 12 western markets to introduce its line of products. Feature of the campaign is a free offer to women for a one-hour beauty analysis and treatment. Chuck Blore Creative Services, Hollywood, has written and produced the spots which also are designed to induce salon owners to use more radio advertising themselves in hopes of building and holding local business.

Merck advertising moved

Merck & Co., Rahway, N. J., has moved its division, Merck Sharp & Dohme, West Point, Pa., out of Needham, Harper & Steers Inc., Chicago, and divided it between BBDO's new pharmaceutical division, and Robert A. Becker Inc., both in New York. Merck's

division, which markets ethical specialties, is estimated to bill from \$1.5 million to \$2 million. BBDO is expected to receive the larger portion and counts Merck as its first pharmaceutical customer.

NH&S, according to reports, retains an estimated \$3 million of Merck's proprietary drug division, the Quinton Co., Rahway, (handling Sucrets, Ditron and new products).

The Redcoats head for Madison Avenue

Kingsley, Manton & Palmer Partnership, fast-growing London advertising agency, has steamed into the U. S. advertising world aboard the \$1.2 million Cunard Line account.

The two-year-old agency, called by the *London Evening Standard*, "one of those slightly frightening fusions of bright young minds," announced last week that its New York shop will open around Oct. 10 and will handle the Cunard Line's U. S. advertising, effective Jan. 1. The account leaves Ted Bates & Co., New York, with the transfer of Cunard's U. S. business responsibilities to the steamship company's London office.

Three young partners of KMP, David J. Kingsley (37), Michael Manton (39) and Brian Palmer (36), said they are "not attempting to challenge the



The three 'eager, young men' who will help launch Kingsley, Manton & Palmer Partnership's U. S. operation in October: KMP partners (left to right) David J. Kingsley, Michael Manton and Brian Palmer.

big, established U. S. agency (not yet anyway). We hope in the first instance to get the bulk of our business from British firms selling in the U. S. . . ." The firm will operate in New York as Kingsley, Manton & Palmer Inc.

FINANCIAL REPORTS

Singer, Packard-Bell seek new agreement

Singer Co.'s approximate \$44-million acquisition of Packard-Bell Electronics Corp., Los Angeles, was stopped last week with the written contract left unsigned by both parties. Reason for the rejection was not disclosed, but a Singer official indicated negotiations for a reconstructed agreement are continuing.

The terms of the agreement, approved by directors of both companies, stated that Singer, New York, would pay \$28.125 per share for 1,588,010 shares of the package (consisting of 1,007,000 outstanding Packard shares, a convertible note held by Marathon Securities Corp. for 526,315 shares of Packard capital stock and certain employee stock options). Packard stockholders upon approval of the transfer would have received up to \$27.875 per share (BROADCASTING, July 18).

One between-the-lines guess, suggested by the Singer official, relates cause of

the breakdown to Packard-Bell's recent nine-month fiscal report that shows a third-quarter operating loss of \$299,000 as compared to a 1965 net loss of \$320,000. Packard-Bell net sales in the report indicate a jump from 1965's \$6,862,000 to \$10,527,000 this year (results obtained by subtracting six-month from nine-month results). Packard-Bell makes TV, color TV and stereophonic equipment.

Singer, principally in the sewing machine business, has published a six-month calendar report and a second-quarter report. The second quarter, ended June 30, shows earnings per share climbed 10% and net sales rose 8%. Singer's six-month period shows earnings per share up 13% and net sales up 9%.

Talking about the Packard-Bell contract, Singer officials said plans for Singer's home consumer advertising account to be switched from J. Walter Thompson Co., New York, to Carson/Roberts Inc., Los Angeles, remain intact. This account change, effected by "an eventual conflict with the account" at JWT, was accomplished in anticipation of Singer's expansion in the home

entertainment field (BROADCASTING, July 25). The proposed Packard acquisition was one phase in Singer's growth. In 1965, Singer reported \$22 million in sales for such items as radios, portable TV sets and phonographs.

For Singer's second quarter ended June 30:

	1966	1965
Earnings per share	\$1.03	\$0.94
Net income	11,005,000	10,406,000
Net sales	256,047,000	236,342,000

For Singer's six-month period ended June 30:

	\$2.05	\$1.81
Earnings per share		
Net income	21,972,000	20,040,000
Net sales	506,015,000	463,058,000

Packard-Bell in the black

Packard-Bell Electronics Corp., Los Angeles, whose acquisition by Singer Co., New York, did not come off as expected (see this page) announced last week considerably rising sales and net operating profit for the nine months to June 30. Sales were up more than \$8 million, while net loss of a year ago was turned into a substantial net profit. For the latest three months, however,

Packard-Bell had an indicated loss of \$229,000 as compared to a loss of \$320,000 in the like 1965 period.

For the nine months ended June 30:

	1966	1965
Earnings per share	\$0.75	(189,000)
Net operating profit	709,000	(189,000)
Net sales	32,568,000	24,355,000

Teleprompter files offering at SEC

Teleprompter Corp., major CATV operator, filed last week with the Securities and Exchange Commission in anticipation of a 250,000 share stock offering.

The CATV company, a recently announced associate of the Hughes Aircraft Corp. in two CATV-related ventures (BROADCASTING, July 4), plans to sell 157,000 shares, the proceeds to be put to capital expenditures over the next two years and additional working capital.

Another 93,000 shares would be sold by individuals including Irving Kahn, president and board chairman, who is offering 17,488 shares. The other selling shareholders are individuals who acquired their stock from Teleprompter when the corporation bought four master antenna companies in the New York City area last year, and a management corporation that acquired its shares

when the company purchased its Elmira, N. Y., CATV property.

In addition, 32,000 shares would be sold by warrant holders to the underwriters, W. C. Langley & Co.

Mr. Kahn said that at this point there is no definite commitment to offer the shares to the public. The only Teleprompter action has been to file with the SEC for registration of the shares.

The prospectus drawn up by Teleprompter dated July 29 yields new information on the company's operations including details of its joint commitments with Hughes Aircraft.

The filing estimated capital outlays of \$5 million for installation of its New York City CATV system, not more than \$2.2 million to be spent during the first year. Hughes Aircraft, which has already purchased 10% of Teleprompter Manhattan CATV Corp. for \$800,000, is expected to put up 49% of the funds required for construction of the New York system and eventually would own the same portion of that operation.

Hughes may be obliged to acquire another 10% of the Manhattan stock for \$750,000 by Feb. 28, 1968.

The other Hughes-Teleprompter agreement involves joint development of short-range multi-channel microwave communications equipment through the newly formed Theta Communications Corp.

Teleprompter's prospectus said tests

of this equipment in New York, authorized by the FCC, have indicated that its use for signal distribution and reception in CATV systems is feasible.

Hughes acquired 80% of Theta's capital stock for \$51,000 and Teleprompter, 20% for \$12,750. An estimated total of \$650,000 will be supplied to Theta over the next five years, 51% from Hughes, 49% by Teleprompter.

Teleprompter reported 59% of its income in the first half of 1966 came from CATV operations. It operates 17 antenna systems and four common carrier microwave systems.

In July its subscribers totaled 62,301; the smallest of its systems, not including New York, having 626 customers and the largest, 12,915 customers.

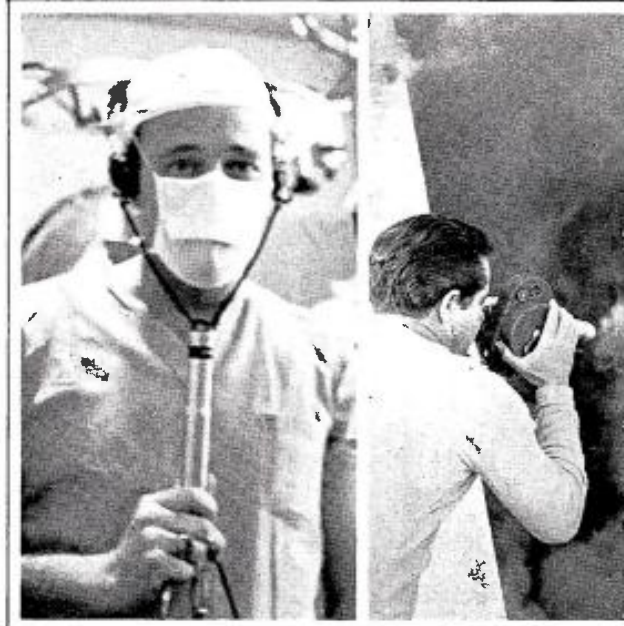
Monthly service charges on its various CATV's range between \$3.75 and \$8.00. Teleprompter revenues from CATV operation for the first half of 1966 through June 30 were \$1,955,000. Book value of CATV property, plant and equipment before accumulated depreciation was put at \$9,097,000.

Roanwell reports drop

Roanwell Corp., New York, reported a drop in its fiscal year that ended on April 30, 1966, with net sales lowered by \$238,258 and net earnings lowered \$22,385, from levels of the previous period. Roanwell, a publicly owned



There is news....



Then, there is news!

And our WFAA-TV newsmen will endure any form of discomfort and danger to provide North Texans complete, dramatic, on-the-scene coverage of major news.

firm, manufactures such components as handsets, microphones, VHF/UHF tuning capacitors and other communications devices.

Fiscal year ended April 30:

	1966	1965
Earnings per share	\$0.34	\$0.38
Net sales	5,925,211	6,163,469
Net earnings	204,062	226,447
Shares outstanding	598,000	598,000

Audio Devices sales up 41%

Sales of Audio Devices Inc., New York, in the first half of 1966 edged 41% over the comparable 1965 period, according to William T. Hack, president.

For the six months ended June 30:

	1966	1965
Earnings per share*	\$0.55	\$0.42
Net sales	7,886,901	5,589,000
Net income	509,829	392,726

*Shares outstanding 928,788.

C-E-I-R, ARB parent, records 15% sales rise

C-E-I-R Inc., Washington, parent of American Research Bureau, recorded a 15% rise in sales for the nine-month period ended June 30 over the same

period last year.

As of June 30, 1966 cash and short-term investments in hand totalled \$2,801,200. Current assets of \$6,995,200 equaled 1.8 times current liabilities, long-term debt decreased to \$2,049,000, and stockholders' equity had climbed to \$5,774,300 from \$3,695,500 a year earlier.

Due to increased competition, the company spent \$835,000 more on elaboration of ARB's TV reports in this year's nine-month period than it did in the same period in fiscal 1965.

For the nine months ended June 30:

	1966	1965
Earnings per share	\$1.08	\$0.96
Gross income	17,491,900	15,204,200
Net income	1,783,700	1,566,700

Nielsen up 14.7%

A. C. Nielsen has increased its nine-month service revenue 14.7% above the comparable level last year. The firm has also declared a dividend of 9 cents a share on common stock payable Aug. 1 to stockholders of record July 11.

For the nine months ended May 31:

	1966	1965
Earnings per share	\$0.82	\$0.60
Service revenue	48,838,549	42,568,397
Profit before income taxes	8,773,383	6,508,853
Net profit	4,183,053	3,091,000

National Video takes off

National Video Corp., Chicago, has reported sales of \$88.7 million for the year ended May 31, about triple those of the previous year's \$29.3 million. Net income amounted to \$7.3 million (\$2.66 per share) compared to the previous year's \$400,000 (17 cents per share). National is a major supplier of color and monochrome TV picture tubes.

Movielab's net jumps 406% in half-year

Movielab Inc., New York, showed a net profit in the first six months of this year over five times what was earned in the same period a year ago. Net income was up 406% while net sales increased only 25% for the period.

For the six months ended July 2:

	1966	1965
Earnings per share*	\$0.56	\$0.11
Net sales	5,173,137	4,120,742
Net income after taxes	513,407	101,512

*Based on 909,983 shares outstanding on July 2, 1966.



the **Quality** touch

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

Is Satellite Act ambiguous?

**Comsat and common carriers interpret it
as forbidding privately owned domestic systems;
Ford Foundation, networks, ETV have different views**

A major policy decision confronts the federal government on the question of whether a private satellite communications system to distribute TV programs to network affiliates should be authorized, and if so who should own and operate it.

No matter how the question is answered, the TV networks stand to gain. A domestic-satellite communications system, by its very nature eliminating or reducing the need for costly land-based grids of wire and microwave, is promised to result in dramatically reduced costs for interconnection. Some of the plans for a domestic-satellite system hold out prospects of savings of up to \$35 million a year for the networks.

A number of conflicting proposals for satellite operation were submitted to the FCC last Monday (Aug. 1), in response to that agency's call last March for comments on the idea of a domestic, privately owned satellite-communications system. Most of the 19 comments filed last Monday agreed that a domestic space system is feasible and legal. The disagreements were on who should own the system—carriers, including the Communications Satellite Corp., or other, noncarrier entities.

Two Views ■ As was expected, the telecommunications companies, including Comsat, opted for a carrier-operated system, capable of handling not only TV but all types of nonbroadcast traffic (voice, telegraph, data, facsimile). The networks and others urged a privately owned system.

The proposal attracting widest attention was made by the Ford Foundation which suggested a nonprofit corporation to operate a domestic satellite system serving the TV networks and using the profits to support educational television (BROADCASTING, Aug. 1).

Network officials expressed carefully qualified interest in the Ford proposal.

Leonard H. Goldenson, president of ABC, which has applied for FCC approval to merge with International Telephone & Telegraph Co. and whose original application for authority to build and operate its own satellite system generated the FCC's inquiry, commended the Ford Foundation for the proposal. He said the plan "merits our

most serious consideration. . . ." He added that ABC would comment on the Ford idea later when the network files its official reply comments, which are due from all parties by Oct. 1.

CBS Broadcast Group President John A. Schneider termed the Ford proposal "an imaginative approach to a very vexatious problem." He said that CBS agrees that the door must be kept open for competitive proposals for domestic satellites for TV, but he was unable to comment on the details of the Ford plan because he had not had an opportunity to study it.

Julian B. Goodman, NBC president, said his network favored the prompt establishment of a domestic satellite system for distributing TV programs to affiliated stations. He said: "To the extent the Ford Foundation proposal

element (ETV) into what they insist is a purely telecommunications consideration.

"If Ford wants the networks to contribute to ETV, let them ask the networks directly," one carrier official observed. Another fumed: "Why are they mucking up a purely telecommunications policy with educational TV?"

AT&T issued a carefully worded statement, saying that the Ford recommendations "merit careful and objective consideration." It added, after noting particularly that its comments were filed last Monday in response to the FCC inquiry without prior knowledge of the Ford proposals, that it joined with the Ford Foundation "in urging careful deliberation in the interest of assuring that decisions affecting satellite communications and educa-



Comsat's Charyk



AT&T's Thayer



Ford's Bundy

promises these advantages we heartily support it in principle." He concluded, however, that NBC would support other proposals promising the advantages of satellite distribution of network programs and expressed the hope "that the most efficient and economical system will be authorized and placed in operation without delay." NBC has submitted its own design for a network satellite system.

Carriers Seethe ■ Comsat and the common carriers officially were silent on the Ford plan. Privately, however, they were furious at the foundation's introduction of a noncommunications

tional broadcasting will fully reflect all aspects of the public interest."

ETV applauds ■ Educational broadcasters were delighted with the Ford proposal. John F. White, president of National Educational Television, the program generator for educational television, commented that the Ford plan "could make possible a giant stride toward the ultimate effective service which noncommercial television must provide for the American people." Mr. White's NET, of course, stands to realize the most from the Ford subsidy.

Other educators were as enthusiastic: William G. Harley, president of the

National Association of Educational Broadcasters, termed it "a new and creative approach to some perplexing dilemmas as well as a unique proposal to provide major revenue in return for needed services."

Richard B. Hull, chairman of the NAEB's board, who is director of radio and TV broadcasting at Ohio State University, said the plan deserves "the fullest examination" by all concerned in educational communications and public policy.

Harold Wigren, chairman of the Joint Council on Educational Telecommunications (the new name for the Joint Council on Educational Television), called the plan "one of the most intriguing and provocative of those that have thus far been suggested. . . ."

Senate Praise ■ Perhaps the apogee of praise for Ford was heard on the floor of the U.S. Senate last Thursday (Aug. 2) when Senator E. L. Bartlett (D-Alaska) called it "a bold and exciting proposal" and referred to communications satellites as a technical revolution for TV. Then he added:

"This revolution must also be shaped to service the cultural, intellectual and informational needs of the people. Television offers unique opportunities to meet these needs. Freed from the tyranny of the audience polls, freed from

cate" position by injecting educational TV with the use of a telecommunications service. The two don't belong together, he commented. Another asked whether there are not other means to raise funds for ETV.

Perhaps the most significant and troublesome question raised by the Ford filing, another observer noted, is: What happens if Ford's Broadcasters' Nonprofit Satellite Service does not raise enough money for noncommercial TV? Would the BNS system seek other customers in addition to the TV networks? This, he surmised, would really rip up the fabric of traditional communications services and rates.

Senate Action ■ Last October, Senator Warren G. Magnuson (D-Wash.) announced that his Senate Commerce Committee would hold a hearing on educational TV, since the appropriation for matching funds with states for ETV would be expiring next year. Senator Magnuson is the father of the ETV law, which has resulted in \$23.3 million being awarded to the states to aid them in establishing ETV stations and facilities.

Senator Magnuson's colleague, Senator John O. Pastore, (D-R. I.) has already announced that his Communications Subcommittee intends to hold a hearing on the 1962 Communications

The Ford Foundation proposal was the subject of much unofficial comment last week:

■ The foundation was not explicit on whether its charges to the TV networks for its proposed system would be related to the savings in such a system compared to what the networks are paying now for landlines, or whether there would be a surcharge added to these rates for the benefit of ETV. A Ford spokesman said that it would be proper to interpret the Ford proposal as promising a saving for the TV networks.

■ In one paragraph of the Ford document, the implication is strong that, if its ideas are translated into action, commercial broadcasters could concentrate heavily on entertainment programs while ETV channels would carry the cultural and informational load.

■ The Fred Friendly touch is evident in several places in the Ford proposal, particularly where reference is made to a full-scale cultural and informational channel to provide "full and live coverage of significant hearings and debates." Mr. Friendly, who was president of CBS News, parted company with the network last March because his plan to cover live the Vietnam hearing before the Senate Foreign Relations Committee was countermanded by Mr. Schneider. Mr. Friendly is now a consultant to the Ford Foundation.

■ At another point, the Ford document refers fleetingly to the possibility that the general cultural and informational channel might provide free time to political candidates "under proper safeguards."

■ Ford estimates that the present three TV networks spend \$65 million annually in payments to AT&T. A highly-placed network source says this is misleading because it lumps the TV program-distribution charges (about \$44 million, according to this source; others have mentioned \$50 million or more) with the tab for all audio program services (about \$21-\$22 million). He thinks a satellite distribution system would be of "nominal" value to a radio network, since radio network payments to AT&T represent only \$4.5 million to \$5 million of the total audio payments. Also included in the \$65 million figure, he says, are payments to AT&T for studio-transmitter links, remotes, etc. There still would be widespread use of these ancillary facilities, he noted, and these payments would not be "saved" by switching to a satellite system.

The AT&T itself has said its revenues from television network program distribution were \$44.1 million last year (BROADCASTING, Aug. 1).

Bundy's Pitch ■ The Ford Foundation



NBC's Goodman



ABC's Goldenson



CBS's Schneider

some of the harsh economic facts of producing programs, television can reach its potential as a great instructional and cultural medium."

And, Senator Bartlett concluded: "Regardless of how the FCC rules on this matter, I will consider introducing legislation designed to make certain that national legislation does not stand in the way of educational television reaching its potential when new communications satellites are launched to serve this nation."

But other Hill figures were more pragmatic. One feared, he said, that Ford had impelled itself into a "deli-

Satellite Law.

The whole question of the feasibility of a domestic-satellite communications system, and who should own and operate it, stems from the ABC application last year seeking FCC approval for the network to put into operation its own satellite to distribute its TV programs to affiliates. The commission returned the ABC application last March, but also instituted a full-fledged inquiry on the whole question, including legal, technical and policy issues.

The comments filed last Monday were in response to this inquiry. Reply comments are due by Oct. 1.

The four plans: ABC, NBC, Ford, Comsat

Four "models" of U. S. satellite systems for the distribution of television have been submitted to the FCC. They vary widely in the scope of services proposed. Each is outlined below:

ABC Plan ■ ABC last year proposed to launch its own satellite for its own network distribution, including accommodation for one educational television network (BROADCASTING, Sept. 25, 1965).

The ABC satellite would provide four channels for ABC's own use in feeding affiliates in different time zones and one channel for ETV. Each channel would be 25 megacycles wide. (The bandwidth of TV channels now in domestic use is six megacycles. Wider bands are needed for satellite relay stations which use much lower powers than those used by conventional broadcasting stations on earth.)

ABC proposed to establish two transmitting stations, one in New York and the other in Los Angeles, to feed signals to its satellite. ABC-affiliated stations would erect their own 30-foot parabolic antennas to receive the network feeds from the satellite.

The cost of the satellite and of launching it into orbit was estimated by ABC and the Hughes Aircraft Co., which did the technical study for the network, at \$10.5 million. A backup vehicle and satellite, to be used in case of failure of the first, would cost another \$8.5 million. ABC and Hughes put the cost of the two transmitting ground stations at \$2.48 million and that of the receiving antennas at individual ABC-

affiliated stations at \$40,000 each.

The annual operating costs for the satellite and the two network ground transmitting stations were estimated at \$1.5 million over a 10-year period. Annual operating costs for the whole system, including 200 receiving antennas at affiliated stations, were estimated at \$5.9 million, assuming a five-year life span for the satellite.

NBC Plan ■ Last April NBC unveiled a satellite proposal designed by the Astro-Electronics Division of its parent, RCA (BROADCASTING, April 18), and last week the network attached the proposal to the comments on domestic satellites that it filed with the FCC.

NBC outlined a one-network system involving three satellites containing three channels each and a four-network system involving six satellites with a total of 18 channels. In the second plan NBC did not specify the nature of the fourth network.

In both systems, NBC provided a number of spare channels to assure flexibility of use and fall-back capacity in case of channel failure. In both systems, television and radio network distribution would be accommodated as well as network-affiliate communications by TWX and two-way telephone channels between East Coast and West Coast network offices.

Either system would cost a network less than AT&T costs now, NBC said, but the four-network system would be the more economical, and it was the latter that NBC emphasized.

For the four-network system NBC proposed six satellites to be launched in pairs by an Atlas/Agena rocket at a cost of \$11.9 per pair, or \$35.7 million in all.

For each of the three existing networks NBC proposed ground stations in New York, Washington and Hollywood and one mobile unit to transmit signals to the satellites, or a total of 12 transmission stations at a cost of \$6.6 million. NBC said it could not surmise the extent of ground installations—transmitting or receiving—that a fourth network might need and hence included no estimates of its costs for ground facilities.

At two of the fixed transmission sites control stations would be established, at a cost of \$800,000 for both, to direct traffic in the system.

Ground receivers, at a cost of \$55,000 each, would be installed at each of the 497 television network affiliates, for a total of \$27.4 million. Radio ground receivers, at \$11,000 each, would come to \$5.5 million when installed at 500 radio network affiliates.

NBC also provided \$12.4 million for back-up spacecraft and boosters to be held in readiness for launching in case a satellite failed. It estimated the costs of developing the whole system at \$15 million.

The total initial cost estimated by NBC for a four-network system was \$103.4 million, and the annual cost, assuming amortization over a 15-year period in which 16 satellites are launched (a 10-year average life per satellite was indicated), was put at \$19.5 million.

filing came in three parts—a covering letter from McGeorge Bundy, former White House aide and president of the foundation, comments in response to the commission's notice of inquiry, and a legal brief on the authority of the FCC to act in granting the establishment of a private domestic-satellite system.

Mr. Bundy's letter noted that the Ford Foundation ("We exist for the purpose of giving money away—as wisely and constructively as we can") has had "wider and longer experience in educational TV" than any other institution, has been by far the largest single source of funds for ETV (\$100 million in 14 years, with the present rate of more than \$10 million annually).

Noncommercial TV has unlimited potential, Mr. Bundy declared. But, under existing services and means of support, it cannot hope to develop more than a fraction of this potential. Therefore, a way must be found to a "wholly new level of action" in this field.

Satellite communications promise a "revolution," both in technology and in the economics of television, he observed. For ETV, he added, this could mean a "true national network" at a cost it can afford and the generation of financial aid for programming "at a wholly new level of excellence."

By using a portion of the savings of the commercial users the Ford Foundation feels, Mr. Bundy said, that such a system might produce initially \$30 million a year for ETV programming,

and perhaps twice that amount within 10 years.

"The satellite used in the right way can make the desert bloom for whole new areas of television," he observed.

A Sure Winner ■ The success of such a venture is assured, Mr. Bundy said, because it will attract talent, financial resources and expertise of the commercial networks, and the "lending power of those who know a sure success when they see it."

The proposal submitted by the foundation does no significant harm to the common carriers or Comsat, Mr. Bundy concluded. The carriers, he noted, receive less than 1% of their revenues from TV network program service. Comsat faces "international horizons which can engage its full energies for

For a one-network system, NBC estimated original cost at \$60.5 million and annual cost at \$10.6 million.

Excluding any sharing of costs by a fourth network, NBC estimated that it, ABC and CBS would each spend \$8.5 million less per year for its satellite system than for existing AT&T services.

Ford Foundation Plan ■ The system proposed last week by the Ford Foundation would include four satellites, each containing 12 television channels of 40 mc bandwidth each. Of the total of 48 channels, 44 would be used and four kept as spares.

One satellite would serve each U. S. time zone. In each zone there would be 11 TV channels, six for commercial networking, three for primary and secondary school instruction, one for university-level instruction and one for general cultural and informational programs.

For transmission to the satellites, Ford proposed 20 fixed ground stations, 12 for commercial use and eight for noncommercial. Each station could originate six channels. Ford also proposed 25 mobile transmitting stations with one channel each and another 500 "special" stations of one channel each for transmission to satellites of local cut-ins to networks.

Ford assumes 750 receiving stations, one at each broadcasting station using the system.

The foundation put capital costs at about \$80 million and annual costs at \$19.3 million, including \$6.6 million for operation and maintenance and \$12.7 million for depreciation and interest.

The foundation said an additional satellite could provide a 12-channel service to Alaska and Hawaii at a capital cost of \$6.3 million and an-

nual cost of \$1.4 million.

Ford also proposed an expanded service using six satellites to provide 72 channels (64 active, eight spares). The gains would be in primary-secondary school instructional channels (increased from three to seven) and in university-grade channels (from one to two). Also increased would be the number of educational transmitting stations (from eight to 16). Capital cost would then be \$92.6 million, with annual costs \$22.2 million, of which \$6.6 million would still be for operations and maintenance and \$15.6 million for depreciation and interest.

Comsat Plan ■ Communications Satellite Corp. proposed a four-satellite, multiuse system that would provide 16 fulltime TV distribution channels (40 mc wide), 21,000 fulltime trunk-type message (voice and record) channels, 3,700 fulltime multipoint message channels, 14 occasional-use TV channels or 25,000 trunk type channels or 8,600 multipoint channels or combinations.

Of 130 earth stations, 10 would be multiuse, high capacity, using 85-foot diameter antennas, and 12, lower capacity, using 42-foot antennas. Both types would have full transmission and reception capabilities. The remaining earth stations would be used primarily for TV distribution, using 25-foot or 32-foot antennas, each serving from three to four TV stations through ground lines. At least four of these stations would have both transmitting and receiving capabilities; the remainder, receiving only.

During weekends, with sports and special events, four to 12 additional channels may be required. Also required would be TV channels for occasional use for remote origina-

tions, regional commercials and inter-studio distributions.

If approval is given in late 1966, the first system could be operating in late 1969, Comsat said. This would consist of two satellites, providing 12 fulltime TV channels, plus six occasional use channels, and 10,000 message channels. Early in 1970, an additional satellite could be operational, providing overall 14 fulltime and 10 occasional TV channels and 20,000 message channels. In mid-1970, a fourth satellite would join the other three, providing overall 16 fulltime and 14 occasional use TV channels and 32,000 message channels.

Four of the transmitting-receiving earth stations, using 85-foot antennas, were proposed for New York; four for Los Angeles and two for Chicago. There would also be 12 stations with 42-foot antennas, two each at Washington; Atlanta; Shreveport, La.; Omaha; Colorado Springs, and Portland, Ore. All would be multi-use for TV and message traffic.

For TV there would also be remote originating points in Washington, Houston, Orlando, Fla., and Atlanta.

Originations from other points would be through "plug-in" mobile transmitters.

There would be 24 receiving-only earth stations in the Pacific and Mountain time zones; 84 in Central and Eastern time zones.

By 1973, about 60 more TV service points would be added, with an additional three fulltime TV channels from satellites.

Cost, based on the 1970 plan, was estimated at from \$110 million to \$126 million.

decades to come."

Mr. Bundy stressed that the Ford proposal was not a formal application. He urged that the commission withhold making any decision until the report of the Carnegie Commission (see below) is submitted. And, he said, he was sure that if the FCC invited a more formal proposal it would be forthcoming and that the Ford Foundation would be glad to join in with others.

Mr. Bundy noted that the technical feasibility of the foundation's "model" TV communications-satellite system was evolved with the help of Dr. Eugene Fubini of IBM; the legal counsel of David Ginsburg, Washington lawyer; the economic advice of Dr. Paul MacAvoy of Massachusetts Institute of Technology, and counsel on the "realities of tele-

vision programing" from Mr. Friendly.

Educational-Cultural ■ In its formal comments, the Ford Foundation identified the different informational, cultural and instructional services that might be provided through the satellite system: full and live coverage of significant hearings and debates, news interpretation, interviews and discussions with leaders in all fields, documentaries, reports (both live and filmed) of government affairs, coverage of national and local political campaigns, including free time "under appropriate safeguards" for candidates for political office.

Also, Ford projected musical drama and literary events, works of established and promising new artists, the humanities, special events (Metropolitan

Opera opening, premieres of new symphonic works, plays presented on Broadway or in regional theaters), cultural life, both American and abroad; history of U.S. and of U.S. institutions, "programs of quality and taste for children."

And there would be live instruction for 60 million students; material for storage on tapes in schools and educational centers, special public events, in-service training for teachers.

"On the one hand," the document stated, "the commercial networks would continue to provide the full gamut of mass entertainment, programs which millions of Americans enjoy watching."

At the same time, it continued, there would be a "second force" broadcasting cultural events, information, inter-

pretation and community-service programs—live and during prime time.

Economics ■ In a discussion of the economics of its proposed Broadcasters' Nonprofit Satellite Service, Ford said the networks were now paying \$65 million yearly for interconnection and it said its satellite system, in its initial stages, would cost about \$19.3 million a year.

With the idea of establishing four regional national programing centers for noncommercial TV, costing about \$50 million to initiate and about \$60 million a year to operate, Ford stated that the major part of these expenses can be met "from the difference between the present payment of the commercial networks to the telephone companies and the payments for BNS."

This difference, Ford said, is \$45 million. If only two-thirds of this difference were allocated to the non-commercial service, it would amount to \$30 million a year. By 1975, Ford said, the commercial usage of satellites might expand enough to generate \$60 million a year for noncommercial TV.

Ford pointed out that the cost of instructional broadcasting might run about \$65 million a year. About one third, Ford concluded, might have to come from new appropriations—probably at the federal level. Nationally, \$39 billion yearly is spent on education in the U.S.

Plenty of Space ■ The amount of spectrum space allocated to communication-satellite service is "more than adequate" for television and other demands, Ford said. In fact, it added, under present technology, 25 satellites could be placed in equatorial orbit about 3 degrees apart, visible from Maine to California. This would permit ground antennas to discriminate between two adjacent satellites. With each satellite producing 12 TV channels, there would be 300 such channels, or 288,000 one-way voice channels.

Under the Ford BNS-1 plan (44 TV channels for about \$19.3 million annually), an equivalent ground service would cost roughly \$200 million yearly, Ford said.

The economic effects on common carriers of this diversion of business would be minimal, Ford said. The TV program network distribution service is a "microscopic" portion of the carriers' revenues, Ford stated. If the carriers' other business increases annually at the rate it has been, Ford said, the loss of TV transmission business should be compensated in a matter of months.

Alluding to the Comsat multipurpose proposal, but not by name, Ford said that a purely TV-satellite system would not only be technically different from a multiuse one (the satellites could be larger, the ground stations

smaller; design simplified), but it would be less costly and less difficult.

And further, Ford said, there might be delays because Comsat's ownership and operation of a domestic-satellite system might have to be approved in various ways by the International Consortium, and the organizational structure might be more cumbersome.

Wait for Report ■ The Carnegie Commission on Educational TV, established almost a year ago, told the commission it is studying various methods of distributing TV programs to noncommercial stations, including satellite distribution. It expressed the hope that the FCC would refrain from making a definite commitment until Carnegie's final report is completed by the end of this year or early next year.

One of the most advantageous plans for ETV distribution, the Carnegie group said, is through the use of storage and retrieval technology, particularly through inexpensive means of recording and playback for color-TV programs. Like the relationship of long-play phonograph records to aural reproduction, the concept of storage and retrieval "which is now advancing rapidly and may have revolutionary effects," may change the use of TV in the classroom "where programs can be selected for use on an individual basis and the teacher freed from the lock-step of fixed hours of broadcasting," the Carnegie group stated. Selecting video records from a library as phonograph records and books are selected today may be the answer, it says.

It is the intention of the group, Carnegie said, to consider satellite distributions as well as other methods. In fact, it added, it is "encouraging" a study of a satellite system specifically designed for noncommercial television, and is discussing this with the National Aeronautical and Space Administration for its participation in such a study and experiment.

It is possible, the Carnegie commission said, that the need for an educational television system may not require simultaneous broadcast capabilities equivalent to the needs of commercial television. Also, it said, the time-zone requirements may not be the same for the two systems.

Comsat's View ■ The Communications Satellite Corp. was very firm on one point:

Comsat was established to run America's satellite communications system and no one else, certainly not a private entity, should be permitted to do so.

The FCC does not have the authority to permit this, Comsat said, and as a matter of law the commission "may not authorize entities to construct and operate satellites for private purposes, or take any actions which would result in

the establishment of other systems competitive with the system contemplated by Congress in the Satellite Act."

In order not to inhibit or restrict the "logical maturing" of the technology of satellite communications, Comsat said, it feels that the multipurpose satellite system it proposes "will afford the most hospitable environment in which these developments can take place." Also, it said, it is "best qualified" of all nongovernment groups to be objective about the technology of satellite communications.

Referring to the Ford plan and its claimed benefits for educational TV, Comsat stated: "Comsat has no doubt that such benefits are indeed possible, and will stand ready to cooperate in all ways available to us in making it so."

The congressional goals of an early and "viable" satellite communications system, Comsat said, would be "thwarted" and "eroded" if a private satellite system was authorized.

Limitation ■ The establishment of a non-Comsat, private system, the satellite corporation added, would hinder its flexibility in dealing with other nations in the global-satellite-system area. If the FCC were to approve a private system at this time, Comsat said, it "would be limiting the future flexibility of the government and might well be predetermining the government's position on such matters."

And furthermore, Comsat said, if a private system is authorized, it could "seriously jeopardize" the viability of a domestic system providing all communications services to the public.

"The advantage to the public of a consolidated communications satellite system," Comsat stated, "is that by spreading the economic risk and the costs of all services within an integrated system, a greater variety of services will be available to a broader segment of the public at the lowest rates overall."

Space Waste ■ And finally, Comsat said, a private system would needlessly waste spectrum space.

There is, Comsat added, a physical limitation on the number of satellites that can be placed in orbit to serve particular geographic areas because of the possibility of the signals of one satellite interfering with the signals of another. And, it continued, there is a limit on the number of earth stations that can be established in any given area compatible with existing and planned earth stations and terrestrial facilities sharing the same frequency bands.

As an illustration, Comsat said that if 85-foot diameter antennas were used on earth, it would be possible to place 100 satellites in orbit for coverage of the continental U.S. But, where 10-foot

antennas are used, only 14 satellites could be used in orbit without harmful interference. Normally, Comsat said, 85-foot antennas would be used by the large communications carriers serving all types of customers; the smaller antennas would probably be used by private systems to be more economically attractive.

"The most efficient and economical use of the frequency spectrum can, without question, best be achieved if a single entity, motivated by economic self-interest to encompass the greatest variety and quantity of service through the fewest and most efficient facilities, is given exclusive responsibility for the establishment of such facilities."

Not only would a privately owned

Says not much changed

What effect did the knowledge that the Ford Foundation was going to submit a completely engineered and justified proposal to the FCC on a domestic satellite communications system have on Comsat's plans? It had been reported that the Ford move forced Comsat to submit a detailed report on a system (BROADCASTING, Aug. 1).

The official answer came last week from James McCormack, chairman of Comsat, who was being interviewed by newsmen Richard Doan on noncommercial WNDT(TV) New York.

Out of the 80 pages of the Comsat comments, Mr. McCormack said, about 10 lines were revised in anticipation of the Ford filing.

Comsat officials said previously that the firm intended to file a complete model of a projected domestic satellite system.

system put Comsat at "a distinct competitive disadvantage," the corporation said, but it is premature to consider such a move until the FCC knows the plans of the common carriers for space systems.

Can Do ■ ABC, the network that started it all last September when it filed for permission to put up its own satellite to distribute TV programs to affiliates, told the FCC that "there is little or no question" that the commission is fully empowered to authorize a nongovernmental organization to build and operate a communications-satellite system.

There is no conflict with the Communications Satellite Act, ABC said, because that purpose was to establish

a global system. This law specifically permits other systems, ABC noted.

Although Comsat was accorded a virtual monopoly in the international field, the network said, it was granted no such "primacy" in the domestic arena. It certainly was not the intent of Congress, ABC added, to permit other participating nations in the international satellite communications system to share in revenues or in the control of a purely domestic system.

As to spectrum space or interference, ABC was unequivocal in its opinion that there is no dearth of frequencies and that there are no problems with interference. ABC had Hughes Aircraft Co. and A. T. Parker and Associates study these problems, and incorporated the technical findings in its filing last week.

Furthermore, ABC said, the commission has authorized the use of special frequencies for taxicabs, airlines, railroads, pipelines, CATV systems "and numerous other private businesses" without the intermediary of a common carrier. "There is no discernible reason," ABC said, "why networks and their affiliates should be restricted to techniques of yore; they should be permitted to take advantage of space-age developments. . . ." In fact, the commission already has accepted the principle of specialized problems of TV by authorizing in 1958 private intercity microwave relay facilities.

"Just as the postal laws have provided special rates for books, newspapers and periodicals so that the public can be better informed," ABC noted, "electronic journalism merits no less consideration from Congress and this commission."

Private Facilities ■ A privately owned satellite system would, ABC said, interconnect TV affiliates on a 24-hour basis, provide the first direct service to Hawaii, Alaska, Puerto Rico and the Virgin Islands, and at the same time provide facilities to connect all non-commercial, educational TV stations.

ABC said the Comsat proposal for a multipurpose domestic satellite "will inevitably result in more complex and costly satellites and an attendant higher rate base to be borne in no small part by the networks." And further, it added, the Comsat multiuse approach is certain to delay the inauguration of television distribution by satellite.

No Bar ■ NBC said that the Communications Satellite Act does not bar the commission from authorizing nongovernmental entities to build and operate communications satellite facilities for specialized domestic requirements.

It stressed that there is a need "as promptly as possible" for a domestic-satellite system for the distribution of TV and radio programs.

If the FCC finds that such a move

is in the public interest, the network stated, such a grant should not adversely affect Comsat, since Comsat was established for international service.

If a domestic system were to be established for TV and radio distribution, present ground lines used for this purpose would be used for other services, NBC said.

As far as the spectrum is concerned, the network said, it appears to be "completely adequate" to accommodate all contemplated services, including both international and domestic.

CBS View ■ Not only does the FCC have the power to authorize a privately owned domestic - satellite - communications system, but any argument that the field is preempted by the Communications Satellite Corp. is false, CBS stated.

Comsat's role as sole purveyor of a satellite system, the network noted, would submit a domestic U. S. system to international control, through the International Telecommunications Satellite Consortium (Intelsat).

"It is inconceivable that Congress . . . intended that an international consortium should have any control over United States domestic communications," CBS said.

Answering the carriers' complaints that they would lose important business to a privately owned system, CBS observed that such a result is not a foregone conclusion. "Experience in our economy has shown that new technologies do not necessarily result in loss to the industry in which such technologies develop."

Carrier Service ■ AT&T said that although the commission has authority to approve the establishment of a domestic satellite it should not permit it to be operated by a private, noncarrier group.

Establishment of a privately owned domestic-satellite system, AT&T said, would be to "divert to a limited number of large users the benefits intended for all the people."

Such a move would entail the use of scarce frequencies, Bell stated, and would impose a crowded condition for other users, like common carriers, including interference problems, particularly in the establishment of earth stations.

Bell is studying the use of satellites for integration in its regular domestic and overseas links, the company said. It anticipates employing satellite circuits in combination with terrestrial facilities where costs can be reduced and quality and reliability improved. "This total service network will be available," AT&T said, in the continental U.S., Alaska, Hawaii, Puerto Rico and the Virgin Islands, to the benefit of telephone users and television networks.

The establishment of a private domes-

tic-satellite system, AT&T charged, would drain off heavy users of common-carrier facilities, leaving the carrier to continue serving the less profitable business.

"The resulting impact," Bell stated, "would be immediate and substantial."

The best result, AT&T said, is to use a system available for all types of communications, similar to the plan proposed by Comsat. AT&T is the largest stockholder in Comsat.

Not in Public Interest ■ ITT contended that the FCC has the legal power to authorize domestic noncommon-carrier satellite facilities but said that the public interest would not be served by such authorizations.

Primarily concerned about limited frequency spectrum available for satellites services, ITT said that a determination as to whether the public interest would be served by authorization of private systems "should be deferred until common-carrier satellite systems have been established and the needs of the general public for all services are provided for." When this has been accomplished, ITT suggested, private systems might then be considered.

ITT also stated that it did not believe the authorization of private systems would improve the quality of communications services or reduce their costs. According to ITT "any poten-

tial benefit would inure only to the users of the private system and it can be predicted that quality of service and costs to the general public would be adversely affected."

No Authority ■ The General Telephone & Electronics Corp., filing for its telephone-operating companies, stated that the FCC is not legally empowered to authorize nongovernmental, noncommon-carrier entities to construct satellites.

GT&E pointed out that the number of channels available for use by satellites is limited and also that other nations besides the U. S. are interested in using these scarce channels. In order for the FCC to maintain proper channel regulation, GT&E said, "it is essential that nongovernmental space communications be restricted to the Comsat system."

Western Union Telegraph Co. stated that the concept of a private domestic satellite system is inconsistent with the philosophy of the 1962 Satellite Act and that there is no statutory authority for the FCC to establish such systems.

"Only a common carrier or common carriers acting in concert," according to Western Union, "are in a position to meet the anticipated public demand and need for satellite services and the system or systems they employ must take a preferred status over private po-

posals."

No Power ■ According to the Hawaiian Telephone Co., the commission has no power to authorize nongovernmental entities to construct and operate satellites for domestic purposes.

As a full-service common carrier obligated to serve the public, Hawaiian stated that it has a "fundamental objection to the siphoning off of its revenues" by large users who propose to operate their own private communications systems. The result of such activity, according to Hawaiian, can only increase the costs to the general public for message and exchange services and would very likely have a degrading effect on service because of overuse of the limited frequency spectrum.

Western Union International stated that the "willingness and abilities" of communications common carriers to meet efficiently the needs of private entities proposing to own and operate satellite systems are "relevant" questions. Accordingly, WUI said it wants to peruse all of the proposals submitted last week, and file reply comments.

ETV View ■ The National Association of Educational Broadcasters asked the FCC to keep in mind the use of space communications facilities to serve educational and instructive purposes on both a global and a national scale, whether provided by Comsat or through a domestic noncommon carrier.

The commission has the authority to allow the establishment of a private domestic satellite system, NAEB said, for noncommercial, educational use.

"It is possible," the organization added, "that a separate, noncommercial, nonprofit satellite system, devoted solely to the distribution of educational, cultural, instructive and public-service programs and events might be better still."

"There is no incompatibility between the use of a private, domestic satellite system and the purposes, policies and objectives of the Communications Satellite Act of 1962," the National Association of Manufacturers' Communications Committee said last week.

The committee, which represents manufacturer users of telecommunications media and is also coordinating body for the Manufacturers Radio Service, stated that it supports the right of qualified users to choose whatever method is best suited to perform their communications needs.

According to the committee, a private, domestic-satellite system would improve services since such use would "provide industry with speed in transmitting industrial intelligence, thereby contributing to the more efficient and rapid development of production and service to the public."

Since frequencies are available, the committee said, manufacturers are en-

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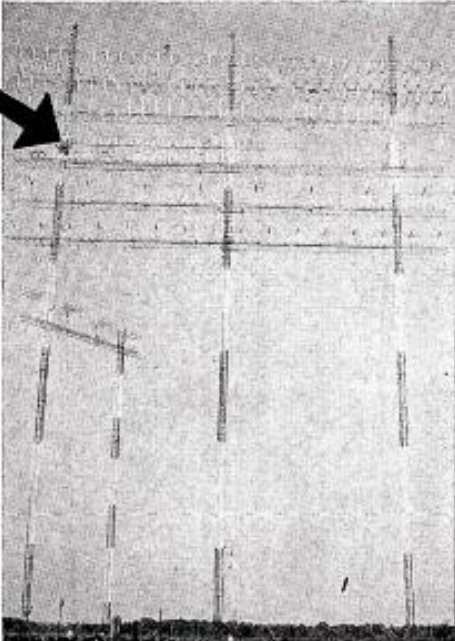
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titled to choose between obtaining the service from the common carriers, Comsat or constructing and operating a private system.

American Trucking Associations Inc., expressing the motor-carrier industry's concern for full and unrestricted access to the radio spectrum to fulfill its mobile and point-to-point communication needs, stated that the FCC has sufficient legal power to authorize non-governmental entities to construct and operate domestic satellite facilities.

ATA, while not currently contemplating the use of private-communications satellites, explained that its primary purpose in filing "is to safeguard the interests of the motor carrier industry in its access to private-satellite-communication facilities that may be authorized as a result of this or any other related proceeding."

HEW stated that the "versatility and competitive nature of multiple authorizations will (a) provide the greatest versatility in meeting the broad range of public needs; (b) allow uniqueness of approach where necessary; (c) allow for reaching smaller professional or public groups where significant gains can be made; and (d) permit the broadest possible continuing experimentation necessary for the quality and variety of programing. . . ."

The American Petroleum Institute, representing an industry that is an extensive domestic user of mobile and point-to-point communications facilities for short and long-range communications, asked the FCC to foster the development of private domestic satellites.

API, while stating that it does not have any present need for private-satellite facilities, expressed hope that the FCC would not compromise the "ability of petroleum companies in the future to choose between domestic use of private and common-carrier satellite facilities."

To meet specialized needs, the commission should authorize a privately owned domestic system, Dow Jones & Co., New York, told the FCC in a letter filed last week.

The firm, which publishes the *Wall Street Journal*, *National Observer* and *Barron's* as well as other publications and operates a new service, advised that it had pioneered in facsimile transmission of newspaper pages by using the equivalent of broadband video channels. Any reduction in the costs of these channels, it said, would lead to further facsimile transmissions between the company's newspaper plants.

Direct to Home ■ JFD Electronics Corp., New York (TV antenna manufacturer and CATV operator), said that it supports the ABC view that domestic, noncommon carrier satellite services would not be adverse to the letter and spirit of the Satellite Act. According to JFD, the commission has the "com-

petence" to allocate frequencies for private interests wishing to provide such service.

More important, JFD said, is its request that the FCC enlarge the proceeding to make provision for the possibilities of a satellite-originated TV-broadcast service in the upper part of the UHF band.

The corporation asserted that it has developed a simple receiving antenna that can make satellite-to-home broadcasting on channel 70-83 a reality.

People living in rural and mountainous areas where TV reception is now limited or unavailable, JFD said, "would be able to receive this service as well as the residents of New York City or Los Angeles."

Health-Education-Welfare ■ The Department of Health, Education and Welfare, although not contemplating the construction and operation of its own satellite facilities, said that it does envisage a "number of possible domestic applications for satellite communication that are in the public interest, particularly in the areas of health, education, and individual, family and community services."

HEW said it is in the public interest for the FCC to grant authorizations to nongovernmental entities to construct and operate communication satellite facilities.

Reduced charges would make it attractive to other users of a lower magnitude than Comsat or broadcasters, the firm stated.

Four groups oppose Triangle CATV plan

A request made to the FCC last June by Suburban Cable TV Co., a subsidiary of Triangle Publications Inc., to conduct an experimental CATV operation in suburban Philadelphia (BROADCASTING, June 6) has been strongly opposed by several local broadcasters.

Opposition to Suburban's plan, which proposes using four CATV systems, all within the Philadelphia suburbs, in a "controlled test-laboratory" experiment, have been filed by Westinghouse Broadcasting Co., Chester County Broadcasting Co., WIBF Broadcasting Co. and the Philadelphia Television Broadcasting Co.

Westinghouse, licensee of KYW-TV Philadelphia, stated that Suburban's proposal is contrary to commission procedure, which in this case requires that CATV systems obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top-100 markets. The rule is designed to protect the growth of UHF

in the major markets.

If it gains commission approval, Suburban has stipulated that two of its systems would carry the signals of the "local" Philadelphia stations and also of WNEW-TV, WOR-TV, WPIX(TV) and WNDT-TV, all in the New York market.

Westinghouse also argued that Suburban already operates a similar CATV system in Binghamton, N. Y., and therefore does not need another such operation in Philadelphia to discover significant data concerning the impact of CATV's on UHF. Suburban had previously said that if the commission approved the proposal the Philadelphia experiment would supply the kind of information on CATV's impact on UHF television that the FCC now lacks.

Also opposing the Philadelphia experiment was Chester County Broadcasting Co., holder of CATV franchises in Chester county, Pa. Commission approval of the proposal, according to Chester, might give Suburban an unfair advantage in any future CATV franchise proceedings in the Philadelphia area.

WIBF Broadcasting Co., licensee of WIBF-TV Philadelphia (ch. 29), objected to the proposal on the grounds that Suburban was requesting permission to import signals of the New York independents without the required com-



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HARRISBURG, PA.

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***A.R.B. MARCH 1966**

mission hearing.

Philadelphia Television Broadcasting Co., permittee of WPHL-TV Philadelphia on channel 17, stated that all of Suburban's systems would be located in communities within WPHL-TV's grade B contour. The experiment, according to WPHL-TV, would cause the station economic harm through the loss of a substantial number of viewers and advertisers.

Federal agencies probe attack on WNHC

Triangle Stations spokesman said last week that a sudden, unexplained "attack" on the WNHC New Haven, Conn., transmitter site that knocked the station off the air for 11 minutes on July 25, was still under investigation by authorities.

Three bullets were fired from the street, hitting the site on Front Avenue in West Haven. The incident occurred sometime after 10 p.m., it was reported. One bullet passed through the window of the control room, narrowly missing an engineer but hitting the main control panel and knocking the station off the air temporarily. The station switched to its emergency transmitting equipment. Federal agencies are probing the shooting, Triangle said.

Examiner disagrees with FCC hearing policy

An FCC hearing examiner found he couldn't follow an FCC policy adopted last year—a policy that attempted to minimize the importance of program proposals by applicants.

Hearing Examiner Millard F. French recommended a grant to Chesapeake Engineering Placement Service Inc. seeking to operate on channel 45 in Baltimore and denial of Erway Television Corp.'s application for the same facilities.

Mr. French found Erway had a slight preference for diversification, that the two applicants were on equal ground on integration and that Chesapeake had a preference for engineering coverage and its past broadcast record.

"The decisive and controlling preference, however, is in the area of programming and operating proposals where the record amply demonstrates a superiority of the Chesapeake applicant," Mr. French said.

The FCC's policy statement on comparative hearings, issued in July 1965, was an effort to clarify and provide consistency in the decision-making process in comparative hearings (BROADCASTING, Aug. 2, 1965). It stressed diversification of control of mass media,

local ownership and integration of management and ownership as the key factors in the process. Program proposals were downgraded in importance, as were experience and past broadcast record.

Regarding the programming factor Mr. French noted that Chesapeake proposed a broad coverage of the Baltimore area's needs while Erway contemplated broadcasting 35% of its programming as travel information and documentaries.

According to the examiner, Chesapeake proposed one-and-one-half hours of religious programming each Sunday for the three major faiths, whereas Erway's religious efforts consisted of a five-minute nightly program at sign-off.

Mr. French also noted that Erway planned to offer approximately 60 minutes of its schedule as promotional previews of future programs and would provide no agricultural programming. From his findings Mr. French concluded "it is obvious that Erway's original attempt to determine or ascertain the broad needs of the Baltimore community was of limited scope."

He considered "decisive and controlling" Chesapeake's programming and proposed weekly schedule of over 102 hours. Erway offered only a 28-hour weekly schedule, he noted.

6.7 million U.S. homes have color television

There were 6,780,000 color-TV households in the U. S. as of July 1. This is 12.3% of all U. S. TV households.

The new estimate of color-TV circulation is provided today (Aug. 8) by Hugh M. Beville Jr., NBC's planning vice president. NBC reports the household count quarterly.

Color-TV households have been rising steadily. On April 1, the figure was 11% and on Jan. 1, 9.6%. A year earlier (Jan. 1, 1965) it was 5.3%.

Mr. Beville said that accelerated rates of production and sales appear to reaffirm his earlier prediction of a color-TV audience approaching 10 million homes by the end of 1966. He said he discounted recent component supply problems as temporary and not likely to have serious effects on the yearend total.

Changing hands . . .

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 88).

■ WABR Winter Park, Fla.: Sold by Contemporary Broadcasting Co. to

"Let's get a Blackburn appraisal"

What's it really worth? Blackburn's answer will depend on accurate market surveys and analyses, potential and projected as well as actual earnings, knowledge of the ever-changing market.

What are the services of Blackburn, the reliable broker, really worth to you?

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ATLANTA

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

BEVERLY HILLS

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

Louis H. Peterson for \$375,000 plus \$10,000 to James H. Sawyer, principal stockholder in Contemporary, as consultant for six months. Mr. Peterson is licensee of WNOR-AM-FM Norfolk, Va. and has 50% interest in Delta Teleradio Corp., which is buying KHMA-TV Houma, La. Mr. Peterson also has interests in outdoor display companies. WABR, founded in 1954, operates daytime on 1440 kc with 5 kw.

■ KCEE-AM-FM Tucson, Ariz.: Sold by Associated Broadcasters of Tucson Inc. to Robert S. and Theodore H. Strauss for \$200,000 plus an agreement not to compete for five years within 50 miles. Messrs. Strauss are licensees of KIXL-AM-FM Dallas. KCEE, founded in 1958, is fulltime on 790 kc with 5 kw day and 500 w night. KCEE-FM is not yet on air.

New TV station

KIFW-TV (ch. 13) Sitka, Alaska, went on the air on July 28. The station, principally owned by Roy Paschal, who is general manager, operates on 269 w visual, 4.5 w aural from an antenna 88 feet above average terrain, and 157 above ground.

NAB tries again in AT&T inquiry

The National Association of Broadcasters last week submitted its second request to the FCC for permission to participate in the commission's inquiry into AT&T rates.

The FCC denied NAB's earlier request to intervene, but stated at that time it would consider a new petition if it sets forth "good cause for late filing" and limited itself to consideration of the proper rate for program transmission (BROADCASTING, Aug. 1).

In its second filing, NAB said that the need for a broadcasting industry spokesman was not readily apparent until the bulk of AT&T's testimony was filed with the FCC on May 31. The need for a representative in the rate investigations was confirmed on July 29, NAB said, when AT&T proposed increases amounting to \$18.4 million a year in station and network tariffs.

"Increases of this nature are bound to have a profound effect on local programming and the ability of stations to transmit events of an important public-interest nature," the association said.

NAB said its proposed testimony would present "industry wide statistics so that the commission will have before it the facts that should be considered in the determination of a proper rate base for all broadcast charges."

Estes finds buyer for Pensacola AM

Edwin H. Estes, owner of WPFA Pensacola, Fla., last week asked the FCC to approve the sale of his station to WPFA Inc. for \$202,000.

Last May the commission gave Mr. Estes 90 days to sell WPFA (BROADCASTING, May 16). The FCC originally

denied the license-renewal application of WMOZ Mobile, Ala., also owned by Mr. Estes, and revoked the license of WPFA in February 1964 on the grounds that the licensee falsified logs sent to the commission with the license-renewal application (BROADCASTING, Feb. 10, 1964). The FCC last May reaffirmed its ruling by giving Mr. Estes 90 days to sell WPFA.

WPFA Radio Inc., which seeks approval to buy WPFA from Mr. Estes, is owned by Thomas E. Gibbons (40%), Mrs. Charles Lamar Jr. (20%), K. P. Reilly (15%), W. G. Switzer (15%) and Marvin James Jr. (10%). Mr. Gibbons is president of the Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge, La.

New TV station

Grant of a new channel 30 station in Nashville was made last week by the FCC to Mid-Continent Television Corp. The station will operate with an effective radiated power of 44.7 kw visual and 4.47 kw aural.

Corporation principals are President Marion W. Crabtree, insurance and investment businessman, and Secretary-treasurer William E. Welch, banking executive. Messrs. Crabtree and Welch each own 50% of Mid-Continent.

A real radio-TV advocate

After 15 years as commercial manager of WAPO Chattanooga, Walter H. Stamper Jr. has become promotion manager for the Chattanooga *Times* and *Post*. But, as Mr. Stamper puts it, "the radio-TV industry has not lost a son . . . it has gained a powerful friend." In letters to several area broadcasters, Mr. Stamper says he not only intends to maintain liaison with local radio and television stations but plans to use the broadcast media to build circulation for the *Post*, which is to start publication later this month.

EXCLUSIVE BROADCAST PROPERTIES!

ROCKY—High power major market FM station, stereo equipped. Land and building included in the sale of this excellently equipped, one-roof operation. Priced at \$150,000 with 29% down. **Contact—**John F. Hardesty in our San Francisco office.

COLORADO—Daytimer—second station in major market. Billing in excess of \$100,000. Shows continuous growth. One roof operation with real estate included. Total price of \$165,000 with \$50,000 down. **Contact—**George W. Moore in our Dallas office.

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RADIO • TV • CATV • NEWSPAPERS

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In New York, almost everyone listens

FINE-GRAIN RADIO DATA PROVIDED BY 'FULL DIMENSION' STUDY

Nearly everybody in New York who is 18 years old or over listens to radio at least once during the average week, a finding that indicates "total radio" is more substance than slogan.

In cold statistics, according to a new Politz study of New York radio released today (Aug. 8) by the Westinghouse Broadcasting Co., 93.4% of all adults in New York listen to radio at least once over the course of a week, Monday-through-Sunday, 6 a.m.-midnight.

Moreover, the study found, on the average these adults listen in 44.1 different half-hours during the week, 78% of these periods represent listening in homes, 13% in cars and 10% in other places. This listening is conducted over an average 6.2 days per week.

The new study, conducted by Alfred Politz Media Studies, New York, during February and March of this year, was commissioned at a cost exceeding \$50,000 by Westinghouse and its New York all-news radio station, WINS.

Westinghouse officials said the study was meant to provide broadcasters with a "highly reliable estimate of the full

dimensions of the radio audience."

The study was characterized as a "completely new" measurement of radio in New York, covering all radio listening whenever it takes place and in terms of people rather than homes or sets.

In addition, the Politz study statistically describes listeners with reference to demographic characteristics, attitudes and behavior as consumers.

Computer Use ■ In an attempt to put the study into "how to use" form for media planners at major advertising agencies, a special computer program has been written for the Politz statistics. At a preview session with agency executives held in New York in late July, several agency men expressed particular interest in the availability and cost of data lists that could be run through the computer.

It was explained that media planners with the use of the Politz data could evaluate by computer specific schedules on any combination of New York radio stations to determine the potential audience that can be reached, plus the number of announcements to reach

them once and more than once.

With the computer, the steps also could be advanced to relate the information to any of the demographic characteristics measured and to most of the consumer behavior data.

This would mean, according to Westinghouse officials, that an agency media strategist, for example, could come up with data as to how many car owners who intend to buy a new auto in the next year would be reached—and how often—with a specific radio advertising schedule.

The formal version of the study, to be published this week, is a 176-page compendium of findings, explanations, a series of 21 tables detailing reach, frequency and average half-hour levels reporting separately for total adults, men and women by age groups and in combination of day parts.

A graphic, "isometric" technique is used to chart a two-dimensional nature of the reach-frequency measure. These charts cover total day listening, broken down by age and sex.

Some 14 additional tables cover demographic characteristics, more than 50 other tables give consumer attitudes and behavior data and 16 more tables present the results of a series of questions on attitudes of the New York audience towards the various radio stations.

The published study was prepared in collaboration with James Yergin, director of research at Westinghouse.

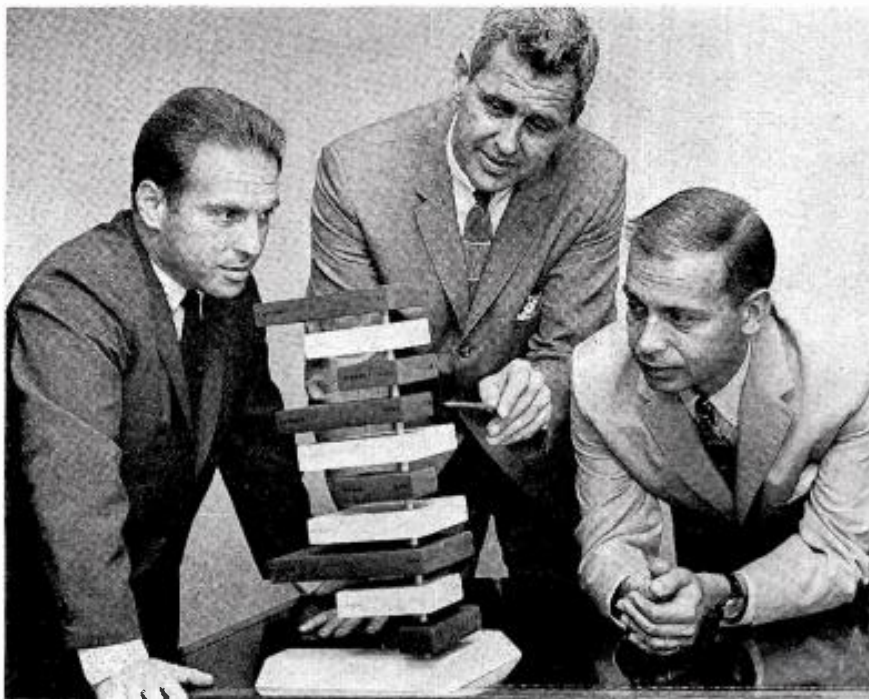
Aside from the detailed statistics and quick chart visuals of a major radio station's relative "size" as measured by reach and frequency, there are several general findings or observations. Among them:

- High listening levels apply to both men and women and to all age groups.

- But, it was noted, slightly more men (93.9%) than women (92.9%) listen to radio during the course of a week.

- Conversely, it was reported, women spend more time on the average in listening to radio. (on the average, adult women listen in an average 47.2 different half-hours during the week, adult men listen in an average 40.7 different half-hours).

- The 25-34 age group among adult men and similarly among adult women maintains the highest percentage of listeners, but this group doesn't necessarily spend the most time listening. As shown in tabular form:



Each of the "isometric" blocks in this desk model represents the relative reach and frequency dimensions of a major New York radio station. It was put together to represent a charted dimensional look provided in a voluminous Politz study on New York

radio. The explainers and their on-man audience are (l to r): Alan Henry and James Yergin, respectively WBC's national radio sales manager and director of research, and Rudy Maffei, media director of Gardner Advertising Co., New York.

	Percent listening at least once over the week (Mon.-Sun., 6 a.m.-12 mid.)	Average number of different half hours in which listening occurred (Mon.-Sun., 6 a.m.-12 mid.)
Men	93.9	40.7
18-24	97.2	56.0
25-34	99.4	40.1
35-49	94.0	41.4
50-64	95.0	37.7
65 & over	80.6	31.7
Women	92.9	47.2
18-24	94.3	51.0
25-34	97.3	48.2
35-49	93.2	51.6
50-64	95.9	43.7
65 & over	80.1	37.7

The Politz study covered the 18-county area of metropolitan New York, northern New Jersey and Fairfield county in Connecticut, used a probability sample involving 400 different interviewing locations, 1,966 personal interviews for demographic and consumer behavior information and 1,096 personally placed, seven-day individual radio-only diaries returnable by mail or personally picked up at the conclusion of the one-week listening period.

Politz-Westinghouse authorities said that while the study predated the All Radio Methodology Study recommendations for personally placed and retrieved single-media diaries, "it will be noted that the techniques employed by Politz conform closely to the ARMS recommendations. Similarly, the dimensions of the radio audience as indicated by Politz closely parallel the ARM study."

The series of meetings with advertisers and agencies presenting the Politz New York study is continuing, and will be held throughout the country. They are being conducted by Mr. Yergin, Joel Chaseman, WINS general manager, and Alan Henry, WBC national radio sales manager.

Westinghouse researchers said the concept for the study was sparked when WBC-WINS conducted three Trendex studies several weeks after WINS started its all-news operation in April 1965. Mr. Yergin noted that the half-hour period plays an especial importance in all-news operations.

Officials closely associated with the study said its major importance, other than as a possible feed for agency media planners using the computer, is in its measure of radio's dimensions. With it, it was said, general knowledge that a station's frequency of audience may be light but its reach broad can be shown visually and statistically. Moreover, it was explained, the agency planner can compute a measure of

what the size of a station's audience should be with a specific schedule and at what frequency the schedule ought to be run.

A pre-election casualty on Hill

Walter Rogers decision
not to run leaves
chairmanship up for grabs

Representative Walter Rogers (D-Tex.), who has become known as a defender of broadcasters against excessive federal regulation and a guardian of congressional authority over the FCC, announced last week that he would not seek re-election this fall and would close out a 16-year career in Congress to enter private law practice.

Mr. Rogers's departure will leave open the chairmanship of House Subcommittee on Communications and Power, a post of primary interest to broadcasting. Speculation on his successor began immediately.

Several senior Democratic members of the parent Commerce Committee were understood to have expressed at least some interest in the Communications Subcommittee chairmanship. These included Representatives Torbert H. Macdonald (D-Mass.), now chairman of the Subcommittee on Commerce and Finance; John Jarman (D-Okla.), chairman of the Subcommittee on Public Health and Welfare, and John Moss (D-Calif.), ranking Democrat, under Mr. Rogers, on the Communications Subcommittee. Mr. Moss, the junior of the three, is known to want the job that Mr. Rogers will be vacating.

Last week, Mr. Moss made no secret of his aspirations, but he said he had initiated no move toward getting the communications chairmanship because he was preoccupied with business on the floor and with other committee assignments.

Representative Rogers had been unopposed in the recent Democratic primary in his 18th congressional district. Although his Republican opposition in the coming election was not deemed overwhelming, he met stiff opposition in the 1964 campaign. Some observers also mentioned some setbacks he had received in the House over legislation such as the CATV bill reported out over his opposition by the House Commerce Committee and irrigation legislation. An aide, however, discounted all these factors, saying Mr. Rogers in his long congressional career had

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New York, 111 John • San Francisco, 220 Montgomery
Chicago, 176 W. Jackson • Atlanta, 34 Peachtree, N.E.

learned to cope with such obstacles.

Representative Rogers later attributed his decision to purely personal and family considerations. His staff also mentioned the heavy work load he had been carrying in his roles as head of the communications group and as chairman of the Subcommittee on Irrigation and Reclamation. He has been active this year on the controversial CATV bill, several power and irrigation matters and as chairman of a special House subcommittee investigating the causes of the Northeast power blackout. An aide also discounted any health factors but stressed Mr. Rogers had long sought to spend more time with his large family.

Mr. Rogers said he merely wanted to "change over from public life to private industry," by resuming the practice of law in Washington. He had been an attorney in Pampa, Tex., specializing in state and federal law affecting petroleum resources long before he entered Congress. He said he had no specific plans concerning the direction of his legal business in Washington, but observers feel it would be natural for him to utilize his expertise in communications, oil and petroleum matters.

He was chairman of the Communications Subcommittee during some hotly contested issues dealing with broadcasting and he opposed the FCC fairness doctrine and led the fight to prohibit the FCC from setting broadcasting commercial standards. His opponent on these two issues was Representative Moss.

Mr. Moss said last week he has a very active interest in broadcasting and power. He added he considers broadcasting neither a vast wasteland nor vastly productive field, but rather feels that it is a field with great potential that has not been fully realized because of bad habits the industry has gotten into through the years.

He is serving his 15th year in the House representing the Sacramento area. Identified with the liberal wing of the Democratic Party, he is deputy majority whip in the House.

He has won numerous awards from journalistic organizations for his investigations into government news suppression and his championing of freedom of information, which was highlighted recently by the signing into law of the Freedom of Information Act, which guarantees citizens access to almost all government records.

Mr. Moss had spent 10 years working toward enactment of such a measure.

The Californian also led investigations into the use of lie detectors in government and the methods used by television and radio rating services to measure audiences.

NCTA asks Richards, to do PR work

Robert K. Richards & Associates, Washington, and Irving Gould Advertising Inc., Philadelphia, were handed the public-relations baton by the National Community Television Association last week to formulate an affirmative image for cable-TV operators.

The appointments, recommended by a public-relations committee headed by Irving Kahn, Teleprompter, New York, were ratified by the executive committee of the association in a Washington meeting.

Mr. Richards is the former administrative vice president of the National Association of Broadcasters, former editorial director of BROADCASTING and has headed his own public relations firm since 1954. John Barrington, formerly public relations director for Teleprompter Corp., is executive vice president for Richards Associates.

The NCTA has budgeted \$175,000 for its public relations—whose major effort is to rebut the "virulent" campaign mounted against it by some broadcasters, as the committee stated in its presentation to members at the Miami convention last June (BROADCASTING, July 4).

The executive committee also authorized the employment of a management consulting engineer to review the organization and its activities. It discussed, but took no action, on the hiring of a staff engineer and a membership services director.

A new committee, the Community Services Committee, was appointed to explore the use of CATV in originating local, public service programs, a move strongly urged by NCTA President Frederick W. Ford, also at the convention. M. William Adler, Weston, W. Va., is chairman; other members: Marcus Bartlett, Cox Cablevision; B. D. Jarvis, National TransVideo; John Walson, Service Electric; Don Andersson, TeleVision Communications; C. Tennett Hoey, Chillicothe (Ohio) TelCom, and Frank Nowaczek, TeleSystems Corp.

The executive committee, headed by NCTA Chairman Albert J. Stern, Television Communications, New York, authorized Mr. Ford to begin work on formulating a self-regulation code to cover CATV-originated programs. Mr. Ford will report on this at the next meeting of the group, Sept. 20-21.

Mutual adds five

Five Mutual affiliations announced last week bring the total MBS station affiliates to 517. The additions include two in major markets: KHFI Austin,

Tex., owned by Southwest Republic Corp. and operated on 970 kc with 1 kw daytime; and WOLF Syracuse, N. Y., owned by Wolf Broadcast Service Inc. on 1490 kc with 1 kw day and 250 w night. The other three new Mutual affiliates are KSMO Salem, Mo., owned by Zola Broadcast Co. on 1340 kc, 1 kw day, 250 w night; KTXO Sherman, Tex., owned by O'Conner Broadcasting Corp., on 1500 kc, 250 w day; and WDAX McRae, Ga., owned by Radio Telfair Inc. on 1410 kc, 1 kw day.

ABC Inc. plans 'Marine World'

ABC Inc. will construct a \$5 million Marine World at Redwood City, Calif., in the San Francisco south bay area by the summer of 1968.

Details of the project, that will be placed on 85 acres of bay area land, were released last week by Leonard Goldenson, ABC's president.

ABC over the years has been a busy developer of scenic attractions. It had part ownership in Disneyland, which was constructed in California in 1955, an interest that ABC divested in December 1964. It also owns and operates Weeki Wachi Springs and Silver Springs, both in Florida.

ABC Marine World will include an oceanographic institute for scientific research of the world beneath the sea; an oceanarium for performances of whales, dolphins and porpoises, and a water show arena for water skiing entertainment shows and competitions and many other attractions.

Ground preparation for access roads and initial dredging of neighboring waterways starts Sept. 1, followed by construction next March 1 and the opening slated for May 1968.

The attraction will include marine gardens and waterways featuring boat tours of simulated communities where people live on the water.

The land tract is now owned by Leslie Properties Inc., a subsidiary of Leslie Salt Co. that owns and operates 44,000 acres in that area. The project will be operated through ABC's theater division (Samuel Clark is president) and will be managed by Brandford Baruh of San Francisco, who ABC said was responsible for the concept. Mario Gaidano is the architect. Alfred R. Schneider, vice president and assistant to the executive vice president of ABC Inc., represented ABC in planning and negotiations. He'll supervise the project's development.

ABC's broadcast operations include the TV and radio networks, owned TV and radio stations and the international and film divisions. Its other holdings,

in addition to scenic attractions, include more than 400 motion picture theaters in key cities of the U. S., a recording division and ABC Records, two ice shows ("Holiday on Ice" and "Holiday on Ice International") in association with Madison Square Garden-ABC Productions, and past investments in several Broadway productions.

Meyerhoff to back political study center

American University in Washington has announced that Arthur E. Meyerhoff Associates Inc., Chicago advertising agency, will sponsor the Meyerhoff

Center of Political Psychology and Communication as a part of the university's School of International Service. The center's aim is to train foreign-bound students in the skills of political psychology and mass persuasion by using the techniques of advertising, public relations, political science and the behavioral sciences in foreign service posts. "The objective," said Dr. Stephen H. Chowe, formerly associated with the military intelligence service and director of the new center on the graduate level, "is to counter the communist movement with the new techniques, and thus to advance the cause of freedom."

Mr. Meyerhoff, who will be the advisor on mass persuasion at the center,

is the author of *The Strategy of Persuasion*.

Media reports . . .

Grant ■ The Ford Foundation has granted \$500,000 on a matching fund basis—75 cents for every dollar contributed by viewers—to KCET(TV) Los Angeles, noncommercial educational station.

CBS joins ■ All seven CBS-owned FM stations have joined the National Association of FM Broadcasters. They are: WCBS-FM New York, WEEI-FM Boston, WCAU-FM Philadelphia, WBBM-FM Chicago, KMOX-FM St. Louis, KCBS-FM San Francisco and KNX-FM Los Angeles.

EQUIPMENT & ENGINEERING

Hyde's active goal: land-mobile relief

FCC Chairman Rosel H. Hyde has told a House Small Business subcommittee that the commission is aware of the problems of congestion facing land-mobile radio users and is actively engaged in finding a solution. But, he added, the solution isn't easy to find.

He wrote Representative John D. Dingell (D-Mich.), chairman of the House Small Business Subcommittee on Regulatory Agencies, that the FCC's experience "does not support the statement sometimes made that the problem of reallocation is one to be solved by a simple pronouncement of the commission making available the desired additional frequency space."

Mr. Dingell, as a result of a hearing on the subject by his subcommittee, had asked Mr. Hyde to provide "a specific program of the steps which the commission will take to provide appropriate relief in the form of additional frequency spectrum for land-mobile radio users." Testimony had focused on acute frequency shortages in this field.

Mr. Hyde replied that the FCC is studying several possibilities for relief, but that, to date, "these do not, with the exception of an investigation into the feasibility of sharing television frequencies, include a publicly announced plan or program for the allocation of additional frequency space."

He said that the frequency space now used by land-mobile radio is also used by government and broadcasting and that any substantial additional frequency space would have to come principally, if not exclusively, from these two areas. He said access to government bands is most unlikely and that sharing of broadcasting is difficult in VHF because of the satura-

tion in that area and in the UHF band could lead to disruption or defeat of the FCC policy of fostering local UHF growth.

He said, however, that the sharing of TV channels is still under active consideration. Improved frequency utilization, increased efficiency, interservice sharing and reduction of channel widths are all possible avenues of relief, he said. The commission, he went on, is establishing a committee to prepare plans and oversee tests on sharing. "If sharing without any material adverse effect on television service proves feasible, a very substantial amount of additional frequency space will become available for assignment to stations in the land-mobile service," Mr. Hyde said.

WHAS-TV gets green light for non-DA

The FCC's review board last week told WHAS-TV Louisville that it no longer has to directionalize its antenna. The directionalization condition was attached

to the July 1964 grant of WHAS-TV's application to relocate its transmitter site and increase its antenna height.

The 1964 action conditioned the grant to require WHAS-TV to directionalize its signal to protect WLEX-TV Lexington, Ky., which had protested WHAS-TV's wish to operate on a nondirectional basis. The condition was to continue pending a hearing to determine the impact upon WLEX-TV resulting from WHAS-TV's nondirectional operation.

According to the review board, WLEX-TV failed to prove that WHAS-TV's proposed nondirectional operation would adversely affect the operation of WLEX-TV in Lexington.

WHAS-TV's campaign for a taller tower and new antenna site began 10 years ago, but ran into opposition from WLEX-TV Lexington, Ky., a UHF outlet. An initial hearing decision in 1960 found that a grant would cause economic harm to the Lexington UHF.

The station's latest application, filed in 1963, was again opposed by WLEX-TV. WHAS-TV was finally granted the move, but was required to directionalize to protect WLEX-TV. WHAS-TV began operating from its new 1,290 foot antenna in June 1965.

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Senate starts probe of CATV copyright issue

NCTA accepts some liability, but warns Congress of 'chaos' unless major exemptions are granted

The CATV industry, in what it termed "a reversal and departure from its traditional position," acknowledged limited copyright liability over certain programs it rebroadcasts from TV stations but warned that if other exemptions were not granted the industry could be forced out of existence.

These "concessions" and warnings were made by Frederick W. Ford, president of the National Community Television Association, in testimony before a Senate Judiciary subcommittee holding a hearing last week on a bill to revise the copyright law.

The Subcommittee on Patents, Trademarks and Copyrights had decided to study the CATV aspects of copyright revision separately from the other parts of the bill because members felt that the problem was urgent. It will resume the hearing in a few weeks to hear

statements from the Department of Justice, CBS-TV and possibly Westinghouse Broadcasting Co.

Edwin M. Zimmerman, first assistant of the Justice Department's antitrust division, was scheduled to testify during last week's hearing but because of Senate business his appearance had to be rescheduled to when the subcommittee resumes its discussion. It is anticipated that when the Justice Department spokesman does testify, he will recommend that CATV be exempted from copyright liability on the grounds that it is a small business and that the Copyright Act is designed to spread the fruits of creativity rather than to benefit the copyright owner.

Mr. Ford's expression of the CATV position was challenged by representatives of the broadcasting and motion picture industries, licensing organiza-

tions, professional athletics, and by composers, authors and actors who also testified at the hearing.

The NCTA head said the plan he proposed was worked out after meetings with other interested parties. He added "these proposals in their entirety may satisfy no one—certainly not ourselves—but they are made in good faith and we stand ready to work with this subcommittee, its staff, and all parties having an interest in seeking legislation that will best serve the public interest."

In a six-point plan he suggested that no copyright liability be imposed or authorization required by CATV's if they are within the normal reception area of the station carrying the program they rebroadcast. He conceded that licenses should be required in some instances where the CATV system is located beyond the normal reception range of a TV station, in areas that have a "plethora" of service and when a CATV originates its own programs and uses copyrighted material.

He suggested that in the case of a CATV beyond the normal reception area, in certain conditions the license should be compulsory with fees defined by statute. In the case of operation in an area with abundant service, CATV systems should bargain on an industry-wide basis for a license from copyright owners for every copyrighted program obtained from a distant station.

However, Mr. Ford urged that music



FCC's Hyde



MPA's Nizer



UA's Krim

rights in connection with programs received from TV stations should be considered clear and no further license should be required and that no limit should be placed on programs which are not copyright.

At the same opening session of the hearing FCC Chairman Rosel H. Hyde and Register of Copyrights Abraham L. Kaminstein mentioned a number of problems that would arise in considering the legislation and matters to keep in mind in such a study.

Mr. Hyde said that CATV is currently dependent on broadcast systems for its product and yet does not compete in the marketplace for the programming. He said the subcommittee might want to consider granting an exemption from copyright liability for CATV systems on their carriage of local signals and that the group should bear in mind the valuable contribution made by CATV in areas that have no broadcast service or are underserved.

Mr. Kaminstein supported "as the basis for a solution" a proposal made by the House copyright subcommittee (BROADCASTING, May 9) which granted some exemptions for CATV. He termed the House statement a middle course in the controversy and said that what was needed was "a reasonable, well considered compromise," and a "fair-minded, flexible approach on the part of all the interests affected in working toward it."

Douglas A. Anello, of the National Association of Broadcasters; Ernest W. Jennes, of the Association of Maximum

Service Telecasters; Herman Finkelstein, of the American Society of Composers, Authors and Publishers; and Albert F. Ciancimino, of SESAC, later testified in support of extending copyright liability to CATV's.

While the NAB and MST allowed for minor exemptions from payment of copyright fees by CATV's, ASCAP and SESAC argued that no exemptions be permitted. But all testimony was in general support of S. 1006, the copyright revision bill, being considered.

Mr. Anello gave details of the NAB copyright plan, based on an underlying principle of preserving the station's rights to program exclusivity. Under the plan, the NAB anticipates that local stations would provide CATV's with advance schedules of all programs to which the broadcaster has an exclusive license. This would permit the CATV operator to obtain necessary clearances. Any exemptions would be confined to CATV's which refrain from program origination, and only to those operating within a station's grade A contour and complying with nonduplication provisions. Mr. Anello told the subcommittee, however, that an exclusive right to broadcast a program should carry with it protection against importation of the program by any system of transmission—CATV, translators or boosters.

In many areas, the NAB spokesman noted, CATV has exceeded its traditional role as a supplement to free broadcasting and has become a substitute for it. Systems in competition should be equally liable, he stressed. Answering the earlier testimony of

NCTA president Ford that chaos would overtake the CATV industry if it is made subject to copyright fees, Mr. Anello observed that "broadcasters have learned to live with them; so can CATV."

Thrust of the MST testimony paralleled that of the NAB. Mr. Jennes agreed that "normal" CATV's posed no problems, but held that a "quite new and entirely different type of CATV has recently come into being." In his judgment, said Mr. Jennes, the copyright problem revolves around these new CATV systems, which he calls "CATV unlimited."

Exclusivity must be upheld, he maintained, and S. 1006 "should clearly provide that transmission of copyrighted TV programs is subject to copyright."

MST urged certain changes in the bill under consideration, while agreeing with its intended impact in general. The legislation should make clear that stations can bargain for agreement with the copyright holder that rights will not be granted to CATV's to import the copyrighted material into the bargaining station's market, said Mr. Jennes. Further, he urged that the bill should clearly apply to live broadcasts and means should be provided to prevent, before broadcast, an infringement of live material. Requirements for copies of programs to be filed as a condition for granting of copyright were also criticized as unfair, on economic grounds, to smaller stations.

The spokesmen for ASCAP and SESAC both agreed, as acting subcom-



MST's Jennes



Mr. Kaminstein



NAB's Anello

mittee chairman Sen. Quentin N. Burdick (D-N. D.) put it, that "all areas are black." Urging no exceptions to copyright liability, Mr. Finkelstein, on behalf of ASCAP, urged that all music be paid for. In his statement, he observed:

"No one can claim that composers are in better financial position to forego payment for their works than the CATV operators are to make such payments."

Mr. Ciancimino of SESAC registered full support of S. 1006 as presently constituted. Much of his testimony was devoted to criticism of legislation proposed by the House subcommittee. SESAC opposes provisions to exempt some CATV operations in "white" areas and requirements that the copyright owner must notify a CATV operator that material scheduled to be used is subject to copyright protection.

During further testimony, Sydney M. Kaye, chairman of the board and general counsel of Broadcast Music Inc., added that exempting those who use copyrighted works for profit must "in the long run, prove destructive to the highest cultural, moral and spiritual interests of our nation." He also said that CATV had no problems that require special consideration in the field of music. The machinery, he said, is being used by everyone from the largest TV station down to the smallest hotel and restaurant which use music for profit."

Representatives of major leagues in professional football and baseball also testified that exempting CATV in sports coverage could destroy the pro sports leagues' control over televising their games. Pete Rozelle, commissioner of the National Football League, who also spoke for the American Football League, said CATV's retransmit game telecasts in "a fashion which directly damages our own interests." He further said that this is being done over the leagues' protests and if this persists it could damage ticket sales and reduce the value of television rights.

A statement reflecting the views of

baseball commissioner William D. Eckert took a similar position.

During the closing session the opposition to CATV exemptions was again solid. Aligned against the industry were Arthur Krim, president of United Artists Corp.; Louis Nizer, general counsel of the Motion Picture Association, and actor Charlton Heston, president of the Screen Actors Guild.

In the past, Mr. Krim said, CATV systems have been operating on two premises which he said were completely opposed to our economic system: that CATV's can take something for nothing and compete with firms that have to pay for the same product. He discounted Mr. Ford's statement that copyright liability could cripple CATV and added United Artists would gladly grant free licenses to any CATV operating in areas where there are no broadcast facilities.

"We are not dealing with a poor, undernourished industry," said Mr. Nizer. He added that some CATV firms were making profits of up to 400% and said that all attempts to weaken copyright laws in the past had been uniformly defeated.

It was later reported that representatives of the motion picture industry and the CATV industry had agreed to meet unofficially to iron out some of their differences.

Seven Arts finishes shooting third special

Seven Arts Television has finished shooting footage in Africa for its third current one-hour color-TV special, *Dr. Schweitzer's Africa*. The show is being filmed by the production-direction team of William Gibson and Ben Marble.

The other two programs also filmed in color and both liberally supplied with overseas production are *The Karmon-Israeli Dancers*, co-produced with Bavaria Film Studios, and *Salvador Dali*, co-produced with Coty Television Corp., Paris.

Cox, Pierson in fairness debate

Commissioner holds that CATV's, newspapers too could come under policy

Community antenna TV operators will be brought under the FCC's fairness doctrine if they originate controversial programming, and newspapers could be legally required to meet the same standards if Congress said so.

These views were offered by FCC Commissioner Kenneth A. Cox during a two-hour debate with W. Theodore Pierson, Washington attorney and long-time critic of FCC involvement in programming, on July 30 at the final session of the National Broadcast Editorial Conference in New York (BROADCASTING, Aug. 1).

In the question-and-answer phase of the debate, Tom Powell of WDAU-TV Scranton, Pa. wanted to know whether broadcasters wouldn't be at a disadvantage, under the equal-time law governing political broadcasts, if the origination of programming by CATV systems led them to editorialize. Commissioner Cox replied:

"I think that if CATV systems originate programming and seek to inject themselves into the area of controversy, and particularly into the area of political campaigns, that they will be subjected to the same requirements as broadcasters."

The question of newspapers and the fairness doctrine was raised by Joseph Brechner of WFTV(TV) Orlando, Fla. To give broadcasters "a fair chance," he asked if the doctrine should be made to apply to papers that "receive special mail subsidies, are delivered by subsidized airplanes [and] use pulp wood and water from the people's sea and earth?"

Enough Trouble ■ Commissioner Cox first gave "what's probably a cowardly answer"—that "I have enough trouble worrying about broadcasters without worrying about the newspapers."

Mr. Pierson contended the commissioner had "just dodged the question again" and insisted that any "intelligent discussion" of the propriety of the FCC's program policies must consider "the differences that are alleged to exist between the electronic press and print." If it's a question of the use of public resources, he added, "there is much more scarcity in water and in timber than there is in radio

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frequencies."

Commissioner Cox replied that he would say, "if you like," that "I think if Congress decided that it wished newspapers to be subject to the same obligation in this area that broadcasters are, in my judgment, and that Congress has thought broadcasters should be, Congress could impose that requirement on a newspaper traveling in interstate commerce with second-class mail privileges without impairing the newspaper publisher's right to freedom."

Mr. Cox said he thought such a requirement by Congress would be constitutional despite a series of court decisions cited by Mr. Pierson as holding against constitutionality. "I don't think that court could speak any more loudly or clearly than they did in those cases that such action by Congress would be unconstitutional," Mr. Pierson asserted.

Cox explains stand on license renewals

FCC Commissioner Kenneth A. Cox said in a broadcast scheduled last night (Aug. 7) he thought the 21 New York radio stations whose licenses were renewed over his objections last month (BROADCASTING, July 11) were "probably fairly typical" of radio stations across the country.

He said he hadn't taken the position that the licenses should not be renewed but had argued instead that the stations had failed to supply information that would justify "routine renewal."

One broadcaster, he said, had since told him that after reviewing his application he realized "there were many things . . . he should have told the commission about his operation, and so for about eight pages he did tell me.

"And I'm sure that this was true of a number of these stations," Commissioner Cox continued. "That simply in the rush of preparing the form, they had misclassified matter, they had not carefully considered what they were doing and they had not really reflected the full extent of their service.

"But as I keep telling my colleagues, I think they can't just assume that all is well. I think that they must require that this be shown in the application."

Commissioner Cox's comments were made in an interview taped for presentation as the first program of a weekly series by WNEW New York—one of the stations in the group whose renewal brought his dissent. Richard K. Doan, radio-TV editor of *The New York Herald-Tribune*, is interviewer on the series, called *The Truth About Radio: A WNEW Inquiry*.

Commissioner Cox said he was not

proposing, and that in fact it would be "bad," to set minimum time requirements for public affairs and similar programing.

"Essentially what I was saying here," he said, was that if [stations] show less than 5%, then I think this ought to be a kind of a red flag and that we make an inquiry. Now, perhaps they come back with quite valid explanations, and we then renew. Perhaps after a little exchange they revise their proposals.

"Some people in the industry regard this with horror as regulation by the lifted eyebrow. But it seems to me that if a station, when the matter is called to its attention, adjusts its plans, lifts its sights, that the public interest is not harmed."

He expressed confidence that radio would not lose its identity in the "coming communications revolution" but would continue to "have a role as the personal companion for people."

Told that he seemed to be "the last of the New Frontier" on the FCC, Commissioner Cox said that "I have hope for your new commissioner, Nicholas Johnson, though as yet he has not been participating in the matter."

Field to syndicate new Tillstrom idea

TV puppeteer Burr Tillstrom signed a long-term contract with Field Communications Corp. last week to produce several weekly five-minute program satires on current events to be syndicated nationally in color as the *Kuklapolitan Wire Service*. Mr. Tillstrom's contract is effective Oct. 1.

He also is to make occasional specials, some possibly in 90-minute format. The shows initially are to be aired on WFLD(TV) Chicago, Field's channel 32 outlet. Mr. Tillstrom also will serve WFLD itself in "a senior program executive" capacity, chiefly advisory.

The unusual contract, announced by Sterling C. (Red) Quinlan, president of Field Communications and WFLD manager, gives Mr. Tillstrom the widest possible creative freedom and provides that the entertainer will be given video-tape production facilities for a home studio "laboratory" where he may experiment in new program forms. Mr. Tillstrom plans to relocate his home in Chicago where he first began in TV in 1941 on WBKB-TV there with Mr. Quinlan serving as his audio engineer.

Mr. Tillstrom has been living in New York in recent years and for a while was under contract to NBC. He will continue to make guest appear-

ances on network television.

The several weekly five-minute shows Mr. Tillstrom will produce commenting on current affairs will feature Kukla, Ollie and other familiar puppet characters. The shows may well be TV's equivalent of the daily editorial cartoon of newspapers, Mr. Quinlan said, although they often may be more whimsical than satirical.

How the national syndication will be handled is not yet settled. "Possibly by means of hot tapes," Mr. Quinlan said, "or possibly by means of a regular network's feed to affiliates during non-program periods."

WMAQ gets radio rights for Chicago White Sox

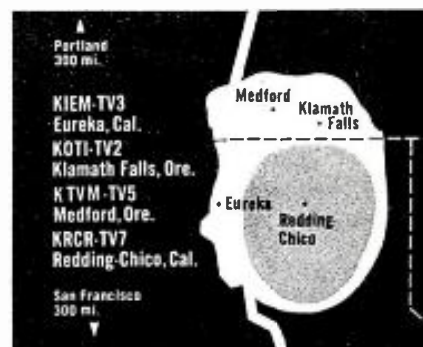
WMAQ Chicago has signed a radio-rights agreement with the Chicago White Sox effective with the beginning of baseball next year and to run through 1970. It is a two-year pact with option for a second two years.

The NBC-owned station expects to

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originate a regional radio network but it probably will not include as many stations as the 80 outlets in a dozen states now fed by WCFL Chicago.

WCFL has aired the Sox games off and on since the 1920's and continuously since 1951. The annual rights costs were not disclosed but reportedly are higher with a figure in the area of \$400,000 said to be "in the ballpark." This was held to be incorrect by WMAQ though.

Tele-graff to make movies for ABC O&O's

Tele-graff Film Corp. under agreement with the ABC-owned TV stations will produce 13 science-fiction adven-

ture motion pictures for TV showing after their theatrical release. ABC gets the films in 1968.

The owned-station group also will have the right to approve final casting and scripts of the films to be co-produced in England with Armitage Films Ltd. The films, all in color, will run at least 90 minutes and will have American and British stars. Special effects will be provided in Hollywood and Japan.

According to E. Jonny Graff, president of Tele-graff, preproduction activities will be supervised by Charles Weintraub, a vice president of the firm and head of the company's production activity (World International Film Corp.). First two features to be produced are "Invasion of the Space Toys" and "Escape from the Moon." Edward Ludwig will direct both.

Runaway hearing set

Hollywood's special labor committee dedicated to stamping out runaway television and motion picture production is going to Washington. It will send witnesses to appear before a House subcommittee on labor, which plans to investigate runaway problems in the film industry.

The Hollywood AFL Film Council last week accepted an invitation to appear at the hearing. The invitation was tendered by Representative John H. Dent (D-Pa.), chairman of the House general subcommittee on labor. The representative examined the question of foreign filming in 1962. Hollywood craft unions and talent guilds claim that runaway problems in the film industry now have become even more critical.

FATES & FORTUNES

BROADCAST ADVERTISING

George Bole and **Frank T. Martello**, managers of TV commercial production in Hollywood and New York offices, respectively, of Leo Burnett Co., appointed VP's. **James Gilmore**, with Foote, Cone & Belding, joins Chicago office of Burnett as copy supervisor.

Walter Prior, with The Wilson Harrell Agency, Westport, Conn., named president.



Mr. Grismer

Bill Grismer, assistant sales manager of KRNT-AM-TV Des Moines, Iowa, opens Grismer Advertising Agency, that city.

Robert Oppenheim, **Warren Herminghaus** and **David J. Clarke** form Oppen-

heim/Herminghaus/Clarke/Inc. at 3400 S. Dixie, Dayton, Ohio.

George W. Crabtree, VP-operations, Campbell Soup Co., Camden, N. J., **Oscar H. Curry**, VP-corporate planning; **John A. McGlinn Jr.**, VP-marketing; and **E. Marshall Nuckols Jr.**, VP-administrative services, elected to newly created posts of senior VP.

Stuart Gray, director of broadcast research, MacManus, John & Adams, New York, named director of media and will continue to supervise network TV evaluation for all MJ&A offices.

John Hamlin, program production executive for Benton & Bowles, New York, named manager of West Coast program production and development, and will be based in agency's Hollywood office.

Thomas M. Straszewski, NBC-TV spot sales representative, New York,

named manager of local sales for KNBC-TV Los Angeles.

Richard I. Fitzgibbons, with Storer Television Sales, New York, named general sales manager of WSPD-TV Toledo, Ohio.



Miss Nuttall

Jane Nuttall, with KRLA Pasadena, Calif., joins **Judith Lawton & Associates**, Honolulu, as director of media.

Dick Walken, with BBDO, New York, joins **Daniel & Charles** there as associate media director.

James Dulan, formerly in public relations field with AT&T, New York, appointed director of publicity and advertising, **John Blair & Co.**, same city, effective Sept. 6. He succeeds **Milton Rich**, who is resigning to devote full time to his own PR firm in New York.

William Clark, station manager of KING Seattle, named national sales manager for KABL Oakland, Calif.

Lyn Egbert, VP of Resor-Anderson-Etcetera, Oakland, Calif., appointed media director.

Leslie E. O'Rourke, with The Toni Co., Chicago, named director of merchandising and advertising department of The Paper Mate Co., that city. **David B. Kittredge**, merchandise manager for Paper Mate, Chicago, named director of international liaison. **Leslie E. Hughes**, director of market research, appointed director of planning and development for Paper Mate.

Robert Aledort, research supervisor for Doyle Dane Bernbach, New York, appointed director of marketing research for Pfizer Laboratories division of Chas. Pfizer & Co., that city.

Hal Shore, general manager of KSO Des Moines, Iowa, named director-radio/TV of Nelson Advertising Co., that city.

Gene Williams, VP and resident manager for Americana Corp., Seattle, named VP and director of marketing in New York.

Dennis Searight, producer for Cascade Pictures of California Inc., named executive producer of live-action and animated commercial production division, **DePatie-Freleng Enterprises**, Hollywood.

John M. DeHaven, president of Penn State Reps, Pittsburgh, appointed national sales manager. **Susquehanna Broadcasting Co.**, New York. He replaces **James K. Hackett**, appointed general manager, WICE Providence, R. I.

Jonne Murphy, media planner and timebuyer, appointed to newly created post of director of media services, **Radio Advertising Bureau**, New York, to coordinate information on radio for agency media departments.

Jon C. Zimmer, associate producer at Screen Gems, joins television department of Grey Advertising, Beverly Hills, Calif., as program supervisor.

Richard Behrman, associate research director, **Gardner Advertising**, New York, named research account manager, **Cunningham & Walsh**, same city.

John F. Kresl, account manager of Omaha advertising agencies, joins **Geyer, Morey, Ballard Inc.**, that city, in account management and business development.

Sam N. Tarricone, VP and media director, **Needham, Harper & Steers**, New York, appointed account executive,

WNEW-TV, same city.

Alastair (Sandy) Macintyre, with WNBC-TV New York, joins NBC Spot Sales there as account executive.

Jack Loughmiller, account executive for CBS Radio Spot Sales, named account executive of KCBS San Francisco. He replaces **Paul Holter**, who resigned to join investment firm of Irving Lundborg & Co., San Francisco.

Stuart I. Levy, traffic manager for KLAC Los Angeles, appointed account executive for station's affiliate, KMET-(FM) Los Angeles.

Daniel B. Aron, with WRFM(FM) New York, named account executive, WABC-FM, same city.

Scott McKeown appointed commercial manager of WTVR and WCOD(FM) Richmond, Va. **Dick Riley** named account executive.

Ernest R. Ham Jr., with food marketing group of Lewis & Gilman, Philadelphia, appointed merchandising-trade coordinator.

Thomas E. Wood, regional manager of H-R Representatives, Philadelphia, joins WKBS-TV Burlington, N. J.-Philadelphia, as account executives.

Charles F. Kindt III, with Lewis & Gilman, Philadelphia, named account executive in firm's food marketing group.

Barbara Leff, assistant to PR director at Al Paul Lefton Co., Philadelphia, named account executive in PR department.

Charles L. Gould, assistant merchandising director at Honig-Cooper & Harrington, San Francisco, named assistant account executive.

James F. Taszarek, account executive with WRTH Wood River, Ill., appointed to sales staff of KMOX-TV St. Louis.

Donald D. Voellinger, with Geyer, Morey, Ballard, New York, joins Carl Ally Inc. there as media buyer.

Alice V. Clements, president of The Clements Co., Philadelphia, will retire and close agency this fall. Firm was founded by Mrs. Clements and her husband, late Isaac W. Clements. Mrs. Clements has headed company since her husband's death in 1950.

Thomas F. Burchill III, sales representative, Mort Bassett & Co., New York, named sales representative, radio division, Edward Petry Co., same city.

Herbert J. Stolzky, with Kelly, Nason Inc., New York, named assistant to director of media services.

MEDIA

Clifford P. Haycock, production manager, Mutual Broadcasting System, BROADCASTING, August 8, 1966

New York, appointed director of network operations.

Robert E. Bailey, general sales manager of WSPD-TV Toledo, Ohio, named VP and general manager for WDHO-TV, that city.

Malcolm M. Ferguson, consultant for Philadelphia Community Antenna Television Co., Philadelphia, named VP and chief engineer.



Mr. Boice

Hugh K. Boice Jr., VP and general manager of KTHI-TV Fargo-Grand Forks, N. D., appointed manager of WJPG Green Bay, Wis.

Bryant Michaud, formerly with WBMI-(FM) Hartford-Meridan, and WINF Manchester, both Connecticut, appointed station manager of WHCN(FM) Hartford, Conn.

Thomas E. Berresford, NBC-TV West Coast finance department executive, named administrator, salary administration services, NBC-TV, West Coast.

Sally Ball Ehart, with WWDC Washington, joins educational television stations division of National Association of Educational Broadcasters there as assistant to executive director.

James S. Culp, manager, budgets and accounting for WRC-TV Washington, appointed manager, business affairs, succeeding **Manny Sternfeld**, who moves to New York as administrator, systems, NBC-owned stations division.

David S. Calef, program director and chief engineer at WKVT Brattleboro, Vt., named director of broadcast operations.

Stewart Yarbro, station manager and news director at WXVA Charles Town, W. Va., appointed manager of WMON Montgomery, W. Va., succeeding **James V. Curatolo**.

Joseph R. Dawson, with WBTW(TV)

Florence, S. C., named sales and merchandising manager of Jefferson-Carolina Corp., Charlotte, N. C.

W. E. McClenahan, former mid-west sales manager, Triangle Program Sales, Milwaukee, appointed assistant station manager, WFIL-AM-TV Philadelphia.

PROGRAMING



Mr. Anderson

Terry Anderson, supervising film editor for KHJ-TV Los Angeles, appointed to newly created position of director of film programming.

Frank Colletta, recently returned from Europe, appointed VP-client relations, Pablo Ferro Films, New York.

Don Garrett, director of promotion and exploitation for Screen Gems, Hollywood, appointed director of advertising and promotion for Wolper Productions and Wolper Television Sales.

Alan D. Courtney, MGM Television executive, named director of programming.

Raymond J. Husson appointed program director of WMON Montgomery, W. Va., succeeding **Don E. Coleman**.

James Whaley Jr., with WHVW Hyde Park, N. Y., appointed operations manager.

Stewart Cheifet, producer for ABC-TV news, public affairs and special events, New York, named associate producer of Storer Program Inc.'s new *Divorce Court* series.

Hal Brown and **Marvin Levine** appointed sales representatives for National Telefilm Associates in central and southeastern U. S. regions, respectively. Both also will handle sales for M&A Alexander, company's wholly owned subsidiary.

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NAB committees appointed

Assignments to three NAB committees have been made by Vincent Wasilewski, president of the National Association of Broadcasters.

Convention committee: **George W. Armstrong**, WHB Kansas City, Mo., and **John T. Murphy**, Avco Broadcasting, Cincinnati, co-chairmen; **Edward D. Allen Jr.**, WDR Sturgeon Bay, Wis.; **Otto P. Brandt**, KING-TV Seattle; **Richard D. Dudley**, WSAU Wausau, Wis.; **Frank Gaither**, Cox Broadcasting, Atlanta; **Charles E. Gates**, WGN Chicago; **Daniel W. Kops**, WAVZ New Haven, Conn.; **Carl E. Lee**, WKZO-TV Kalamazoo, Mich.; **Jack W. Lee**, WSJZ Huntington, W. Va.; **Glenn Marshall Jr.**, WJXT-TV Jacksonville, Fla.; **Donald A. Thurston**, WMNB North Adams, Mass.; **Charles H. Tower**, Corinthian Broadcasting, New York, and **Willard E. Walbridge**, with KTRK-TV Houston.

By-laws committee: **Joseph E. Baudino**, Westinghouse Broadcasting, Washington, chairman; **Roger W. Clipp**, Triangle Stations, Philadelphia; **David H. Morris**, KNUZ Houston; **F. C. Sowell**, WLAC Nashville, and **Cecil Woodland**, WEJL Scranton, Pa.

Engineering Conference committee: **Benjamin Wolfe**, Westinghouse Broadcasting, New York, chairman; **Glenn G. Boundy**, Storer Broadcasting, Miami Beach, Fla.; **Albert H. Chismark**, WHEN-AM-TV Syracuse, N. Y.; **William S. Duttera**, NBC, New York; **Dick F. Engh**, KTNT-AM-FM-TV Tacoma, Wash.; **Robert W. Flanders**, WFBM-AM-FM-TV Indianapolis; **Thomas E. Howard**, Jefferson Standard Stations, Charlotte, N. C.; **Leslie S. Learned**, Mutual, New York; **Clure H. Owen**, ABC Inc., New York, and **James D. Parker**, CBS-TV New York.

FANFARE



Mr. Crow

C. P. Crow, assistant city editor, *New York Herald-Tribune*, named director of radio and television activities in United States for Expo 67, Canadian International Exposition which opens April 28, 1967 in Montreal.

Terry Groener, supervisor of promotion, KPHO-TV Phoenix, appointed manager, TV promotion.

Laurence J. Cox, account executive at Ketchum, MacLeod & Grove, New York, named promotion manager of WTEN-TV Albany, N. Y., replacing **Gerry Sullivan**, who becomes PR director at Albany Medical Center.

Heather Woodard, with WGBS-FM Miami, appointed continuity and public service director of WGBS.

Thomas Glenn Sanberg, executive with community child care and educational organizations, joins noncommercial WTTW-TV Chicago as director of development, including fund raising.

Charles Williams, associate director of information services, WEEI Boston, named acting director of information services. He succeeds **Dean Bennett**, who has accepted fellowship in communications at Michigan State University.

Vince Paul, with KHOW Denver, named PR director.

David Jeppesen, with KALL Salt Lake City, joins promotion department of KRON-TV San Francisco.

Sheldon Leonard, producer of *I Spy*, *Gomer Pyle*, *The Dick Van Dyke Show*

NEWS

Richard A. Rosse, news bureau manager for Mutual Broadcasting System, New York, named director of news operations. **Frank Miller**, assistant secretary and program director, appointed director of special events. **Ashmead Scott**, production assistant, named manager of special news projects. **Charles Warren**, who continues as Washington news bureau manager, adds post of director of news and program operations in Washington. All report to **Charles A. King**, VP-programs and operations.

Aubrey Morris, newsman with WSB Atlanta, named news director, replacing **King Elliott**, who joins Metropolitan Atlanta Rapid Transit Authority. **Craig Crissman** appointed assistant news director. **Bert Roselle**, with WFGA-TV Jacksonville, Fla., named news editor of WSB-TV.

Bob Lane, with WGVA Geneva, N. Y., appointed news director.

Robert Abernathy, NBC-TV's congressional correspondent in Washington, transferred to Hollywood to anchor nightly news hour on KNBC-TV Los Angeles. He replaces **Jack Latham**, who will be reassigned.

Joseph Benti, with KNXT-TV Los Angeles, named correspondent for CBS News, New York. **Br. Benti** will anchor *CBS Morning News* with **Joseph Benti** starting in early September. **Vern Diamond**, director of many of CBS News's special events broadcasts, named producer-director of CBS News Election Unit. He will be in charge of all pro-

gram production for election night coverage (Nov. 8) on CBS-TV.

Peggy M. Smeeton, with Metro-media Inc., Washington, joins ABC News there as correspondent.

Neal Edwards, KCCR Pierre, elected president of South Dakota Associated Press Broadcasters Association.

Cliff Hendrix, KCSJ Pueblo, elected chairman of Colorado AP Broadcasters Association.

Tom Atkins, news director of WLWI-TV Indianapolis, appointed to news staff of WLWT-TV Cincinnati. **Glenn Wilson** named editorialist and business editor of WLW and WLWT-TV.

Roger Sharp, newscaster, WNAC-TV Boston, joins WABC New York in similar capacity.

Joe H. Sigler, with *Florida Times-Union*, Jacksonville, Fla., appointed investigative reporter for WJXT-TV, that city.

Edward Hanna, writer-producer with ABC, New York, joins WCBM-AM-FM there as writer-producer. **Joyce C. Hurley**, community service director for WABC New York, joins WCBM-AM-FM as writer.

Lon Landis, with *Newsday*, Garden City, N. Y., joins news staff of WHEN Syracuse, N. Y.

Harvey Shaw, with WGN-TV Chicago, joins WTVJ-TV Miami, as reporter-cameraman.

Larry Morrone and **John Mies**, both with WBBM-TV Chicago, join news staff of WBKB-TV there.

Newsman's grandson hit

Paul Bolton Sonntag, 18, grandson of **Paul Bolton**, news director, KTBC-TV Austin, Tex., was among those killed last Monday (Aug. 1) by a sniper firing from the library tower of the University of Texas at Austin. Mr. Sonntag, who was to begin studies at the University of Colorado in September, had been working in Austin during the summer. He was shot while strolling near the campus with a woman friend, who was also killed by the sniper. Mr. Bolton was in the KTBC-TV newsroom when he recognized the name of his grandson among those listed as dead. Both President Johnson and the First Lady telephoned Mr. Bolton to offer condolences. The Johnson family owns KTBC.

and *The Andy Griffith Show* among other TV series, named "Industry Man of the Year" by Conference of Personnel Managers, West.

Lawrence A. Phillips Jr., director for WSPD-TV Toledo, Ohio, joins Flournoy and Gibbs, Toledo-based PR firm.

EQUIPMENT & ENGINEERING

Allen Lipp, general sales manager, Viking Industries Inc., Hoboken, N. J., named VP, sales.



Mr. Fox

William E. Fox, with Browning Laboratories, Laconia, N. H., appointed to newly created position of national sales manager.

Richard Sirinsky, sales executive for Ampex Corp., Redwood City, Calif., named district sales manager for New York City area, newly created position. He will be responsible for sales of all Ampex products, with the exception of consumer products.

Charles L. Hope, national credit manager for distributors in entertainment products division of Sylvania Electric Products, Batavia, N. Y., appointed credit manager of that division.

INTERNATIONAL



Mr. Golick

Peter S. Golick, VP and managing director of Grey Advertising Ltd., Montreal, named president, newly created position.

Peter G. R. Campbell, supervisor of current affairs for Canadian Broadcasting Corp., appointed general supervisor of public affairs at CBC's English-language center in Toronto. He succeeds **Reeves Haggan**, who resigned July 7 during crisis over CBC's *This Hour Has Seven Days*.



Mr. Rewcastle



Mr. Newton

Ralph C. Rewcastle, VP of BBDO, New York, named managing director of BBDO, London, succeeding **Carroll P. Newton**, who becomes board chairman of BBDO, London. **Donald H. Cole Jr.**, VP and manager of BBDO, Montreal, moves to BBDO, New York, on Sept. 1 to assume new assignment.

Edwin J. Sherwood, account supervisor at BBDO, Chicago, will become manager of BBDO, Montreal.

Edward C. Obrist, assistant professor at Boston University and former broadcaster, appointed project manager of four-station TV network to be established by NBC International in Vietnam. **Fred Kost**, maintenance engineer at WRC-TV Washington, takes one-year leave of absence to become chief engineer of that network.

ALLIED FIELDS

Paul M. Diesel, Syracuse, N. Y., awarded The Paul W. Kesten Memorial Fellowship for study at Harvard University graduate school of business administration, Boston. Fellowship was established by CBS Foundation Inc., New York, in memory of Paul W. Kesten, former executive VP and vice chairman of board of directors of CBS Inc. **George F. Leighton**, Cleveland, awarded the James Thomas Chirurg Fellowship at Harvard's graduate school. This award is sponsored by Chirurg & Cairnes Inc., New York, Boston and Hartford, Conn., advertising and PR agency.

Donald Hine, with Bonded Services division of Novo Industrial Corp., New York, named VP for sales and marketing.

Winston L. Kirby, formerly with ABC and NBC, named director of office of radio and television at Columbia University, New York.

David B. Meblin, Pacific Coast manager of television division of Avery-Knodel Inc., San Francisco, appointed director of School of Advertising at Golden Gate College, that city.

DEATHS

J. Barry Mahool, 62, director of program operations for Radio Liberty, Munich, died July 29 at Memorial hospital in New York. During World War II he was with Office of War Information and directed operations at American broadcasting station in London. He also served as radio director of American Heritage Foundation from 1947 to 1950 and as deputy director of Radio Free Europe from 1950 to 1953. Later he was State Department advisor to Egyptian Broadcasting Service and Chinese Nationalist Radio Network. Surviving are his wife, Rita, and daughter.

Ken Marsh, general manager of WJCW-AM-FM Johnson City, Tenn., died July 28.

Dr. William H. Grimditch, 69, pioneer in TV development, died July 27 in Boca Raton, Fla. Credited with over 24 inventions, Dr. Grimditch had patented such devices as built-in radio

antenna, flat-faced TV tube and dry-charged battery. With Philco Corp., he helped start WPTZ(TV) Philadelphia (now KYW-TV) one of the earliest TV outlets in the country. Surviving are his wife, Anne (McDowell), son, daughter and seven grandchildren.

Charles H. Friedrich, 49, director of tax administration for RCA, died July 31 in his home at New Shrewsbury, N. J. Surviving are his wife, Joan, daughter and son.

Verle (Tad) Jones, 43, director of engineering for KAYO Seattle, died July 26 of apparent heart attack at Cedar Rapids, Iowa. Survivors include his wife, Sara, two sons and daughter.

Rex Maupin, 69, music director at WKBK-TV Chicago, died July 28 of complications arising from pneumonia. He entered broadcasting in 1929 in Chicago and later joined NBC before moving to ABC in 1953.

Mrs. Charles N. DeRose, 53, wife of VP and general manager of WHYN-AM-FM Springfield, Mass., died July 19. Surviving are her husband and two sons.

Frank Chapman, 66, retired opera and concert singer and a founder of American Guild of Musical Artists, died July 27 of emphysema at his villa near Florence, Italy.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 28 through Aug. 3, 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

Owensboro, Ky.—Owensboro On The Air Inc. Granted CP for new UHF on channel 19 (500-506 mc); ERP 515 kw vis., 94 kw aur. Ant. height above average terrain 371 ft., above ground 405 ft. P.O. address: c/o Malcolm Greep, Box 522, Owensboro 42302. Estimated construction cost \$511,281; first-year operating cost \$303,000; revenue \$351,000. Studio and trans. both located in Owensboro. Geographic coordinates 37° 46' 32" north lat., 87° 09' 31" west long. Type trans. GE TT-57A; type ant. GE TY-25B. Legal counsel Wilner & Bergson, Washington. Principals: V. J. Steele (69.4%), M. A. Rhodes (19.0%), Malcolm Greep (11.0%) and Pauline Steele (0.6%). Owensboro On The Air is licensee of WVJS and WSTO(FM) Owensboro. Action July 27.

Henderson, Nev.—Charles Vanda. Granted CP for new VHF on channel 5 (72-78 mc); ERP 13.5 kw vis., 7 kw aur. Ant. height above average terrain 1,133 ft., above ground 74 ft. P.O. address: 9100 Sunset Boulevard, Los Angeles. Estimated construction cost \$288,070; first-year operating cost \$280,000; revenue \$375,000. Studio and trans. locations both Henderson. Geographic coordinates 36° 00' 26" north lat., 115° 00' 23" west long. Type trans. RCA TT-2BL; type ant. Co-El CO-9MD. Legal counsel Samuel Miller, Washington; consulting engineer Serge Bergen, Fairfax, Va. Mr. Vanda, sole owner, is majority owner of TV production firm. Member Sloan dissented. Action July 27.

Nashville—Mid-Continent Television Corp. Granted CP for new UHF on channel 30 (566-572 mc); ERP 44.7 kw vis., 4.47 kw aur. Ant. height above average terrain 241 ft., above ground 298 ft. P.O. address: c/o Marion W. Crabtree, 812 Crabtree St., Chillicothe, Mo. 64601. Estimated construction cost \$254,475; first-year operating cost \$300,000; revenue \$300,000. Studio and trans. locations both Nashville. Geographic coordinates 36° 09' 00" north lat., 86° 48' 01" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DL. Legal counsel Welch & Morgan, Washington; consulting engineer

Serge Bergen, Fairfax, Va. Principals: Marion W. Crabtree and William E. Welch (each 50%). Mr. Crabtree owned clothing store and is now in insurance and investment business. Mr. Welch is executive and stockholder in bank. Action Aug. 2.

APPLICATIONS

St. Petersburg, Fla.—Hubbard Broadcasting Inc. UHF channel 44 (650-656 mc); ERP 802 kw vis., 180 kw aur. Ant. height above average terrain 1,458 ft., above ground 1,470 ft. P.O. address: c/o Stanley S. Hubbard, 3415 University Ave., St. Paul 55114. Estimated construction cost \$1,612,200; first-year operating cost \$500,000; revenue \$350,000. Studio location to be determined; trans. to be located in Riverview, Fla. Geographic coordinates 27° 49' 51" north lat., 82° 16' 00" west long. Type trans. RCA TTU-50C; type ant. RCA TFU-30J. Legal counsel Frank U. Fletcher; consulting engineer Lohnes and Culver, both Washington. Principals: Stanley E. Hubbard (61.79%), Thomas E. Bragg (8.17%), Didrikke S. Hubbard (15.84%), Paulette B. Godfrey Harrison (5.65%) and Crocker Citizens National Bank, trustee under will of Vera S. Bragg, deceased. Hubbard Broadcasting is licensee of KSTP-AM-FM-TV St. Paul, KOB-AM-FM-TV Albuquerque, N. M. and WGTO Cypress Gardens, Fla. Ann. Aug. 1.

*Elizabethtown, Ky.—Kentucky State Board of Education. UHF channel 23 (524-530 mc); ERP 190 kw vis., 38 kw aur. Ant. height above average terrain 652.2 ft., above ground 650 ft. P.O. address: c/o O. Leonard Press, State Office Bldg., Frankfort, Ky. 50601. Estimated construction cost \$350,242; first-year operating cost not available. To be supplied by funds from state of Kentucky. Studio to be located in Lexington, Ky.; trans. to be located in Elizabethtown. Geographic coordinates 37° 40' 55" north lat., 85° 50' 32" west long. Type trans. RCA TTU-10A; type ant. RCA Pylon TFU-30J. Legal counsel Miller & Schroeder, Washington; consulting engineer Ronald B. Stewart, Lexington, Ky. To be administered by state ETV board. Ann. Aug. 1.

*Owensboro, Ky.—Kentucky State Board of Education. UHF channel 52 (698-704 mc); ERP 188 kw vis., 37.5 kw aur. Ant. height above average terrain 711 ft., above ground 598 ft. P.O. address: c/o O. Leonard Press, State Office Bldg., Frankfort, Ky. 40601. Estimated construction cost \$363,242. To be supplied by funds from state of Kentucky. Studio to be located in Lexington, Ky.; trans. to be located in Owensboro. Geographic coordinates 38° 31' 32" north lat., 84° 48' 40" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Miller & Schroeder, Washington; consulting engineer Ronald Stewart, Lexington, Ky. To be administered by state ETV board. Ann. Aug. 1.

Baltimore—Baltimore Broadcasting Co. UHF channel 54 (710-716 mc); ERP 706 kw vis., 141.2 kw vis. Ant. height above average terrain 534 ft., above ground 439 ft. P.O. address: c/o Elmer Nolte, 5436 Harford Rd., Baltimore 21214. Estimated construction cost \$722,382; first-year operating cost \$398,-

700; revenue \$290,000. Studio location to be determined; trans. to be located in Baltimore. Geographic coordinates 39° 19' 54" north lat., 76° 39' 30" west long. Type trans. RCA TTU-30A (LA); type ant. RCA TFU-30J. Legal counsel Booth and Lovett; consulting engineer Kear and Kennedy, both Washington. Principals: C. Elmer Nolte, Frank H. Durkee Jr., Samuel B. Temple (each 28.57%) and Warren W. Lepczyk (14.29%). Mr. Lepczyk is manufacturer's representative for General Electric communications products. Messrs. Durkee, Temple and Nolte are all engaged in various enterprises, among them being motion picture theaters, parking lots and concessions at drive-in theaters. They have no other broadcast interests. Ann. Aug. 2.

Existing TV stations

NEW CALL LETTERS ASSIGNED
WTVR(TV) Richmond, Va.—Roy H. Park Broadcasting of Virginia Inc. Assigned WTVR-TV.
Ithica, N. Y.—Anthony Ceracche. Assigned WCIC(TV).

New AM stations

ACTION

Jackson, Ga.—Robert P. Shapard Jr. Granted CP for new AM on 1540 kc, 1 kw D. P.O. address 765 East College Street, Griffin, Ga. Estimated construction cost \$23,574; first-year operating cost \$22,060; revenue \$25,000. Mr. Shapard has interest in textile manufacturing plants and WGRI Griffin. Action Aug. 2.

Fosston, Minn.—Fosston Broadcasting Co. Granted CP for new AM on 1480 kc, 1 kw D. P.O. address: c/o E. P. De La Hunt Jr., Box 49, Park Rapids, Minn. Estimated construction cost \$9,300; first-year operating cost \$14,800; revenue \$18,000. Edward P. De La Hunt is sole owner of Fosston Broadcasting and majority stockholder in KPRM Park Rapids, Minn. Action July 7.

Bowling Green, Mo.—Pike County Broadcasting Co. Granted CP for new AM on 1530 kc, 1 kw D. P.O. address: c/o Charles Clayton, 611 Olive St., St. Louis. Estimated construction cost \$32,500; first-year operating cost \$30,000; revenue \$43,000. Principals: J. Paul Salois, Betty A. Salois (each 25%), John J. Papas (8.324%) and others, none over 5%. Mr. Salois is engineer with KWK St. Louis. Mrs. Salois is housewife. Mr. Papas is with McDowell Aircraft Corp. Action Aug. 1.

APPLICATIONS

Blacksburg, Va.—William B. Mathews Jr. 1430 kc, 1 kw D. P.O. address: Route 2, Box 271, Blacksburg 24060. Estimated construction cost \$16,932; first-year operating cost \$32,000; revenue \$47,000. Mr. Mathews is assistant athletic director at Virginia Polytechnic Institute in Blacksburg. He has no other broadcast interests. Ann. Aug. 2.

Cabo Rojo, P. R.—David Ortiz Radio Corp. 930 kc, 500 w, DA-D, D. P.O. address: c/o David Ortiz-Cintrón, Box 1075, Arecibo, P. R. 00612. Estimated construction cost \$16,949; first-year operating cost \$18,000; revenue \$30,000. Principals: David Ortiz-Cintrón (50%), Inocencia Aviles de Ortiz (5%) and Virginio Ortiz-Cintrón (45%). David Ortiz-Cintrón is owner of mobile advertising company and 33 1/3% owner of WITE-FM Mayaguez, P. R. Virginio Ortiz-Cintrón is land owner. Ann. Aug. 1.

Existing AM stations

ACTION

■ Commission, by Commissioners Hyde (chairman), Bartley, Lee, Loevinger and Wadsworth, with Commissioners Cox and Johnson not participating, on July 28 adopted order denying petition by WMOZ Inc. for stay of effectiveness of May 11 order requiring termination of operations of WMOZ Mobile Ala. by July 31.

NEW CALL LETTERS ASSIGNED

WSKP Miami—WSKP Broadcasters. Assigned WOCN.

WMBG Richmond Va.—Roy H. Park Broadcasting of Virginia Inc. Assigned WTVR.

Rochelle, Ill.—Tilton Publications Inc. Assigned WRHL.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 4

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
			CP's		for new stations
AM	4,058	21	75	398	
FM	1,493	20	259	217	
TV-VHF	472	22	23	183 ¹	
TV-UHF	91	31	98		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 4

	VHF	UHF	Total
Commercial	518 ²	220	738
Noncommercial	70	76	146

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1966

	AM	FM	TV
Licensed (all on air)	4,057 ³	1,494	558 ⁴
CP's on air (new stations)	18	21	55 ⁵
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

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, one AM operates on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

Gallatin, Tenn.—Ellis J. Jones Jr. Assigned WAMG.

Fortuna, Calif.—Dale A. Owens. Assigned KIXF.

Burnsville, N. C.—James B. Childress. Assigned WKYK.

APPLICATIONS

KENO Las Vegas—CP to increase daytime power from 1 kw to 5 kw; and install new trans. Ann. Aug. 2.

WROA Gulfport, Miss.—CP to change hours of operation from D to U using power of 5 kw D and N; change ant.-trans. location to 6 miles north of Gulfport; install DA system; install new trans. Ann. Aug. 1.

New FM stations

ACTIONS

Flagstaff, Ariz.—Guy Christian. Granted CP for new FM on 92.9 mc, channel 225, 60 kw. Ant. height above average terrain 2,000 ft. P.O. address: Box 1930, Flagstaff. Estimated construction cost \$22,159; first-year operating cost \$10,620; revenue \$9,960. Mr. Christian is licensee of KAFF Flagstaff and applicant for new AM in Santa Fe, N. M. Action July 25.

Jackson, Ga.—Robert P. Shapard Jr. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 255 ft. P.O. address: 765 E. College St., Griffin, Ga. 30233. Estimated construction cost \$18,783; first-year operating cost \$6,263; revenue \$4,000. Mr. Shapard is in textile manufacturing business, also applicant for new AM in Jackson. Action July 25.

*Albuquerque, N. M.—The Regents of University of New Mexico. Granted CP for new FM on 90.1 mc, channel 211, 3.7 kw. Ant. height above average terrain minus 78 ft. P.O. address: c/o Harry Joseph, KNMD, New Mexico Union, Albuquerque 87106. Estimated construction cost \$12,585; first-year operating cost \$17,852. To be supported by college funds and federal work-study grants. To be administered by board of regents. Action July 18.

*Lebanon, Tenn.—Cumberland College of Tennessee. Granted CP for new FM on 91.3 mc, channel 217, 10 kw. Ant. height above average terrain 175 ft. P.O. address: c/o

William O. Barry, Box 221, Lebanon. Estimated construction cost none as equipment is to be donated; first-year operating cost \$1,000. To be supported by college funds. To be administered by board of directors. Action July 18.

APPLICATIONS

Boonville, Ind.—Boonville Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 185 ft. P.O. address: c/o Henry C. Sanders, WBNI Boonville 47601. Estimated construction cost \$18,050; first-year operating cost and revenue not given. Principals: Henry C. Sanders (75%) and Norman Hall (25%). Messrs. Sanders and Hall have 75% and 25% interests, respectively, in WBNI Boonville and WPCO Mt. Vernon, both Indiana. Ann. Aug. 1.

Sidell, La.—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, Ga. 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 WBNA-AM-FM Bay Minette, Ala., and WLBB-AM-FM Carrollton, and also has applications pending for new AM's in Auburn-Opelika, Ala., and Sidell, La. Corrected item.

*New York—Wagner College. 89.1 mc, channel 206, 176 kw. Ant. height above average terrain 393 ft. P.O. address: c/o Dean Adolph J. Stern, 631 Howard Ave., Staten Island, New York 10301. Estimated construction cost \$8,042; first-year operating cost \$1,000. To be supported by college funds. To be administered by board of trustees. Ann. Aug. 3.

Bellefontaine, Ohio—Charles H. Chamberlain. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 300 ft. P.O. address: RR #2, Box 69, Bellefontaine 43311. Estimated construction cost \$23,140; first-year operating cost \$30,000; revenue \$36,000. Mr.

Chamberlain is owner of welding service and investment real estate. He has no other broadcast interests. Ann. Aug. 3.

Tappahannock, Va.—Rappahannock Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 210 ft. P.O. address: c/o George C. Clanton, 318 Prince St., Tappahannock 22560. Estimated construction cost \$32,000; first-year operating cost \$50,000; revenue \$50,000. Principals: George C. Clanton (47%), Mrs. Minnie M. Clanton (49%) and Anna F. Clanton (2%). Mr. Clanton is owner of motion picture theater and publisher of *The Rappahannock* (Va.) Times. Rappahannock Broadcasting Corp. has application pending for new AM in Tappahannock. Mr. Clanton is also mayor of Tappahannock.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Jackson, Miss.—Rebel Broadcasting Co. of Mississippi. Assigned WJMI(FM).

Green Bay, Wis.—Green Bay Broadcasting Co. Assigned WDUZ-FM.

APPLICATIONS

KRCS Sacramento, Calif.—Petition for reconsideration of commission action of 6-15-66, denying petition for reconsideration of commission action of 3-17-66 dismissing application for modification of CP which authorized new FM. To be operated on: 95.1 mc, channel 236, 11.5 kw. Ann. July 25.

Ownership changes

ACTIONS BY FCC

KCEE-AM-FM Tucson, Ariz.—Granted assignment of license from Associated Broadcasters of Tucson Inc. to Strauss Broadcasting Co., owned by Robert S. and Theodore H. Strauss (each 50%). Robert S. Strauss is lawyer. Messrs. Strauss both have interests in KIXL-AM-FM Dallas. Consideration \$200,000 plus \$50,000 noncompetition agreement. Action Aug. 2.

WDEE-FM Hamden, Conn.—Granted assignment of license from The Southern New England Broadcasting Corp., licensee of WDEE Hamden, Conn., to KOPS Communications Inc. Consideration \$50,000. Action July 29.

WNOC and WNFM(FM) Naples, Fla.—Granted voluntary acquisition of positive control of licensee corporation, Radio Naples Inc., by Daniel B. Langley and Luise M. Langley, jointly (14.35% and 13.80%, respectively before, 57.44% together after) through purchase of stock from William J. Ryan (50.83% before, 20.57% after). Other stockholders remain same. Consideration is transfer of stock in CATV firm. Action Aug. 2.

WABR Winter Park, Fla.—Granted assignment of license from Contemporary Broadcasting Co. to Norfolk Broadcasting Corp., owned 100% by Louis H. Peterson. Norfolk Broadcasting is licensee of WNOR-AM-FM Norfolk, Va., 50% owner of Delta Teleradio Corp., assignee for assignment of construction permit for KHMA-TV Houlma, La. Norfolk Broadcasting is also owner of two outdoor display companies. Consideration \$375,000 plus \$10,000 for consultation. Action Aug. 2.

WVOB Bel Air, Md.—Granted transfer of control of licensee corporation Bel Air Broadcasting Co. from Lee L. and Mickey B. Case, joint tenants, Frank B. and Susan R. Case, joint tenants, LeRoy E. and Jessie M. Stokes, joint tenants, John D. Worthington III, executor of estate of John Worthington, John D. Worthington III and Richard W. Worthington, joint tenants (together 100% before, none after) to John D. Worthington III, Richard W. Worthington, individually and as trustees with Annie McCurdy Worthington, under will of John D. Worthington, deceased. Worthington family owns 100% of Shield Press Inc. Consideration \$23,865. Action July 28.

WISH-TV Boston—Granted transfer of control of licensee corporation, New Boston Television Inc., from Boston Catholic Television Center Inc. and Austin A. Harrison to Storer Broadcasting Co. Storer Broadcasting is owned by George B. Storer (30.21%), Francis S. Ryan (4.65%) and others, none of whom own more than 1%. Storer Broadcasting is licensee: KGBS Los Angeles; WGBS-AM-FM-TV Miami; WAGA-TV Atlanta; WJBK-FM-TV Detroit; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo, both Ohio, and WITI-TV Milwaukee. Consideration \$2,276,511.66. Action July 27.

KENM Portales, N. M.—Granted assignment of license from Plains Broadcast Co.

to Portales Broadcasting Co. Portales is owned by Carol Cagle (40%), Wyeth Patterson, Gary Robert Ackers and Larry Dale Ackers (each 20%). Mr. Patterson is presently employed with KVOP Plainview, Tex. Messrs. Ackers both own 11.6% in KRBC Abilene, Tex. Miss Cagle owns 23.2% of KRBC and 9.6% of KRBC-TV and KACB-TV. Consideration \$240,000. Action July 27.

WDVR Philadelphia—Granted assignment of license from David L. Kurtz to WDVR Inc., owned 100% by David L. Kurtz. Assignment is for legal purposes only. No consideration. Action July 29.

WKMC Roaring Spring, Pa.—Granted transfer of control of licensee corporation Cove Broadcasting Co. from Walter O. Kramp (13.3% before, none after), Melvin H. Shaw, Marion Shaw, Amos C. Shaw (each 19.3% before, none after) and Boyd E. Shaw (18.8% before, none after) to Fort Bedford Enterprises Inc., owned by William A. Jordan (17.67%), Harold S. Hill, George Gayman (each 8.33%) and Charles F. Brown (6.67%) and others, none more than 5%. Fort Bedford is applicant for new FM in Bedford, Pa. Consideration \$85,000. Action July 29.

APPLICATIONS

WRWJ Selma, Ala.—Seeks assignment of license from Roland Jordan tr/as Central Alabama Broadcasting Co. to Kathleen E. Stutts. Mrs. Stutts has no other broadcast interests. Consideration \$69,500. Ann. July 29.

KFAY Fayetteville, Ark.—Seeks assignment of license from H. Weldon Stamps to Big Chief Broadcasting Co. of Fayetteville, owned by Lovelle Morris Beasley (55%), Omer Carl Thompson, Bill Harper (each 20%) and Levo Patrick Demaree (5%). Messrs. Beasley, Thompson and Harper all have interests in KTCS-AM-FM Fort Smith, Ark. and KTOW Sand Springs, Okla. Messrs. Beasley and Thompson also have interest in KLPB-AM-TV Oklahoma City. Consideration \$150,000. Ann. July 29.

KBRB Leadville, Colo.—Seeks acquisition of positive control of licensee corporation, Continental Divide Broadcasting Co., by John H. East (45% before, 60% after) through purchase of stock from Thomas T. Farley (45% before, none after) and John B. Farley (10% before, none after). Hawkeye Venture Capital Corp. has option to purchase remaining 40%. Consideration \$74,424. Ann. Aug. 1.

WWBC Cocoa, Fla.—Seeks assignment of license from Blue Crystal Broadcasting Corp. to Astro Enterprises Inc., owned by Arthur Fox, Mercer L. King, William H. Brown (each 22%), William J. Diamantas, John Kalimnios (each 12%) and DeWayne McCauley (10%). Principals have no broadcast interests. Consideration \$120,000. Ann. Aug. 2.

WPFA Pensacola, Fla.—Seeks assignment of license from Edwin H. Estes to WPFA Radio Inc., owned by Thomas E. Gibbons (40%), Mrs. Charles Lamar Jr. (20%), K. P. Reilly, W. G. Switzer (each 15%) and Marvin James Jr. (10%). Mr. Gibbons is president of Guaranty Broadcasting Corp., licensee of WAFL-TV Baton Rouge, La. None of other principals has broadcast interests. Consideration \$202,000. Ann. Aug. 2.

WAAM Ann Arbor, Mich.—Seeks assignment of license from Radio Ann Arbor Inc. to Babcock Co. owned 100% by Frank Babcock. Mr. Babcock also owns 100% of Radio Ann Arbor. Assignment is to eliminate one corporation. No consideration. Ann. Aug. 1.

WLST Escanaba, Mich.—Seeks assignment of license from Mining Journal Co. Ltd. to Frank J. Russell, who owns 100% of Mining Journal. Assignment is for tax reason of corporate elimination. No consideration. Ann. Aug. 1.

WMIQ Iron Mountain, Mich.—Seeks transfer of control of licensee corporation Iron Mountain-Kingsford Broadcasting Co., from Iron Mountain Publishing Co. to Frank J. Russell, who owns 100% of Iron Mountain Publishing Co. See WLST above.

WDMJ-AM-FM Marquette, Mich.—Seeks transfer of control of licensee corporation, The Lake Superior Broadcasting Co., from Mining Journal Co. Ltd. to Frank Russell, who owns 100% of Mining Journal. See WLST above.

WMKT South St. Paul, Minn.—Seeks transfer of control of licensee corporation, South St. Paul Broadcasting Co., from Roger D. Wilson (76% before, none after) to Sterling H. Saunders and Stanley H. Krinsky (none before, 38% each after). Messrs. Saunders and Krinsky are both presently stockholders in WMKT and are applicants for new AM

in Oshkosh, Wis. Consideration \$55,000. Ann. Aug. 1.

KBOA-AM-FM Kennett, Mo.—Seeks transfer of control of licensee corporation, Kennett Broadcasting Corp., from Earl G. Vandiver, Robert H. Conner, Paul C. Jones, et al to KBOZ Inc., owned by Maurice F. Dunne Jr. (31.633%), Charles C. Earls, John W. Hough and Eleanor I. Dunne (each 19.184%) and others. Mr. Dunne has interest in KTHS Berryville, Ark. and in application for new TV on channel 57 in Janesville, Wis. Mr. Hough is lawyer and also has interest in KTHS. Mr. Earls has interest in and is employed with KTHS. Consideration \$260,000. Ann. July 28.

WTFN Franklin, N. H.—Seeks transfer of control of licensee corporation, Franklin Broadcasting Corp., from Eugene W. Clark (51% before, none after) to New England Broadcasting Co. (none before, 51% after). New England Broadcasting is wholly owned by C. Edward Rowe, and is licensee of WGAW Gardner and WSRO Marlboro, both Massachusetts. Consideration \$10,200. Ann. Aug. 2.

WSNY Schenectady, N. Y.—Seeks assignment of license from Western Gateway Broadcasting Corp. to Radio WSNY/1240 Inc., owned by Gene F. Seehafer (52%), Madeline T. Seehafer (35%), Francis J. Stratman, Skitch Henderson (each 2%) and John T. Parente (9%). Mr. Seehafer is author of college text books on radio-TV advertising. Mr. Stratman is owner of WMWM Wilmington, Ohio. Mr. Henderson is on NBC-TV's Tonight Show with Johnny Carson. Dr. Parente is gynecologist and cancer specialist. Consideration \$280,000. Ann. Aug. 1.

WCIV(TV) Charleston, S. C.—Seeks transfer of control of licensee corporation, First Charleston Corp., from WTMA-TV Inc., Calhoun Life Insurance Co., Charles A. Womack et al to Evening Star Broadcasting Co., owned 100% by The Evening Star Newspaper Co., publishers of The (Washington) Evening Star. Evening Star Broadcasting is licensee of WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va. Consideration \$2,178,787 plus approximately \$400,000 assumption of obligations. Ann. Aug. 2.

KJIM Fort Worth—Seeks assignment of license from Everett S. Salley and C. D. Salley db/as KJIM Broadcasting Co. to Everett S. Salley (60% before, 54% after), C. D. Salley (40% before, 36% after) and Broadcast Consultants Corp. (none before, 10% after) db/as KJIM Broadcasting Co. Broadcast Consultants is 100% owned by Tracy-Loe Co., advertising agency. Consideration \$20,000 with option to buy 70%. Ann. Aug. 2.

WTVR White River Junction, Vt.—Seeks transfer of control of licensee corporation, Green Mountain Radio Inc., from Frederick M. Daley Jr. (99.7% before, none after) to R. M. Radio Inc., owned 100% by Rex Marshall. Mr. Marshall is radio-TV commercial announcer. He has no other broadcast interests. Consideration \$55,000. Ann. Aug. 2.

KREN Renton, Wash.—Seeks assignment of license from Stephen C. Wray and Raymond H. Pounder db/as Washington Broadcasting Co. to Washington Broadcasting Inc., owned by Raymond H. Pounder, Stephen C. Wray (49.9% each), Joseph A. Salvatore and Laneta J. Pounder (each 1%). No consideration. Principals wish to form corporation. Ann. Aug. 2.

WMAN Marinette, Wis.—Seeks transfer of control of licensee corporation, Marinette Central Broadcasting Co., from Mining Journal Co. Ltd. (54% before, none after) to Frank Russell (6% before, 60% after). Mr. Russell owns 100% of Mining Journal. See WLST above.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Chesapeake Engineering Placement Service Inc. for new TV to operate on channel 45 in Baltimore, and denying application of Erway Television Corp. for same facility. Action Aug. 3.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Fitzgerald C. Smith tr/as Southington Broadcasters for new AM to operate on 990 kc, 500 w, DA, in Southington, Conn. Action Aug. 1.

■ Hearing Examiner Forest L. McClennen issued supplemental initial decision affirming, with modifications, his Dec. 21, 1964 initial decision looking toward revoking licenses of Quality Broadcasting Corp. for WKYN and WFQM(FM) San Juan, and Ra-

dio Americas Corp. for WORA-FM Mayaguez, both Puerto Rico. Three stations are jointly owned by Alfredo R. de Arellano Jr. family through corporate entities.

On March 31, 1965, commission granted petition by George A. Mayoral for leave to intervene, reopened record and remanded proceeding to hearing examiner for further hearing.

Charges involved in proceeding were (a) violation of sec. 325(a) of Communications Act which prohibits rebroadcast of program or any part thereof of another broadcasting station without express authority of originating station and that such violations occurred after permission to rebroadcast programs of originating stations had been refused by Department of Defense; (b) violation of sec. 73.118 and 73.288 of commission's rules in failure to identify questioned programs as being mechanical reproductions; (c) that licensees operated in such fashion as to falsely create impression that programs were coming directly and simultaneously from Mutual Broadcasting System; and (d) that responses to commission's inquiries were in part evasive, lacking in candor, and constituted misrepresentations made with intention of deceiving commission. Action July 28.

■ Hearing Examiners Elizabeth C. Smith, Thomas H. Donahue and Sol Schildhouse issued joint initial decision in consolidated proceeding limited to determination of issues relating to character qualifications of Fitzgerald C. Smith, who is involved in separate proceedings on applications for new AM's in Southington, Conn., Lebanon, Pa., Catonsville, Md. and Eastern Long Island Broadcasters Inc. for new FM in Sag Harbor, N. Y.

Examiners concluded that intervenor Meriden-Wallingford Radio Inc., licensee of WMMW, Meriden, Conn., did not meet burden of proof which had been placed on it as to issues involved in consolidated proceeding.

Upon consideration of entire record in this proceeding, including particularly findings of fact, examiners concluded "that intervenor, Meriden-Wallingford Radio has failed to establish by competent evidence (1) that application of Southington Broadcasters contains misrepresentations of fact or fails to reflect information called for in the application; (2) that the testimony of Fitzgerald C. Smith given in the hearing of Southington Broadcasters on May 25, 1965, included misrepresentations of fact or was materially lacking in candor; (3) that there is any real party in interest to the Southington Broadcasters application other than Fitzgerald C. Smith; or (4) that Fitzgerald C. Smith does not possess the basic character qualifications of a Commission licensee." Action July 28.

FINAL ACTIONS

■ Commission en banc, by Commissioners Hyde (chairman), Bartley, Lee and Johnson, on Aug. 3 granted petition by McLendon Pacific Corp., Oakland, Calif., for additional ten minutes (30 minutes instead of 20 minutes) for oral argument in proceeding on liability of forfeiture.

■ In proceeding on applications of WDX Inc. and Radio Orangeburg Inc. for new FM's to operate on channel 294 in Orangeburg, S. C., review board granted their joint request for approval of agreement whereby WDX would reimburse Orangeburg \$2,048 for expenses incurred in prosecution of its application in return for its withdrawal; dismissed, but with prejudice, Orangeburg application; granted WDX application and waived sec. 73.210 of rules to permit establishment of main studio 1.8 miles northwest of city limits of Orangeburg. Member Stone concurring with statement. Action Aug. 1.

■ By decision, commission ordered Tele-Systems Corp. to cease and desist within two days from operation of its CATV system at Springfield township, Pa., which is within Grade A contours of several Philadelphia stations (1) until 30 days after notice is given to licensees/permittees of all TV's within whose Grade B contours CATV operates as required by sec. 74.1105 of rules, and (2) in such way as to extend signals of any TV beyond its Grade B contour in violation of sec. 74.1107, and specifically to cease and desist from supplying to its subscribers signals of New York City stations WNEW-TV, WOR-TV and WPIX(TV). Action July 27.

■ Members Berkemeyer and Kessler, with member Nelson concurring and issuing statement, on July 25 adopted decision denying application of Ned N. Butler and Claude M. Gray, db/as The Prattville Broadcasting Co., for new AM to operate on 1330 kc, 1 kw, DA, D, in Prattville, Ala.

Aug. 24, 1965 supplemental initial decision looked toward this action.

Record in this proceeding was reopened by review board on Sept. 29, 1964, and remanded to hearing examiner for further proceedings on enlarged issues to determine, among other things, whether Ned N. Butler, licensee of WTLS Tallassee, Ala., had submitted falsified program logs in connection with last filed renewal application.

Board concluded that "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."

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications of James L. Hutchens for new AM to operate on 1400 kc, 250 w, U, in Central Point, Ore., and Faith Tabernacle Inc. to change facilities of KRVC Ashland, Ore., from 1350 kc, 1 kw, D, to 1400 kc, 250 w-N, 1 kw-LS, review board held in abeyance their point request for approval of agreement whereby Hutchens would reimburse KRVC for expenses in return for its dismissal, pending compliance by KRVC with provisions of sec. 1.525(b) (2) concerning publication of intended withdrawal so that other persons may be afforded opportunity to apply for its facilities. Member Nelson abstained from voting. Action Aug. 2.

■ In proceeding on applications of Kansas State Network Inc. and Highwood Service Inc. for new TV's to operate on channel 29 in Topeka, Kan., review board granted petition by Highwood to extend time to Aug. 16 to file response to opposition to its petition to enlarge and delete issues. Action Aug. 2.

■ By separate memorandum opinion and orders in proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, Texas, respectively, review board denied two petitions by Cosmopolitan to enlarge issues as to Huntley. Member Nelson not participating; Member Slone concurring but voting for staffing issue. Action July 28.

■ In Syracuse, N. Y., channel 9 proceeding, review board granted petition by Broadcast Bureau to extend time to Aug. 12 to file responsive pleadings to petition by Syracuse Television Inc. to enlarge issues. Action July 28.

■ Review board granted petition by Atlantic Broadcasting Co., Bethesda, Md., to extend time to Aug. 1 to file responsive pleadings to motion by WOL Inc. to strike and/or opposition to petition to enlarge issues in proceeding on application for assignment of licenses of WOL-AM-FM Washington, from the Washington Broadcasting Co. to WOL Inc. Action July 27.

■ In proceeding on applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Co. for new FM's in Martin, Tenn., review board granted petition by Northwest to extend time to Aug. 15 to file response to opposition and comments to its petition to enlarge issues. Action July 26.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on Aug. 1 granted request by Mid-American Broadcasting Co. to extend time from Aug. 2 to Aug. 16 to file reply comments to partial opposition of Salina Broadcasting Inc. and the National Association of Educational Broadcasters to its TV rulemaking proposal involving Salina and Lincoln Center, both Kansas.

■ Commission on Aug. 1 granted motion by KPRO Inc., Riverside, Calif., to extend time from July 29 to Aug. 13 to file comments and from Aug. 9 to Aug. 23 for replies in FM rulemaking proposal involving San Bernardino, Calif.

By the Office of Opinions and Review

■ In proceeding on revocation of license of Santa Rosa Broadcasting Co. for WSRM Milton, Fla., granted petition by Broadcast Bureau to extend time from July 29 to Aug. 12 to file reply to petition for reconsideration. Action Aug. 1.

■ In Syracuse, N. Y., TV channel 9 proceeding in Doc. 14368 et al., granted petition by seven of eight applicants to extend time from July 29 to Aug. 5 to file reply to oppositions of Syracuse Television Inc. and Broadcast Bureau to petition and joint request for approval of agreement and con-

sideration to be paid. Action July 29.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearings in proceeding on application by City of Camden to assign license of its WCAM Camden, N. J., to L & P Broadcasting Corp.; scheduled prehearing conference for Sept. 8 and hearing for Sept. 29. Action July 29.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing on petition of Midwest Television Inc., San Diego, for relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area; scheduled prehearing conference for Sept. 8 and hearing for Sept. 27. Action July 26.

■ Designated Examiner Charles J. Frederick to preside at hearing on application of Rice Capital Broadcasting Co., Crowley, La., for new AM; scheduled prehearing conference for Sept. 6 and hearing for Oct. 6. Action July 26.

■ Designated Examiner Jay A. Kyle to preside at hearing on applications of Harriscope Inc. to change facilities of its KTWO Casper, and Family Broadcasting Inc. for new AM in La Grange, both Wyoming; scheduled prehearing conference for Sept. 1 and hearing for Oct. 4. Action July 25.

By Hearing Examiner Basil P. Cooper

■ In Washington TV channel 50 proceeding, granted petition by Theodore Granik to continue from July 29 to Aug. 12 time to file proposed findings and from Sept. 6 to Sept. 13 for replies. Action July 29.

■ Scheduled further hearing Aug. 5 for consideration of requests for admission of exhibits in proceeding on applications of Nebraska Rural Radio Association, Lexington, and Town & Farm Co., Grand Island, both Nebraska, to change facilities for AM's. Action July 27.

By Hearing Examiner Millard F. French

■ Scheduled further prehearing conference for Sept. 19 and continued hearing presently scheduled for Sept. 19 to date to be set at further conference in proceeding on FM applications of Olean Broadcasting Corp. and Normandy Broadcasting Corp., both Glens Falls, New York. Action July 28.

■ Reopened record in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for new TV's to operate on channel 45 in Baltimore, and granted petition by Chesapeake for leave to amend its application to show certain minor changes in stock ownership in Commercial Radio Institute Inc. and again closed record. Action July 28.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Emerald Broadcasting Corp., Eugene, Ore. and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif., for CP's to change facilities of their AM's KPJR and KDHI, respectively, granted letter request of counsel for Hi-Desert and continued date for filing proposed findings of fact and conclusions of law from Aug. 1 to Aug. 15. Action July 24.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Arthur A. Cirilli for renewal of license of WIGL Superior, Wis., et al., granted nunc pro tunc petition for continuance of dates and continued hearing from Sept. 7 to Oct. 10. Action July 29.

■ On examiner's own motion, scheduled oral argument for July 29 on joint petition for 30-day continuance of scheduled procedural dates in proceeding on renewal and assignment of license applications of Arthur A. Cirilli, trustee in bankruptcy of WIGL Superior, Wis., and application of Quality Radio Inc., also Superior, for AM construction permit. Action July 28.

■ After prehearing conference, scheduled procedural dates and postponed hearing from Sept. 12 to Oct. 3 in proceeding on applications of TVue Associates Inc. and Galveston Television Inc. for new TV's to operate on channel 16 in Galveston, Tex. Action July 28.

By Hearing Examiner Forest L. McClennan

■ In proceeding on AM applications of Woodward Broadcasting Co., Wyandotte, Mich., and Storer Broadcasting Co., Cleveland, granted petition by WJW and waived publication rules to extent of permitting publication by petitioner of issues 2, 3, 7, 14 and 15 and permitting computation of time for newspaper publication and for broadcast publication to commence with release date of order. Action July 27.

■ Formalized by order certain agreements reached at prehearing conference of July 22 and scheduled certain procedural dates in

proceeding on application of Island Broadcasting System Inc. for new TV to operate on channel 55 in Riverhead, N. Y. Action July 27.

■ Denied motion of Robert Burdette and Associates Inc. (KGRB), West Covina, Calif., to quash or limit scope of examination by interrogatories designed to elicit service provided by KGRB to communities of Pasadena and Whittier, two of communities proposed for station location by applicants in Costa Mesa-Newport Beach, Calif., proceeding. Action July 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, (Docs. 15688, 15708), granted Chicagoland petition to reopen hearing record to amend its application to reduce a. power, and closed record. Action July 26.

By Hearing Examiner Herbert Sharfman

■ Denied petition by Emmet Radio Corp. for leave to amend its application without prejudice to its filing within 10 days new petition in proceeding on its application and that of Tri-State Broadcasters Inc. for new AM's in Estherville and Sioux Center, Iowa, respectively. Action July 29.

■ In Boston TV channel 5 proceeding, granted motion by Boston Broadcasters Inc., WHDH Inc. and Charles River Civic Television Inc. to correct transcript of hearing and closed record. Action July 28.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on revocation of license of Santa Rosa Broadcasting Co. for WSRM Milton, Fla., and application of Santa Rosa Broadcasting Co. for new FM in Pensacola, granted petition of Santa Rosa Broadcasting Co. and dismissed, but with prejudice, its application for new FM in Pensacola. In separate action, pursuant to agreement at prehearing conference, continued hearing now scheduled for Sept. 14, to date to be fixed at further prehearing conference on that date. Action July 26.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of August 2

KIML Gillette, Wyo.—Granted CP to change frequency to 1270 kc, increase power to 1 kw-N, 5 kw-LS; install DA-N and new trans.; change ant.-trans. and studio location; conditions.

KLJB Liberal, Kan.—Granted CP to increase power of daytime station to 1 kw, install new trans.; conditions.

Granted licenses covering new noncommercial educational FM's as follows: *WGEV (FM), Geneva College, Beaver Falls, Pa. *WMUH(FM), Muhlenberg College, Allentown, Pa.

*WMKY-FM Morehead, Ky.—Granted mod. of license to change name of licensee to Morehead State University.

WIOO Carlisle, Pa.—Granted license covering new AM station with remote control; condition.

WCMB Harrisburg, Pa.—Granted license covering use of former main trans. as auxiliary trans. at main trans. location.

WOKB Winter Garden, Fla.—Granted license covering increase in power, install DA-D, new trans. and specify type trans.; conditions.

KOMA Oklahoma City—Granted license covering changes in DA system.

WFIL Philadelphia—Granted license covering use of former main trans. as auxiliary trans. at main trans. location.

WEBR Buffalo, N. Y.—Granted license covering use of former main trans. at main trans. location as auxiliary trans.

WSIX Nashville—Granted license covering use of old main trans. at main trans. location as alternate main trans.

KLPW-FM Union, Mo.—Granted mod. of CP to change type trans., type ant., and change address of studio and trans. sites.

KIMN-FM Denver—Waived sec. 73.210(a) (2) of rules and granted mod. of CP to change studio location and remote control point; change type trans.; install dual polarized ant., increase ant. height to 730 ft.; ERP 51 kw.

WRCP-FM Philadelphia—Granted license covering new FM station.

WTBO-FM Cumberland, Md.—Granted SCA on subcarrier frequency of 87 kc.

Granted extensions of completion dates for following stations: WCMR Elkhart, Ind., to Sept. 15; KEND Cheyenne, Wyo., to Jan. 15, 1967; WTTTO Toledo, Ohio, to Sept. 15;

(Continued on page 99)

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.

Manager needed for new southern Michigan small market daytime. Sales and programming background required. Box H-111, 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.

Station managers. If you invest \$15M in a radio station @ 29% down, this would buy you a \$50,000 property. Not much of a station. Whereas, the same \$15M investment can return \$52M a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail: Mr. V. R. Good, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Sales manager needed by busy Ohio daytime. Opportunity earn 5 figure salary. Sell us. Box H-73, BROADCASTING.

Salesman for leading eastern major market stereo station with excellent ratings. Good salary plus commission. Must know the business and be able to sell it otherwise don't apply. Opportunities for advancement. Box H-93, BROADCASTING.

Announcer-salesman needed by brand new facility in suburban Washington, D. C. area which has just increased to 5000 watt full time. Send resume and tape to Box H-110, BROADCASTING.

Move up to sales manager at southeast Missouri station. Need creative salesman with ability. Box H-116, BROADCASTING.

Highly successful 5,000-watt NBC good-music station on the Gulf Coast has a money-making opportunity for a professional go-getting radio salesman. Liberal guarantee against top commissions. Send complete resume, including photograph, to Bo Mitchell, WCOA Radio, P. O. Box 1669, Pensacola, Fla.

Sales manager—WGNO Granite City, Illinois, C. Norman.

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.

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.

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.

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.

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.

Experienced better music air personality with mature voice for Ohio market under 50,000—modern facilities—complete fringe benefits—fine sound and service image—good pay—automatic raises. Box H-78, BROADCASTING.

Immediate opening for announcer: Excellent small market station. Good pay. Must have first phone. Send resume to Box H-81, BROADCASTING.

Wanted: Announcer for midwest AM-FM. Fine community. Opportunity for production & news. Please submit tape & resume. Box H-115, BROADCASTING.

Wanted: Afternoon personality. Strong on conversation, Talk show oriented. Good music, medium market south offers good pay, copious fringe benefits. Send tape, photo & resume to Box H-137, BROADCASTING.

Major market fulltime AM is staffing. Need jocks, Newsmen, with an adult approach to contemporary format. Ala-Cordig/Phillips/Ingraham. Tape. resume to Box H-138, BROADCASTING.

Announcers—(cont'd)

Indiana FM-AM needs staff announcer. Opportunity to do some news. Please send tape & resume to Box H-140, BROADCASTING.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

KBUD Athens, Texas has immediate opening for mature, experienced announcer. No top 40.

Present member of staff leaving for college. Need announcer with 3rd phone. Send tape and resume to Herb Witthauer—KDAK—Carrington, South Dakota.

Openings for 1st phone MOR announcers with flair for news, programming, and/or production. Send complete details or phone Gene Loffer, KGEZ Kalispell, Montana 406-756-4331. (No collect calls.)

Top midwest small market station needs willing worker with bright sound and third class. Daytime up-tempo operation with adult appeal in college town under ten-thousand. Must handle tight board, news and knowledge of production. If you feel your experience and personality apply... Send tape and resume immediately to KGRN Grinnell, Iowa.

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.

Announcer with first-phone for board shift. Very little maintenance. Send tape and particulars to Paul Rahders, KSDN Aberdeen, South Dakota.

First opening in years. Need 1st phone announcer for our new nighttime. Want man looking to future. Boyce Hanna, WADA Shelby, North Carolina.

Position available Sept. 1st for experienced staff announcer with 3rd endorsed. Send tape and resume to WASA Havre de Grace, Md.

Michigan opening on staff for experienced announcer. Bright MOR format. 40 hour week. Benefits. Third class license. Contact Jack Loehr, Program Director. WBCM Bay City, Michigan.

Opening for—first class announcer-engineer. Evening announcing shift with good music format. Salary open. Contact WCCW Traverse City, Michigan.

Announcer/newsman — Some experience necessary. Progressive station in rapidly growing community. Rush tape & resume to Jerry Caster, WCSI Columbus, Indiana.

For regional network operation 50 kw FM, 5 kw AM. Experienced craftsman, age 35-50 with family, seeking permanency. Send full resume references, recent photo and tape to Don Knowles, WDEA, 68 State Street, Ellsworth, Maine.

Immediate opening in America's vacationland for the swinger with a ticket for the 7 to midnight shift. We're a closely knit team and we want a good team member. Pay according to experience and ability, plus many hops. Call 1-218-722-2873 or send tape and resume to Dave Gordon, WEBC Duluth, Minn.

Announcers—(Cont'd)

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.

Experienced announcer with good voice. Opening for 1st phone or 3rd. Salary depends on ability. Contemporary format. WFAW Fort Atkinson, Wisconsin.

Radio—Air personality. Showman to be big fish in little pond. Adult station. Prefer former MC, musician, organ and piano would help. PD job open. References checked. Interview necessary. Salary open. No collect calls. Ken Gordon, WFTR Front Royal, Va. 703-635-4121.

WFVA-AM-FM, Fredericksburg, Virginia, losing fine announcer to executive job. Immediate opening: Announcer and/or newsman, ABC affiliate. Contemporary, but not hard rock sound. \$100 start plus generous fringes. Send tape (we'll return), full story and good references which we'll check thoroughly. 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, WKEI Kawane, Illinois 61443.

Audience building announcer—for diversified top 40, capable of calling football and basketball, can earn more and advance to bigger markets, get in on ground floor of large publicly held radio group operation. Excellent working conditions, good salary. Call Hudson Millar and rush tape to WKUL, Airmedia Stations, P.O. Drawer 620, Cullman, Alabama 35055. Code 205-734-3171.

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.

Announcer needed immediately — modern, pop, middle road format. Experience determines salary—broadcast graduates considered. Send tape and resume, Robert Dix, WOLD Marion, Virginia—call 703-783-7109.

Experienced announcer, WPRS-FM-AM: Paris, Illinois. Send tape & resume, third class with endorsement required.

5000 watt full time operation needs one full-time and one part-time announcer. First phone desired but not essential. Send tape and resume to WPRW Manassas, Virginia.

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, WSVA-AM-FM-TV Harrisonburg, Virginia.

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.

Experienced announcer needed immediately. Good pay. Good hours. Good location. Call 475-8585, Kershaw, S. C.

There are a number of employment and advancement opportunities with the Donrey Media Group in newspaper, radio and television. Donrey operates in six states including Hawaii and Alaska. Write Personnel, P. O. Box 1359, Ft. Smith, Arkansas. Equal opportunity employer.

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.

Technical—(Cont'd)

Engineer trainee with first phone for network station. Box G-241, BROADCASTING.

Qualified engineer for network station in south Texas. Box G-246, BROADCASTING.

Immediate opening for qualified AM-FM first phone engineer. Prefer man with experience in maintaining studio equipment and transmitters. Call Gene Rader, Chief Engineer, KBIM-AM-FM & TV, 622-2120 Or write P. O. Box 910, Roswell, New Mexico.

Chief engineer with light announcing 5 kw KENN Farmington, N. M. Send resume and tape.

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.

First class licensed operator for transmitter duty. 5 kw DA-2, 50 kw FM. No maintenance. Send resume and references to Don Knowles, WDEA Ellsworth, Maine.

Engineer—First phone, contact Radio Station WFAH Alliance, Ohio. Telephone 821-1111.

Chief engineer. Ability to announce and assume administrative duties from planning design to maintenance. Good equipment. New shop, will equip for right man. Salary open for permanent man. References checked. Interview necessary. No collect calls. Ken Gordon, WFTR Front Royal, Va. 703-635-4121.

WHWH, 5 kw DA-2, 6 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No weekends. 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 engineer—emphasis on maintenance, some board work. Phone or write: Ken Carter, WORL Boston.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

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.

FM station with format of sacred music and programs desires dedicated chief engineer/announcer. WRBS-FM Baltimore, 301-433-6800.

Have immediate opening for engineer with 1st phone. Must have some knowledge or interest in DA's, AM-FM transmitter and audio. For details, write Grady Dixon, Chief-Technical Department, WROK, 1100 Tamarack Lane, Rockford, Illinois.

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-318, BROADCASTING.

NEWS—(Con'td)

Fulltime news director to gather, write, and air local news, challenging opportunity, college community. KHAS Hastings, Nebraska.

News director opening for WELV Ellenville, N. Y. Good pay. Call or write Al Dresner, 914-831-1260.

News director, man or woman. Gather, write, broadcast local news, write editorials. Must have experience, education, appearance. Excellent opportunity. Salary open. Established debt-free station. References checked. Personal interview necessary. No collect calls. Ken Gordon, WFTR Front Royal, Va. 703-635-4121.

Newsman who can read crisp, brisk newscast with confidence and authority. Will pay for experience—but writing ability and eagerness to work for go-getting medium-market news operation will count heavily in absence of formal news training. Send short news tape, samples or writing, and resume. Durham Caldwell, News Director, WHYN Springfield, Mass.

Experienced newsman who can cover it, write it and report it wanted for central Pennsylvania, five station market. Opportunity to move into (talk) show. Salary commensurate with background. Flash experience. Contact Lou Murray, WRTA Altoona, Penna.

Production—Programing, Others

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.

Take charge program director with basic top forty experience—ability to handle all details of programing, production, promotion with top rated station in new chain—Gulf south area—career opportunity. Send tape, resume and reference. Box H-86, BROADCASTING.

Florida 5 kw rocker needs first phone announcer. Excellent pay, benefits, working conditions. Prefer young man wanting to grow with new broadcasting group. Box H-113, BROADCASTING.

Program director wanted immediately for new C&W station. Midwest. Must be able to program station, plan promotions, work air shift. Salary open. Box H-118, BROADCASTING.

Program manager: Take charge of inside operation of expanding Missouri radio station. Box H-139, BROADCASTING.

Talented, experienced woman air personality commercially oriented to do program on regional Gulf Coast NBC good-music station and contact clients. Replace highly successful personality fifteen years with this station leaving the market. Speed off-air tapes, ad lib copy, picture, references, and requirements. WCOA Radio, P. O. Box 1669, Pensacola, Florida.

Top adult station seeks an above-average copywriter with above-average announcing ability for production commercials. Emphasis on copy. Excellent opportunity and security. Staff of 18 averages 9 years with station. Please mail resume, tape and samples of written commercials. WSLI, Box 8187, Jackson, Mississippi.

RADIO

Situations Wanted—Management

Manager with over twenty years radio and TV wants to relocate in midwest. Call 219-563-7110 or write Box H-33, BROADCASTING.

Cantankerous radio vet—over twenty years experience in all phases—will manage your operation with view towards eventual investment. Demanding, but fair. Not inexpensive but worth the price. Must have free hand. Can increase station cash flow. Wire or write. Let's set an appointment. Box H-75, BROADCASTING.

Management—(Cont'd)

General manager successfully running No. 1 station. Large southwestern market. Produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable and respected winner, I'm your man. 38, married, family. Want quality ownership. Box H-94, BROADCASTING.

Thirty years experience in broadcasting. Management, sales, promotion, consultant, engineering. First license. Now in Indiana, but location is open. Growth opportunity into multiple operation preferred. Replies confidential. Box H-106, BROADCASTING.

Number two man . . . at number two station . . . In million market would like to be number one man in smaller market. Ready now for station management. Presently top air personality, program director, promotion designer . . . strong on personal sales and experienced in sales management. Married, 32, active in church, reliable. I'd like to hear your best offer. Call any evening after 7:00 p.m. EST . . . 919-288-2266 or Write Box H-131, BROADCASTING. If you have a management problem, "relief is just a phone call away!"

Accountant/Business manager-radio/TV. CPA with eight years top level broadcast accounting and financial experience. Group comptroller position eliminated due to decentralization. Charter member, former board member IBFM. Actively contributed broadcast industry financial accomplishments. Resume on request. Quick availability. Box H-134, BROADCASTING.

Sales

Top producer (market's population: 150,000). With station 8 years. Married, 32, children. Management opportunities primary — not market's size, ratings, prestige. Box H-100, BROADCASTING.

Situations Wanted—Announcers

Sportscaster. . . Experienced. Radio play-by-play and TV. First phone. Box G-188, 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.

Negro, top-forty, jazz dj. wants start with progressive station. Tapes and resume available. FM, Jazz also acceptable. Box H-76, BROADCASTING.

I'm searching for a bigger market to present my style to. If you're interested please write Box H-79, BROADCASTING.

Trained, experienced announcer-copywriter. Employed male. Third. Relocate southern Rockies, or southwest. MOR-or-FM, afternoon, nighttime preferred. \$85. Request tape, samples, references. Box H-82, BROADCASTING.

Experienced dj. announcer, authoritative newscaster, tight board, MOR, mature sound, not a floater. Box H-87, BROADCASTING.

Somewhere in the greater New York area there is a MOR station, non-screaming top-40 station, or production studio that needs a good, young, married, production-minded announcer who wants to move up. Currently employed in the area. Box H-88, BROADCASTING.

Young female beginner wants engineering and announcing on east coast. Nations Capital broadcasting school graduate. Box H-89, BROADCASTING.

Experienced top 40 dj, news, tight board, want to settle, versatile. Box H-90, BROADCASTING.

Talented female dj—announcer—newscaster. Bright, friendly, relaxed style. N. Y. C. and surrounding areas. Box H-97, BROADCASTING.

I'm free, (but expensive)—I rock—I sell, (all-nite!) Best—I'm available! Soonest! Box H-98, BROADCASTING.

Man-wife. Endorsed thirds. Prefer west of Salt Lake. Box H-99, BROADCASTING.

Announcers—(cont'd)

Announcer-C&W, news, easy-listening. Married—mature seeking security and advancement. No rock. Prefer medium Texas market. Box H-101, BROADCASTING.

Young, married, draft exempt, medium market dj seeks job with contemporary station. Looking for PD-music director training and position. Third, radio school, 2 years radio, sales, good references. Good morning man. Box H-104, BROADCASTING.

DJ, sales, and news training. Six years experience. Married. Honest. Desire to go places in radio. Box H-105, BROADCASTING.

DJ 7 years experience, at present station 6 years, need change. Seek position with top 40 station, have done morning, afternoon, and evening shows. Married, veteran, 31 years old. Tape, photo and resume on request. Box H-107, BROADCASTING.

Young dj/announcer. Married, 3rd phone swinger or middle or road. Will travel. Tape and resume on request. Box H-108, BROADCASTING.

Sports/sales combo man seeking higher potential, 6 years radio/TV experience . . . Family. Box H-109, BROADCASTING.

Mature, all-round announcer, deejay, experienced. 3rd class endorsed. Willing to travel. Easy to please, available immediately. Box H-112, BROADCASTING.

Negro announcer/dj combo—beginner but well trained. Will relocate. 3rd phone, endorsed. Box H-117, BROADCASTING.

DJ—News, 22, single, broadcasting school graduate. Personality plus. Hard worker, will relocate. Service completed. 3rd, endorsed. Box H-120, BROADCASTING.

Mild winters wanted! Announcer, pro, forty, stable, family. Excellent salary. Box H-122, BROADCASTING.

Experienced football play-by-play broadcaster desires 1968 college football schedule in northeast. Tape available. Box H-123, BROADCASTING.

Gone for a year. Experienced major mid-west market radio and TV announcer wants back in! DJ, news, sports, or TV. College grad. 3rd endorsed. Box H-125, BROADCASTING.

Negro jazzman, news, married wants to settle. 3rd phone. New York. New Jersey. Conn. desired. Box H-128, BROADCASTING.

"Talk" star . . . Well known personality available—Top record in news-sports-civic affairs-theater: Highest achievements in radio and TV: Worked on city Crime Commissions. This man has top national celebrity associations: Will bring major league sound and image to station. World traveled: Dynamic: Responsible . . . and more important, explosively commercial. Willing also head up news department. Call 212-KI 3-3498 . . . Write Box H-129, BROADCASTING.

Experienced sportscaster interested in combining play-by-play sports with either travel time or evening sports interview-discussion show. Minimum \$200 weekly, including talent fees. Box H-130, BROADCASTING.

First phone! Adult music. Intimate style. extensive music background. Heavy AM-FM experience. Nights preferred. P. O. Box 205, Bloomfield, New Jersey, 201-227-1103.

First phone top-forty—C&W. Have 1 year experience. Will relocate Ga., Ala., Fla. Willing to work hard and learn. No sales. Paul Bowden, P. O. Box 1183, Clewiston, Fla.

Sports announcer-eight years experience. Play-by-play experience. 203-333-4527.

Top 40 jock, 6 months experience. 3rd phone, tight board, draft deferred, not a floater. Will relocate. 10763 Somerset, Detroit, Michigan 48224.

Technical

Consulting engineer wants permanent position as working chief. Box H-5, BROADCASTING.

Broadcast technician, first phone seeks job learning installation and maintenance. Will relocate, available immediately Box H-91, BROADCASTING.

NEWS

Top-notch newsmen wants to relocate in metro market. Box H-10, BROADCASTING.

Award-winning, newsmen-director, first phone, \$500 +, write Box-80, BROADCASTING or call 405-524-45463.

Serious, thorough, and ambitious, newsmen. College graduate. Experienced. First phone if required. Box H-127, BROADCASTING.

Production—Programing, Others

Program & production manager. Sales down? Ratings down? Contemplating a format change? Let me put you on top & increase sales! Box H-77, BROADCASTING.

Program executive and outstanding sports specialist wants locale change from New England. Twenty years in excellent markets. Medium to major market desired by school time. Box H-102, BROADCASTING.

Program director—personality—production—currently employed—6 years experience—\$150. Box H-124, BROADCASTING.

TELEVISION

HELP WANTED

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

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.

Wanted—experienced television announcer for top-mid-southern station affiliated with NBC and owned by outstanding group broadcaster. Splendid staff, good working conditions, great climate. Looking for man with youthful appearance, mature judgment and outlook to handle varied staff assignments and commercials. Sports interest helpful. All our group employees know of this ad. Send photo, resume Box H-103, BROADCASTING.

Virgin Islands: WSVI-TV, Channel 8, 31 King Cross Street, Christiansted, St. Croix, U. S. Virgin Islands. We are ready to add a capable, versatile man to our staff. Good voice and appearance required for on-camera work. Typing ability necessary, as you will handle Program Logs and traffic. This beautiful Caribbean island is ideal for snorkeling, skin or scuba diving, swimming, or just enjoying the sun. Due to difficult housing situation, we prefer a single man who could join us immediately. Start at \$104.00 for 48 hour week. \$120.00 if you have first class license. Airmail complete information, including references and recent photo.

Strong southeastern VHF needs sports director and booth man. Salary plus talent. Will consider radio man with solid sports background. Call Operations Director, Fairfax-2-8828, Columbus, Georgia.

Help Wanted—Technical

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, BROADCASTING.

TELEVISION

Help Wanted Technical—(Con'td)

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, BROADCAST-ING.

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.

Television technician: Permanent position for capable man. Interesting work in pleasant surroundings. Excellent retirement plan and health insurance. WHIO-TV, Dayton, Ohio.

Wanted immediately—Studio technicians with first class license. Top wages. Large market VHF station. Contact Arthur Bone, WJRT-TV, Flint, Michigan. 313-239-6611 collect.

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.

WSBT & TV offers young technician the chance to join top-rated, progressive station. Many area firms including local color transmission. Will train tech school graduate with first class license and military satisfied. Write personnel director, South Bend Tribune, South Bend, Indiana 46626.

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.

Experienced television engineer wanted to operate and maintain CCTV mobile unit. Salary dependent upon experience and qualifications. Write P. O. Box 174, Northfield, Minnesota.

Electronic equipment technician. Operation, service, repair to closed TV Circuit television installation at College. Test and service all types of electronic equipment. Analyze and operate equipment plans and operate equipment in performance of operation and repair work. Salary \$212.00 bi-weekly. Generous sick and vacation leave and retirement benefits. Write Business Manager, West Chester State College, West Chester, Pennsylvania.

NEWS

Wanted—2 high calibre reporters for news and sports in a leading Virginia market. Both must be strong airman who can place emphasis on visual TV. Send resume and VTR (if possible) to Box H-85, BROADCASTING.

TV news editor wanted. Award winning news station. Good air personality essential. Send resume, picture and tape if available to Don Stone, KTVI, Sioux City, Iowa.

NEWS—(Con'td)

Need young, aggressive newsman looking for a future. Some on the air work and much "beating the streets." Sixteen mm camera experience preferred, not essential. Please send resume and salary requirement to WALB-TV Albany, Georgia. No phone calls please.

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, Fetzter 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-223, 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 management or sales management. Box H-26, BROADCASTING.

Sales

TV Sales manager. Highly experienced salesman/administrator with 20 years broadcast background. Successful in present position with important group but no growth possibility. Mature, stable, ethical, a professional. \$20,000. Box H-114, BROADCASTING.

Announcers

Who will gamble on unknown, but potential winner? Experienced radio announcer would rather switch. Box H-126, BROADCASTING.

Technical

TV Engineer, 1st phone. experience. GE-RCA, UHF transmitter, microwave, maintenance, studio, switching, & film projection. Technical school graduate. Box H-74, BROADCASTING.

Family man wants to relocate. Variety of broadcast experience and education. Over 5 years with present station. Box H-136, BROADCASTING.

Engineer desires job, chief or assistant; college engineering; experience 10 years plus; Operation, installation, maintenance, xmtr., studio plus microwave; no floater, presently employed. Box H-121, BROADCASTING.

NEWS

Experienced TV news reporter-photographer with background in film editing, directing, wants air work opportunity. Box H-83, BROADCASTING.

Production—Programing, Others

Need an experienced creative producer-director with an MA to boot? Currently employed but looking. Is it worth a 5¢ stamp to find out why I can do the job better than anyone else? Box H-56, BROADCASTING.

Production manager, on air kiddie show—commercial personality, wishes to relocate. 11 years all phases. Best references. Box H-92, BROADCASTING.

Creative, young director-writer, 2 years experience in news, documentary, educational programs. College grad. Looking for aggressive organization with opportunity. Married, 23. Location open. Resume on request. Box H-133, BROADCASTING.

Producer-director, separating from army in September. Single, B.S. degree. Four years experience Educational Television. Write air mail only. Ben Shapiro. Box 331, Fort Clayton, Canal Zone.

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.

Want to buy two used Seeburg record changers similiary to type used in automation broadcast systems. Call collect M.D. Smith, III, 871-0383 Birmingham, Alabama.

Spotmasters wanted (dead or alive) model 500 & 505. Broadcast Products Co., 18804 Woodway Dr., Derwood, Maryland. (301) 942-1224.

Wanted to buy—Immediately . . . Air-cooled 50 kw AM broadcast transmitter. Must be complete and preferably not over 10-12 years old. Contact WQIK, 1924 Main, Jacksonville, Fla. 904-354-4501.

Frequency monitor for 1110 kc. Modulation monitor, turntables, cart. tape recorder. WFCG, Box 404, Franklinton, Louisiana.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-440 440 Columbus Ave. NYC

Co-axial cable—Helix, Styroflex, Spirloline, 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.

New GRK 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.

Raytheon 0.1 watt microwave, videotape, and 5820s on sale. 212-EN 2-5680 or Box H-64, BROADCASTING.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

G.E. Phono cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N. Y. 13152.

Transmission line—950' of 3½" Teflon, Andrew type 552-1 with expansion hangers. Contact KVTI, Sioux City, Iowa—Phone 712-277-2345.

Ampex VR-1500 video recorder, demonstrator, like new \$4,000.00. Also, new Ampex 602-2 Recorder \$625.00. Mardix, 1160 Terra Bella Ave., Mountain View, Calif. 415-961-3030.

3 RCA TK-60 camera chains—complete. Includes full lense compliments. One RCA TS-40 switcher-colored. Call LewRon Television, Baltimore, Maryland 301-727-3750.

Emergency power generator, International Harvester Model 1 U-21. 30 kw. 3 phase, 60 cycle. WKYX, Paducah, Kentucky.

FOR SALE—Equipment

Continued

Frequency monitor service for AM monitors including G.R., RCA, Gates, Doolittle, W.E. etc. Frequency change and other services. Reasonable prices, prompt service. Call or write before shipping. Eidson Electronic Co., Temple, Texas.

For sale: Eight used towers. If we don't have the tower you want we will build it. U. S. Towers, 249 Bartow Lane, Petersburg, Va.

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-Elz 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.

DEEJAYS! 6,000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

Have you got a musical Fungus? Exclusive one-liners in your market. LYNN Publications, 2100 Divisadero, #4, San Francisco, California. Free sample.

INSTRUCTIONS

G.I. Bill approved correspondence or resident preparation for your first class FCC license. Also, Communications Technology and A.S.E.E. degree programs. Accelerated (7 week) "first phone" resident classes begin: In Hollywood September 14, November 2, January 18; in Seattle, September 7, October 26, January 4. For full details, write Dept. K., Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programming, 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.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

INSTRUCTIONS—(Cont'd)

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, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

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

Sales

\$15,000 SALARY

Plus commission . . . Unlimited opportunity. Forming National sales force for Radio and Television syndication firm. Need Eastern and Southeastern Regional Sales Managers. Syndication experience desired, background in broadcasting essential. Must have late model car. Write or call collect:

Dick Morrison, V.P. Sales
SPOT PRODUCTIONS INC.
P.O. Box 9360
Fort Worth, Texas
AC 817-ED 6-8151

Be sure to write, BROADCASTING INSTITUTE, Box 6071, 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.

Announcers—(Cont'd)

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.

ANNOUNCER- PERSONALITY

For the first time in ten years WHAS is auditioning announcers for its TV-Radio staff.

Send comprehensive resume, recent photo and tape to:

ALAN WILSON

Personnel Department

WHAS, Inc.

Louisville, Kentucky 40202

Announcers

\$25,000.00 AIR PERSONALITY NEEDED NOW

50 KW middle of the road station in top 10 market wants a "REAL" TALENT. Send tape & resume today. All applicants will be advised of the exact opening & station call letters.

No Placement Charge!

Our staff is aware of this ad!

Nationwide Broadcast Personnel Consultants



645 North Michigan Avenue
Area code 312 337-7075
RON CURTIS—President



RADIO

Help Wanted

Announcers—(Cont'd)

\$18,000 JOCK TOP FORTY

Top 10 market station needs 6:00 pm to 9:00 pm jock who can get ratings!

Call Byron Holton—
312-337-7939

Nationwide Broadcast Personnel
Consultants

No Placement Fee.

Technical

CHIEF ENGINEER

for radio station in Geneva, New York. Must know transmitter, and radio equipment. Excellent working conditions with progressive New York station group. Ideal living on Seneca Lake.

WRITE OR CALL: PAUL DUNN
WGVA, GENEVA, NEW YORK
(315) 789-1200

An Equal Opportunity Employer.

NEWS

NEWS ANNOUNCER

Major market station needs hard-hitting, authoritative voiced newsmen who can write as well as deliver exciting newscast for major, top 40 station.

Rush tape and resume.

Your chance to move up to a top 10 market.

Box H-84, Broadcasting.

Production—Programing, Others

Radio Production Manager

Wanted: Top flight creative radio production manager by one of midwest's leading CBS affiliates. You will work with a creative three man continuity department. No writing necessary. Send tape, samples of work, photo and resume to:

Box H-119, Broadcasting.

Situations Wanted—News

STAN MAJOR

is
available immediately
Just back from 2nd tour
in
VIET NAM

TV or Radio News and/or
talk show

Call 815-645-2762

or

P.O. Box 147

Mt. Prospect, Ill.

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.

GENERAL MANAGER

Arkansas VHF Network Station. Beginning salary \$18,000 per year minimum. Must have complete knowledge of television sales, programing, engineering, etc.

Please give complete details. All communications kept confidential

Box H-96, 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.

Technical—(Cont'd)

TV ENGINEER

Major Pharmaceutical firm is seeking a television engineer to operate and maintain color TV broadcasting equipment used in Medical Color TV programs. Position involves travel throughout the United States approximately 30% of the year. Applicant should have experience with color TV broadcasting equipment. Liberal salary program and excellent benefit coverage. Please send resume, including work experience and current earnings to:

ROBERT B. TURNBULL

Smith Kline & French Labs.

1502 Spring Garden Street

Philadelphia, Pa. 19101

An Equal Opportunity Employer

Production—Programing, Others

ARE YOU A BRIGHT, PERSONABLE GIRL with television-film background? Responsible position with N.Y.C.-based film distributor to promote on phone, book and service 175 TV stations with public service programs. Good voice and appearance. Occasional travel. Resume, salary and availability.

Box H-132, Broadcasting.

MISCELLANEOUS

HOW YOUR STATION CAN

OFFER \$200—\$100—\$50 and other CASH PRIZES 10 TIMES EVERY DAY

WE (not you) pay all winners!

Choice of three exciting promotions: "Lucky Initials", "Lucky Social Security Numbers" or "Lucky Dollars." Each offers Big Cash Prizes to your listeners with NO RISK TO THE STATION. Winners a-plenty guaranteed. Total cost to station only \$49.50 per week. Proven successful on nearly 1,000 stations. Boost ratings. Increases time sales. For details telephone collect LE 9-7575, or write Dept. C, Azrael Productions, 913 N. Charles St., Baltimore, Md. 21201.

EMPLOYMENT SERVICE



PLACEMENTS

A courteous confidential service for Broadcasters
1615 California St., (303) 292-3730
Denver, Colorado 80202

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

METEOROLOGIST

Immediate opportunity for a meteorologist with successful television experience to work in various aspects of meteorology with emphasis on professional TV presentation.

Please send air check & resume to:

Mr. Harry Geise—Weather Director

WCBS-TV

51 W. 52nd St., N.Y., N.Y. 10019

FOR SALE—Equipment

**Ideal for FM Operation
or Semi-Automation of AM
Excellent Condition**

- 1 Ampex 351 Schafer Make-up Unit,
with 25 cycle oscillator
- 1 Ampex 350 Recorder
- 5 PB 2's, silence sense, photo cells

\$6,750—Terms

Also

- 2 BQ103A RCA automatic turntables
with BA-26A transistor pre-amplifiers: \$650 each.

**Thoms Radio-TV Enterprises
75 Scenic Highway, Asheville, N.C.**

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.

**MAJOR MARKET
FM FULL TIMER
EXCELLENT GROWTH AREA
ATTRACTIVE TERMS**

Box H-135, Broadcasting.

La Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH

NEW YORK, N. Y.

265-3430



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

NEED HELP?

Place Your AD in

Broadcasting

**where it receives
nationwide display.**

(Continued from page 92)

WCRT Birmingham, Ala., to Sept. 15; KING Seattle, to Sept. 12; KGAF Gainesville, Tex., to Feb. 28, 1967; WLOB Portland, Me., to Oct. 30.

Actions of August 1

Notified Broadcasting Corp., licensee of KXXL Bozeman, Mont., that it has incurred apparent forfeiture liability of \$200 for failure to make yearly equipment performance measurements in violation of sec. 73.47(a) of rules.

*WLVT-TV Allentown, Pa.—Granted license covering new noncommercial educational TV station.

KLXA-TV Fontana, Calif.—Granted mod. of CP to change type trans., ant. location; change ERP to 260 kw vis. and 52 kw aur.; decrease ant. height to 2,890 ft.

WNYS(TV) Syracuse, N. Y.—Granted license covering interim operation on channel 9; ERP vis. 537 kw DA and aur. 8.13 kw DA.

WKOR(TV) Rochester, N. Y.—Granted license covering interim operation on channel 13 and to specify studio location.

WSVA-TV Harrisonburg, Va.—Granted mod. of license to change studio location.

WPHL-TV Philadelphia—Granted license covering new TV station.

WCAX-TV Burlington, Vt.—Granted license covering CP and to specify ERP 37.6 kw vis., 7.4 kw aur.; ant. height 2,740 ft.

KOTA-TV Rapid City, S. D.—Granted licenses covering changes in television station and to redescribe studio location; and to utilize previously authorized main trans. for auxiliary purposes only.

*KTPS(TV) Tacoma, Wash.—Granted CP to change type trans., change ERP to 338 kw vis., 50 kw aur.; ant. height 420 ft.

WJAC-TV Johnstown, Pa.—Granted license covering changes in TV station.

WWUP-TV Sault Ste. Marie, Mich.—Granted license covering changes in TV station.

KABL-FM San Francisco—Remote control permitted.

Following stations were granted extensions of completion dates as shown: KJDO-TV Rosenberg, Tex., to Oct. 12; KVOS-TV Bellingham, Wash., to Feb. 1, 1967; KIKS-TV Lake Charles, La., to Feb. 1, 1967; WRTV (TV) Asbury, N. J., to Feb. 1, 1967; *KPNB-TV North Platte, Neb., to Feb. 1, 1967.

Actions of July 29

Granted change of remote control authority for following stations: KALL Salt Lake City, and KJCK-AM-FM Junction City, Kan.

WBAP-TV Fort Worth—Granted license covering changes in TV.

KLFY-TV Lafayette, La.—Granted license covering changes in TV.

WCAX-TV Burlington, Vt.—Granted license covering changes in TV.

*KASU(FM) Jonesboro, Ark.—Granted mod. of CP to change type ant. with ERP 3.5 kw.

WNAU-FM New Albany, Miss.—Granted mod. of CP to change type trans. and ant.

WSTO(FM) Owensboro, Ky.—Granted mod. of CP to make changes in ant. system.

WSTM(FM) St. Matthews, Ky.—Granted mod. of CP to change ant.-trans. and studio locations; change type trans.; remote control permitted; change type ant.; increase ERP to 3 kw.

WSSV-FM Petersburg, Va.—Granted mod. of CP to change type trans., install dual polarized ant., operate with ERP of 3 kw; condition.

WREK(FM) Woodstock, Ill.—Granted CP to replace expired permit which authorized new FM.

KSL(FM) Salt Lake City—Granted CP to install new trans. and increase vertical ERP to 11.5 kw.

WJMC-FM Rice Lake, Wis.—Granted CP to install new auxiliary trans. at main ant.-trans. location.

WFTN Franklin, N. H.—Granted extension of completion date to Nov. 24.

Granted renewal of licenses for following stations and co-pending auxiliaries: WCOY Columbia, Pa.; WGBI-AM-FM Scranton, Pa.; WGET Gettysburg, Pa.; WMCK McKeesport, Pa.; WTEL Philadelphia; WJBR (FM) Wilmington, Del.

Granted renewal of licenses for following main stations and co-pending auxiliaries: KDKA-TV Pittsburgh, WBRE-TV Wilkes-Barre, WDAU-TV Scranton, WFIL-TV Philadelphia, WHP-TV Harrisburg, WICU-TV Erie, WJAC-TV Johnstown, WNEP-TV

Scranton, WSEE(TV) Erie, *WPSX-TV Clearfield, *WQEX(TV) Pittsburgh, KDKA-AM-FM Pittsburgh, WACB Kittanning, WAMO-AM-FM Pittsburgh, WARM Scranton, WATS Sayre, WBAX Wilkes-Barre, WBRE-AM-FM Wilkes-Barre, WBVP-AM-FM Beaver Falls, WCDL-AM-FM Carbon-dale, WCOJ Coatesville, WEEU Reading, WEND-AM-FM Ebensburg, WESB Bradford, WFRA Franklin, WGFA-AM-FM Bethlehem, WHRY Elizabethtown, WHUN Huntingdon, WIBG-AM-FM Philadelphia, WISL Shamokin, WJAS-AM-FM Pittsburgh, WLOA-AM-FM Braddock, WMBA Ambridge, WMBT Shenandoah, WMLP Milton, WNET Wellsboro, WNPV Lansdale, WPHB Phillipsburg, WPIT-AM-FM Pittsburgh, WRCP Philadelphia, WSAN Allentown, WSCR Scranton, WTRN Tyrone, WVCH Chester, WVSC Somerset, WVCH Clarion, WVGW Erie, WVPA Williamsport, WYNS Lehigh, WYCD-FM Dubois, WDAC(FM) Lancaster, WDVH(FM) Philadelphia, WFBG-FM Altoona, WGET(FM) Gettysburg, WHP-FM Harrisburg, WIFL(FM) Philadelphia, WKOK-FM Sunbury, WMRF-FM Lewistown, WQAL(FM) Philadelphia, WRCL(FM) Palmyra, WTAE-FM Pittsburgh, WWDL-FM Scranton, WWSW-FM Pittsburgh, *WARC(FM) Meadville, *WHHS(FM) Havertown, *WUHY-FM Philadelphia, KYW Philadelphia, WAVL Apollo, WBLF Bellefonte, WCHA-FM Chambersburg, WCRO Johnstown, WEST-AM-FM Easton, WFEC Harrisburg, WGS-AM-FM Ephrata, WHYL-AM-FM Carlisle, WKAP Allentown, WKMC Roaring Spring, WKZA Kane, WMGW-FM Meadville, WMRB Lewis-town, WNAR Norristown, WORX York, KYW-TV Philadelphia, WCAU-TV Philadelphia, WFBG-TV Altoona, WGAL-TV Lancaster, WIIC-TV Pittsburgh, WLYH-TV Lancaster, WSBA-TV York, WTAE(TV) Pittsburgh, WTPA(TV) Harrisburg, WQED(TV) Pittsburgh, *WUHY-TV Philadelphia, KQV-AM-FM Pittsburgh, WAEI-AM-FM Allentown, WARD-AM-FM Johnstown, WARO Canonsburg, WAZL-AM-FM Hazleton, WBCB Levittown-Fairless Hills, WBRX Berwick, WCAU-AM-FM Philadelphia, WCNB Bloomsburg, WEDO McKeesport, WEEX-AM-FM Easton, WESA Charleroi, WFIL-AM-FM Philadelphia, WFRM Coudersport, WHAT-AM-FM Philadelphia, WHUM Reading, WHVR Hanover, WICU Erie, WISR Butler, WJPA-AM-FM Washington, WKBI St. Marys, WLBR-AM-FM Lebanon, WLYC-AM-FM Williamsport, WMBS Uniontown, WMGW Meadville, WNAK Nanticoke, WNOW-AM-FM York, WPAM Pottsville, WPEN-AM-FM Philadelphia, WPIC-AM-FM Sharon, WPPA-AM-FM Pottsville, WRTA Altoona, WSBA-AM-FM York, WSHP Shippensburg, WVAM-AM-FM Altoona, WVPO-AM-FM Stroudsburg, WWBR Windber, WWDS Everett, WWML Portage, WWSF Loretto, WBYO-FM Boyertown, WCMB-FM Harrisburg, WEDA-FM Grove City, WFLN-FM Philadelphia, WFLM-FM Bloomsburg, WIFB-FM Jenkintown, WJAC-FM Johnstown, WLAN-FM Lancaster, WMSH-FM Elizabethtown, WRFY-FM Reading, WSVB(FM) Tamaqua, WTPA-FM Harrisburg, WWFM(FM) Erie, WYZZ(FM) Wilkes-Barre, *WDUQ(FM) Pittsburgh, *WPWT(FM) Philadelphia, *WUSV(FM) Scranton, WANE Waynesburg, WAYZ-AM-FM Waynesburg, WBPZ Lock Haven, WCHE West Chester, WDAD Indiana, WEJL Scranton, WFAR Farrell, WGAL-AM-FM Lancaster, WHP Harrisburg, WJUN Mexico, WKBO Harrisburg, WKVA Lewistown, WMAJ-AM-FM State College, WMPT South Williamsport, WMSP(FM) Harrisburg, WNCC Barnesboro, WPTS Pittston, WTTT-AM-FM Towanda, WYDD(FM) New Kensington and *WDFM-FM State College, all Pennsylvania; WJWL Georgetown, WKEN Dover, WNRK Newark, WDEL-AM-FM Wilmington, WSUX Seaford, WTUX Wilmington, WHYY-TV Wilmington and WDOV-FM Dover, all Delaware.

Actions of July 28

*WVIA-TV Scranton, Pa.—Granted mod. of CP for new noncommercial educational TV to operate on channel *44, to change ERP to 883 kw vis. and 89.1 kw aur., type of trans., and studio location to Penobscott Knob, 2.5 mi. south of Wilkes-Barre, Pa.

KBUZ-AM-FM Mesa, Ariz.—Granted CP to change ant.-trans. and studio location and change ant. system; remote control permitted.

KNDR(FM) Chickasha, Okla.—Granted mod. of CP to change ant.-trans. location, type trans. and ant., remote control permitted; decrease ERP to 2.15 kw, increase ant. height to 255 ft.

KSYM-FM San Antonio, Tex.—Granted mod. of CP to make changes in transmission line, and decrease ERP to 800 w with ant. height 110 ft.

WFMJ-TV Youngstown, Ohio—Granted license covering changes in main trans.

and ant.

KODE-TV Joplin, Mo.—Granted license covering changes in TV.

WXYZ-TV Detroit—Granted license covering changes in auxiliary trans. and ant. of TV.

WIHS-TV Boston—Granted license covering changes in TV.

Granted renewal of licenses for following main stations and co-pending auxiliaries: **KSBW-TV**, **KSBY-TV** Salinas, Calif.; **WNBZ** Saranac Lake, N. Y.; **WHAM** Rochester, N. Y.; **KTHT** Houston, **KIKI** Honolulu.

Actions of July 27

KOLD-TV Tucson—Granted license covering changes in TV station.

WEPM-AM-FM Martinsburg, W. Va.—Granted mod. of licenses to change name of licensee to C. Leslie Golliday tr/as Martinsburg Broadcasting Co.

KSLA-TV Shreveport, La.—Granted license covering installation of auxiliary ant. system at main trans. and ant. location.

KTVR(TV) La Grande, Ore.—Granted mod. of license covering reduction of aur. ERP to 2.45 kw.

WNOR-FM Norfolk, Va.—Granted CP to install dual polarized ant.; change ERP to 55 kw; conditions.

Following stations were granted extensions of completion dates as shown: ***WGBH-TV** Boston, to Jan. 27, 1967; **WITB-TV** Mayaguez, and **WITP-TV** Ponce, both Puerto Rico, to Jan. 27, 1967.

Action of July 27

WJHF Raleigh, N. C.—Granted extension of completion date to Jan. 27, 1967.

Action of July 26

Remote control operation permitted following stations: **WSTV-FM** Steubenville, Ohio, and **KREM-FM** Spokane, Wash.

Action of July 25

Remote control operation permitted **WKUB (FM)** Manitowoc, Wis.

BROADCAST ACTIONS

By Commission

Commission granted applications for renewal of licenses of following Pennsylvania stations: **WIP-AM-FM** Philadelphia and **WCMB** Harrisburg. Action July 27.

Rulemakings

PETITIONS FOR RULEMAKINGS FILED

Rault Petroleum Corp., New Orleans—Requests amendment of rules so as to assign UHF channel 38 to New Orleans. Received July 25.

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare:

Vincennes, Ind.—Vincennes University. \$104,589 to activate new UHF on channel 22. Total project cost \$199,362.

Calvin C. Smith, Stanford, Ky.—Request amendment of FM table of assignments to add channel 237A to Falmouth, Ky. Received July 12.

WBEN-FM Buffalo, N. Y.—Request amendment of rules so as to allocate channel 292A to Union City, Pa. Received July 6.

CATV REQUESTS FOR WAIVERS

Southeastern TransVideo Inc., West Point, Ga.; **Lanett**, Plant City, Shawmut, Langdale and Fairfax, all Alabama, requests waiver to carry **WJRT-TV** Atlanta and **WBRC-TV** Birmingham, Ala.

Multivision Northwest Inc., Dalton, Ga., requests waiver to carry **WETV(TV)**, **WATL-TV** and channel 46, all Atlanta; **WCIQ(TV)** Mount Cheaha State Park, **WBIQ(TV)**, **WBRC-TV** and **WAPI-TV** all Birmingham, **WHNT-TV** Huntsville, all Alabama; **WSLD-TV** Asheville, N. C.; **WLAC-TV**,

WSIX(TV) and **WSM-TV** all Nashville.

Trans-Video Corp., Porterville, Calif., requests waiver to carry **KTLA(TV)**, **KHJ-TV**, **KTTV(TV)**, **KCOP(TV)** and **KCET(TV)** all Los Angeles, and **KLYD-TV** Bakersfield, both California.

Blatt Brothers TV Cable Corp., Greenville, Pa., requests waiver to carry **WJET-TV** Erie, ***WQED(TV)**, **WIC-TV** and **WTAE-TV** all Pittsburgh, both Pennsylvania.

Peoples Broadcasting Co., Lancaster, Mannheim, West Lampeter and Manor, all Pennsylvania, requests waiver to carry **WIBF-TV**, **WPHL-TV** and **WVHY-TV** Philadelphia, **WLVT-TV** Allentown, both Pennsylvania; **WTTG(TV)** Washington, and **WHYY-TV** Wilmington, Del.

Mission Cable TV Inc., Poway, Calif., requests waiver to carry **KCET(TV)** Los Angeles.

Manatee Cablevision Inc., Manatee county, Fla., requests waiver to carry **WESH-TV** Daytona Beach, **WQBU-TV**, **WFTV(TV)** Orlando, and **WINK-TV** Fort Myers, all Florida.

Burnup and Sims Inc., North Palm Beach and Lake Park, both Florida, requests waiver to carry **WGBS-TV**, **WCIX-TV** both Miami and **WSMS-TV** Fort Lauderdale, both Florida.

New call letters requested

Holland, Ohio—Maumee Valley Broadcasting Association. Requests **WPOS-FM**.

Lubbock, Tex.—**KJJJ-TV**. Requests **KJJJ-TV**.

West Terre Haute, Ind.—United Broadcasting Co. Requests **WWVR(FM)**.

***Albuquerque, N. M.**—University of New Mexico. Requests **KNMD(FM)**.

Beckley, W. Va.—Christian Broadcasting Corp. Requests **WCIR**.

Jacksonville, Fla.—Fine Music Broadcasts Inc. Requests **WRLJ(FM)**.

Lead, S. D.—Duhamel Broadcasting Enterprises Inc. Requests **KHSD-TV**.

Statesboro, Ga.—**WWNS** Inc. Requests **WMCD(FM)**.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 3. 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.

Tucson, Ariz.—Southern Arizona Cable Co. has applied for a franchise. Other applicants: Tucson Cable TV; Pima Pictures Inc.; First Illinois Cable TV; Tucson Drive-In Theaters Inc.; Southern Arizona TV Stations Inc., and Eastern Cable Inc.

El Segundo, Calif.—Storer Cable TV Inc. (group CATV owner) has applied for a franchise. The firm proposed an installation fee of \$12.50 and a monthly charge of \$5. Cables will extend from Manhattan Beach and El Porto into El Segundo, all California.

Manteca, Calif.—General Electric Cablevision (group CATV owner) has applied for a franchise.

■ **Mill Valley, Calif.**—Clear View Cable Systems Inc. has been granted a franchise. The firm will provide the city with 5% of its annual gross receipts. There will be an installation charge of \$15 and a monthly charge of \$5.

■ **Pauma Valley, Calif.**—Pauma Valley Cable Co. has applied for a franchise.

■ **San Jose, Calif.**—Central California Communications Corp. (group CATV owner) has been granted a franchise.

■ **Westmoreland, Calif.**—William Little has been granted a franchise.

■ **Bradley, Ill.**—Kankakee TV Cable Co. (Kankakee Journal-Mid America Stations), has been granted a 20-year franchise.

Morrison, Ill.—Intercity Cable Corp., owner of **WHBF** Rock Island, Ill., is seeking a franchise.

■ **Elkhart, Ind.**—Valley Cablevision Corp., formed by **WNDU-TV**, **WSBT-TV**, both South Bend, and **WSJV(TV)** Elkhart-South Bend, Ind., has been granted a franchise to provide 12 channels. The firm will pay the city \$500 annually plus 3% of gross revenues. Monthly service charge for one outlet is \$4.95, \$1.75 for each additional unit; hook-up fee is \$14.95, \$5 for additional outlets installed later, with no charge for immediate installation of extra sets. The initial system will carry the three stations mentioned above, plus **WGN-TV**, **WFLD(TV)**, **WCIU(TV)** and ***WTTW(TV)**, all Chicago.

Warsaw, Ind.—Citicomm Inc., a subsidiary of Citizens Telephone Co. (John Coppes representative), Decatur, Ind., has applied for a 25-year franchise. The firm proposes a \$5 monthly charge and 4% of gross revenues to the city for the first five years (5% thereafter), excluding installation charges. The system will provide time and weather data, five FM stations and signals from television stations in South Bend, Elkhart and Fort Wayne, all Indiana, as well as Chicago.

Sioux City, Iowa—The application from All Channel Cable TV Corp. has been denied.

■ **Dawson Springs, Ky.**—Dawson Springs Cable TV Co. has been granted a 20-year franchise. The firm will pay 3% of its annual gross receipts to the city.

■ **Brunswick, Md.**—Brunswick Cablevision (John I. Hanly, representative) has been granted a franchise. The firm will pay 5% of its annual gross receipts with a \$10 installation fee and a \$4.95 monthly charge for subscribers.

Boston, Mass.—D-Ware (James R. Nolen, acting representative) has applied for a franchise.

■ **Cheboygan, Mich.**—Tahquamenon Cable Vision Co. has been granted a franchise. The firm will pay 2% of its annual gross receipts to the city.

■ **Eagle River, Mich.**—J&B TV Co. has been granted a franchise.

Lansing, Mich.—Gross Telecasting Inc. (WJIM-TV Lansing) has applied for a franchise. If awarded, the monthly fee will be \$5 and the installation fee will not exceed \$25.

■ **Mt. Pleasant, Mich.**—Booth Broadcasting of Detroit (group CATV owner) and Paul Brandt of Mt. Pleasant have each been awarded franchises.

Grand View, N. J.—Goodvue CATV Inc. (Phillip Beigel, president) has applied for a franchise.

■ **Hackettstown, N. J.**—CATV Cable Co., Doylestown, Pa. has been granted a franchise. The firm proposes to charge a \$10 installation fee and a monthly charge of \$4.85. Three percent of the firm's annual gross receipts will also be paid to the city.

■ **Riverside, N. J.**—General CATV Inc. has been awarded a franchise.

Nyack, N. Y.—Good-Vue CATV Inc., New York (Phillip Beigel, president), is seeking a franchise.

West Lafayette, Ohio—Jackson TV and Appliance (Donald Jackson), has applied for a franchise.

Adamstown, Pa.—The Denver & Ephrata Cable Television Co. has applied for a franchise. The firm proposes a \$10 installation fee, \$4.50 monthly service charge for one outlet and \$1.50 for each additional outlet.

Ellwood City, Pa.—Manos Enterprises Inc., Greensburg, Pa., has applied for a franchise. Previous applicants include Armstrong Utilities, Kittanning, Monessen Amusement Co., Greensburg, both Pa.; Athens TV Cable Co. Inc., Athens, Tenn., and CATV of Pennsylvania.

Irwin, Pa.—WHJB Cablevision (Mel Goldberg, president) Greensburg, Pa., (WHJB), is seeking a franchise. Westmoreland TV Cable Co. and Tex-Video Inc. are previous applicants.

■ **Anson, Tex.**—Telecom Cable Co. has been granted a 20-year franchise. Subscribers will pay an installation fee of \$7.50 and a monthly charge of \$5.95. The firm proposes that it will pay 2% of its annual gross receipts to the city.

■ **Pearisburg, Va.**—Glies TV Cable Inc. has been awarded a franchise.

■ **Marinette, Wis.**—Marcus Theaters CATV Systems Inc., Milwaukee, has been granted a franchise. There will be a monthly charge of \$5 and an installation charge of \$18.75.

CATV FIRM WITH ACTIVE APPLICATION IN ONE OF THE LARGEST GROWTH AREAS IN THE U. S. OFFERS INVESTMENT AND/OR MANAGEMENT OPPORTUNITY.

- 52,100 Households
- 58% Subscriber Interest, by survey
- 12.4% Incident of Color-TV
- More than 35 miles from nearest TV
- No duplication problems

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PERRY Lafferty takes walks through the Farmer's Market in Hollywood at noon. In New York, he rides the subways. It's sort of an exercise in how to apply the common touch. During his walks he sees as good a cross section of the public as can be produced quickly. He sees people who may not be interested in the things that interests him.

Perry Lafferty used to be a TV producer-director. Now he's CBS-TV's West Coast programing boss. He likes to periodically check the public pulse because it reminds him that there's a big difference between being a producer of hand-tooled programs and a producer of mass product.

He used to see everything in terms of only the creative problem at hand. Does this sketch work? Have I cast it right? Is the ending funny enough or as funny as I can make it? Everything was concerned with the entertainment values inherent in a given show.

His appointment as vice president, programs, CBS-TV, Hollywood, two Aprils ago, was like trading in a carbine for a shotgun. Now he has two finite responsibilities. One is to insure the excellence of the 23 weekly series that are produced in Hollywood. The other half of his responsibility is to develop probably 22 or 23 pilot films each year from which the network can select the shows that are going to be put on the prime time schedule a year later. Thus, he's dealing with most of the going shows and about 90% of the program development for the network, some 45 programs in all.

It's no longer possible to inject himself down to the creative level of before, worrying whether or not to cut that joke. He's had to draw back and look at the overall effect of things and try to guess trends and anticipate the compatibility of producers with directors and both with writers. By necessity, his personal taste has moved aside somewhat.

His walks have told him that there's sometimes a much more basic approach that has to be taken. The strokes have to be broader.

"When you're producing," he says, "to satisfy your own needs, you have the tendency to want to make things more and more involved, more and more subtle. But if you do that when you make many television shows, most likely the audience will get lost. And the minute they get lost, you fail, because they switch to something else."

About 65% of Mr. Lafferty's time is devoted to program development and 35% to the going shows. He's organized his department in such a way that key assistants are directly responsible for each area. Boris Kaplan is director of nighttime programing and Leonard (Buzz) Blair is director of program development. Perry Lafferty is the trouble-

A program chief must hope for 'small miracles'

shooter for both areas, but most problems in going programs are staff handled, while more of the development problems require top echelon decisions.

Developing a new television show is a laborious process. Nobody walks in a programing vice president's door and

slaps a script on his desk that's so marvelous that a pilot is ordered without further ado. Usually a writer or a producer has an idea, and Mr. Lafferty discusses it with them, sees certain flaws in it or they do themselves. Then CBS-TV's development people and the program creators start to correct the mistakes. A draft of the script is written and isn't right. More meetings are held and another draft is written.

There's even a day now and then when Perry Lafferty gets to be a producer again. It's on a grander level now, but still with his coat off, fighting with the writers and the producers as they try to hammer things into shape. He enjoys this because it relates to his entire background.

Mr. Lafferty has found that this year he's much more involved with seeking out certain creators and working right along side of them in pulling out new shows. It's the answer to last year's buckshot approach to pilot-making. This year there's considerably more pinpointing and Perry Lafferty indicates it's working because "the overall quality of what I'm getting is better."

Perry Lafferty got into television in 1947, after a busy several years in radio, as producer of a show called *Riddle Me This* (later to be known as *Celebrity Time* with Conrad Nagel). He snared the job by being in the right place at the right time: a doorway at Batten, Barton, Durstine & Osborn when an able man was being sought to save what was then a failing show. He went on to bigger and better things, the culmination of which was handling of the production reins on the still-current *Danny Kaye Show*. Mr. Lafferty's treatment of the variety series was expert enough to warrant an Emmy award in 1963-64 and tab him for the CBS-TV hierarchy in 1965.

Perry Lafferty indulged in many fantasies when he first became network chief instead of one of the Indians. Some of these fancy ideas have been bludgeoned. Some have changed slightly after he's learned more of the facts of life. One thing he's learned, perhaps, more emphatically than anything else: the importance of being realistic, pragmatic. He knows no one individual can change such a mammoth structure as network television more than just to edge it a little bit in one direction or another. It doesn't move easily.

Perry Lafferty would like to find some new forms that may make it possible to produce entertainment shows of higher quality. It's not a question of performing big miracles. "If you can get a show into the schedule that's better, that's a small miracle," he says.

Perry Lafferty wants to make network programing a little bit better. Realistically, it's all he can do.

WEEK'S PROFILE



Perry Lafferty—vice president-programs, CBS-TV, Hollywood; b. Oct. 13, 1917, Davenport, Iowa; studied at Cornell University, New York, 1936; graduated Yale University School of Music, BA, 1940; while going to school worked as staff pianist and announcer at WBRV Waterbury, Conn., 1937-40; under sponsorship of writer-producer Norman Corwin became an assistant director for CBS radio, 1941-42; enlisted in the Army Air Force and staged shows throughout the Northwest for Special Services, discharged as a captain, 1942-45; directed 'Lanny Ross Show' on radio and wrote for radio's 'County Fair' program, produced, wrote and directed 'Block Party' series, directed 'Dorothy Dix' soap opera, all as free-lance talent, 1945-47; began in television as producer of 'Riddle Me This' show, 1947-48; produced such TV shows as 'Your Hit Parade,' 'The Andy Williams Show,' 1947-63; directed 'Studio One,' 'U. S. Steel Hour,' 'Rawhide,' 'Twilight Zone,' among other series, 1947-63; produced 'The Danny Kaye Show,' 1963-65; appointed to his current position, April 12, 1965; has written 14 songs and an autobiography entitled 'Birdies Sing and Everything,' 1941-66; m. Fran Carden of Elizabeth, New Jersey, Jan. 16, 1942; children: Marcy, 20, Steven, 13; member: Screen Producers Guild, Directors Guild of America, The Authors League of America, American Federation of Musicians; hobbies: jazz pianist.

New satellite policy

THE filings received by the FCC last week on satellite communications have presented the agency with problems that are really beyond its means to resolve.

The problems are not essentially technical; there seems to be general agreement that satellite systems of advanced design and function are perfectly feasible.

The problems are social, political and economic—and enormous and complex on all three counts. They are problems of high national policy, and they more properly belong to the Congress than to a federal agency.

Some of the stickiest problems handed to the FCC last week were contained in the Ford Foundation's proposal, which was previewed in *BROADCASTING* a week ago. It is an ingenious system that the foundation has suggested, and it will undoubtedly draw much support, embracing, as it does, a promise of an inundation of culture at no expense to commercial broadcasters. Still, the creation of a cultural-educational-informational service of national dimensions is a project that ought to be studied deeply in all its implications before it is allowed to get off the ground.

We are especially troubled by McGeorge Bundy's suggestion that his noncommercial network in the sky would be assigned an informational function that would include telecasts of government proceedings. Nobody can object to the wider distribution of public knowledge about public affairs. But isn't there a danger that a Bundy-type ETV system could be easily captured for its personal use by whatever federal administration was in power? As things are now, a President can just about pick his time for national exposure on commercial networks. If there is to be a satellite ETV system, it must be established with built-in guarantees against coercion for political gain.

There are other questions of great significance raised by the filings last week. Should Comsat be the only operator of domestic satellites or should others be allowed in the sky? If satellite communication is not to be the exclusive province of Comsat, who else will be made eligible and on what criteria? How will U. S. policy on domestic satellites affect U. S. participation in the international system of satellite distribution that is inevitable?

A lot more is known now about satellite hardware and potential uses than was known four years ago when the federal satellite act was adopted. A new study of the subject ought to be undertaken by Congress at once.

As we were saying

SEVENTEEN years ago the FCC handed down its labored decision allowing licensees to editorialize, but under onerous conditions that established "fairness" as the criterion.

It was a confused pronouncement with the five participating commissioners splitting four ways in an abortive effort to rescind the so-called Mayflower Decision, enunciated eight years earlier, which had held, erroneously, that radio could not be an advocate.

In commenting on the 1949 action (*BROADCASTING*, June 13, 1949) we said the FCC had taken the wrong road but that it was a wobbly, clunky first step. And we repeatedly predicted that broadcasters would see the day, in spite of the FCC's mumbo jumbo, when broadcast editorials would be as potent as those published in newspapers.

Now, 17 years later, at the fourth annual National Broadcast Editorial Conference in New York, leading figures in journalism and politics agreed that the broadcast edi-

torial is making great impact and in many communities is replacing the voice of a defaulting newspaper.

Dean Edward W. Barrett, of the Columbia Graduate School of Journalism, who admitted he once opposed broadcast editorials because they "might constitute abuse of a public franchise," told the conference he had 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 broadcast stations."

Government dead files are bulging with records that show just how precariously broadcasters have lived during these past 17 years. Many stations learned the hard way how to acquire a high degree of journalistic professionalism. It has paid dividends in public esteem, recognition by fellow professionals and the respect not only of public officials, but of business men and advertisers who no longer are fearful of being associated with controversy.

While these gains have been momentous, broadcasters will not have achieved their proper place in journalism until certain changes are made. The political section (315) of the Communications Act and its repugnant "fairness" clause must be repealed, and the FCC's "fairness doctrine" and all of the rhetorical garbage associated with it must be expunged.

Skull session needed

AT none of the hundreds of football-playing colleges around the country can there be any liaison between the athletic departments and the schools of commerce or business administration. If the sports people were talking with the business professors, they would soon get the word that they aren't doing something right.

With only 24 teams to split the take, the two major professional football leagues will take in some \$32,565,500 from radio and television rights this season. With hundreds of teams playing regular schedules, college football will get only \$11,539,705 of broadcasting revenue. The discrepancy in figures must be at least in part attributable to the traditional policy of the National Collegiate Athletic Association that rigidly restricts television coverage of its members' games. Isn't it time the schools' business offices told their athletic directors that pay TV—which is what they've been saving themselves for—isn't worth the wait?



Sid Hix

Drawn for *BROADCASTING* by Sid Hix

"He wants to know if, instead of a last big meal, he can join the Metrecal-for-lunch bunch?"

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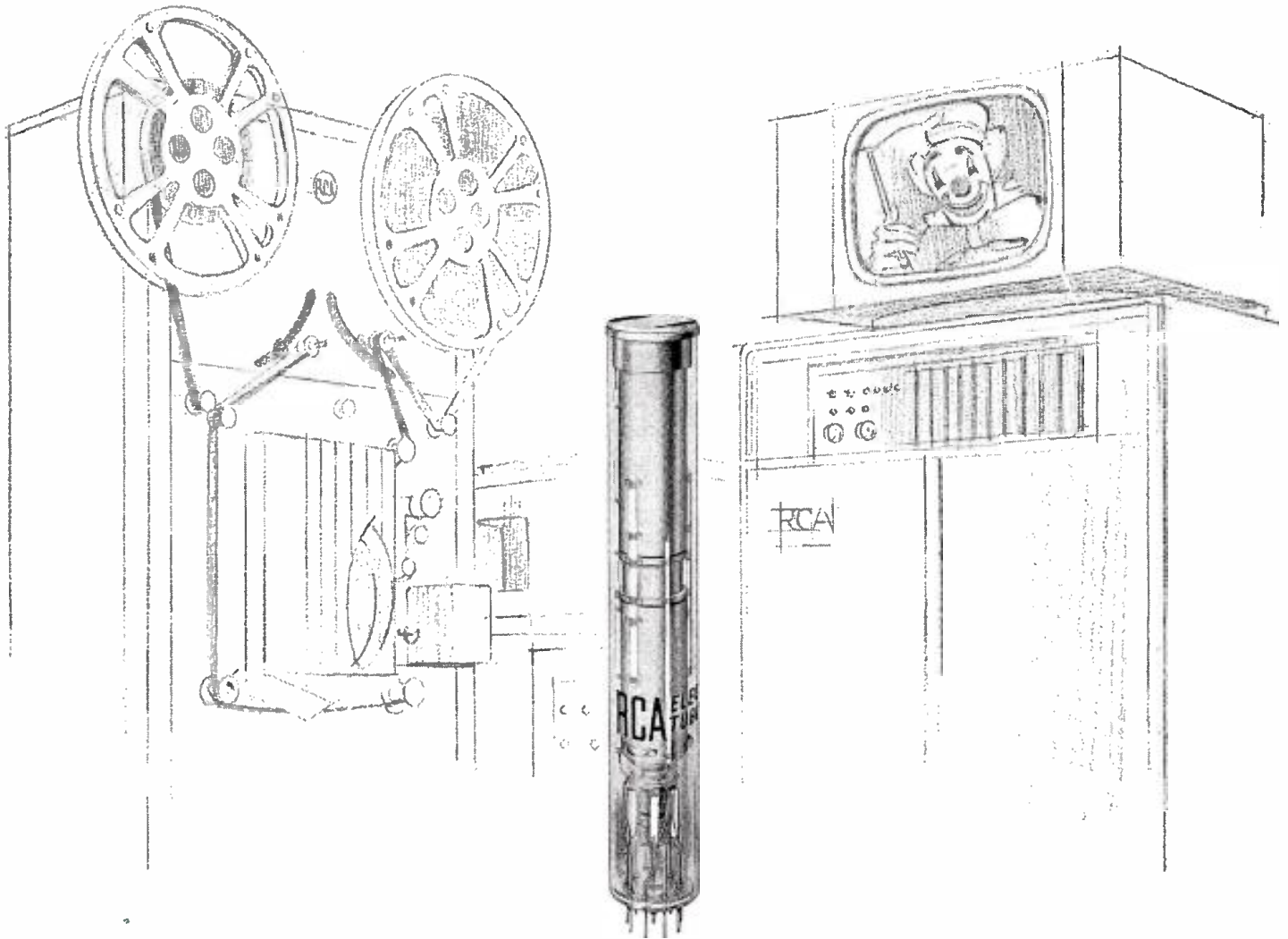
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