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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Newspaper study claims gain over TV; TVB differs. p29

The airline strike: profit or loss for radio-TV? p32

Networks take the stand at Pastore ETV hearing. p40

Watching Detroit: radios roll out of the plants, too. p59

COMPLETE INDEX PAGE 7

R. P. DESCHKE
SIOUX FALLS COLLEGE
SIOUX FALLS SD 57105
01 EXP10/66

NEWSPAPER

What is an influencible?

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

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STORZ



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

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

VOLUME 8 LOOKS GREAT



THE GLORY BRIGADE
VICTOR MATURE LEE MARVIN



ONLY THE BEST
SUSAN HAYWARD GEORGE SANDERS



NIGHT WITHOUT SLEEP
LINDA DARNELL GARY MERRILL



THE KID FROM LEFT FIELD
DAN DAILEY ANNE BANCROFT



THREE CAME HOME
CLAUDETTE COLBERT PATRICK KNOWLES



ELOPEMENT
CLIFTON WEBB ANNE FRANCIS



THE ABOMINABLE SNOWMAN OF THE HIMALAYAS
FORREST TUCKER PETER CUSHING



NAKED EARTH
RICHARD TODD JULIETTE GREINER

...IN
B/W



VICKI
RICHARD BOONE JEANNE CRAIN



TEENAGE REBEL
GINGER ROGERS MICHAEL RENNIE



EVERYBODY DOES IT
PAUL DOUGLAS LINDA DARNELL



THAT WONDERFUL URGE
TYRONE POWER GENE TIERNY



SEVENTY-THREE PAGES TO BAKER STREET
VAN JOHNSON VERA MILES

THE LAST WAGON
RICHARD WIDMARK FELICIA FARR

DANCING IN THE DARK
WILLIAM POWELL BETSY DRAKE

THE GAMBLER FROM NATCHEZ
DALE ROBERTSON DEBRA PAGET



THE OREGON TRAIL
RED MAC MURRAY GLORIA TALBOT

THE REMARKABLE MR. PENNYPACKER
CLIFTON WEBB DOROTHY MC GUIRE

MEET ME AFTER THE SHOW
BETTY GRABLE EDDIE ALBERT

HIPPODROME
GERHARD REIDMANN WILLY BIRGEL



THE LIEUTENANT WORE SKIRTS
TOM EWELL SHEREE NORTH

TAKE CARE OF MY LITTLE GIRL
JEANNE CRAIN DALE ROBERTSON

HILDA CRANE
JEAN SIMMONS GUY MADISON

WOMAN OBSESSED
SUSAN HAYWARD STEPHEN BOYD

42 REASONS WHY WE NOW HAVE 78 SATISFIED CLIENTS...

and 20 of these excellent reasons are in color.

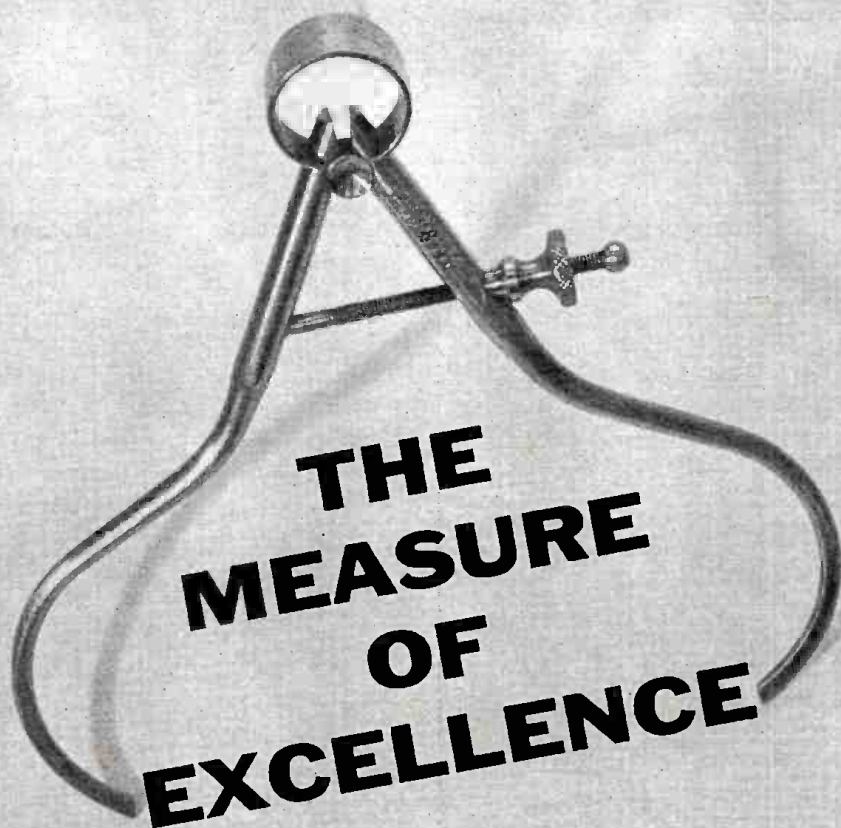
If you're not one of these 78 stations, you should be taking a close look right now at the 42 "Films of the 50's and 60's" in Seven Arts' Volume 8.

Volume 8 looks great . . . and, obviously, is an outstanding feature film investment.

For the facts and figures for your market, please call your nearest Seven Arts' sales office.



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
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LOS ANGELES: 3562 Roval Woods Drive.
Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West. EMpire 4-7193



Top Appeal in Entertainment Programming...
plus Integrity in Informational Telecasting...
plus Equipment Equal to Tomorrow...
plus Experienced, Cooperative Personnel...
equal **QUALITY THAT PRODUCES DOMINANCE**

for KRLD-TV in the Dallas-Fort Worth Market...

21% more homes per average quarter hour
than the second station in the market.*

For a most efficient buy for your clients, see
your ATS representative.

*ARB — Market Report May 1966
Television Audience Estimates
9:00 A.M. to Midnight
Monday through Sunday

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Packing them in

Leading station reps, worried about surge of doubled-up TV commercials that co-star products of different companies (BROADCASTING, Aug. 15, 22), are planning unusual step. They've drafted and expect to release shortly statement publicly thanking networks for stand they've taken in challenging and rejecting questionable doubles. Tribute would be landmark event since reps traditionally regard networks as natural enemies of whom little good can be said, at least in public.

Reps think surge is far from over and may be worsening. Now, some authorities say, broadcasters are being asked to accept 60-second messages shared not by just two products but by several. One example cited is Procter & Gamble offering that shows three soap-detergent products (Bold, Cascade, Joy), invites viewers to use labels as premiums toward acquisition of Kodak Instamatic camera—and has further innovation of devoting practically all of its sell to camera rather than P&G products. Another entry in doubled-up derby is said to be Diet Rite cola invitation to viewers to qualify for 10 cents off by buying five or six specified Quaker Oats cereals.

Where there's smoke

In unusual procedure National Association of Broadcasters Code Authority may go before TV code board meeting in early October with proposed set of guidelines on cigarette advertising. NAB code staff is now evaluating more than 140 current and upcoming cigarette TV commercials in light of its 1964 guidelines which were never released. If code authority does propose guidelines, they'll undoubtedly be more stringent than rules imposed by tobacco firm's own cigarette advertising code. Although NAB Code Director Howard Bell has authority to issue guidelines on his own, feeling is that this issue is so touchy staff would rather leave decision to code board.

Copyright negotiations

Informal approach to copyright problem generated by CATV operations is being made by FCC with both National Association of Broadcasters and National Community Television Association. Under direction of FCC Chairman Rosel H. Hyde, Commis-

sioner Robert E. Lee has met with Douglas Anello, NAB general counsel, and Fred W. Ford, NCTA president, in effort to reduce issues to minimum essentials.

Legislation to establish degree of responsibility for use of copyrighted works by NCTA has been subject of hearings before Senate Judiciary Subcommittee on Patents, Trademarks and Copyright (see page 64) and House Judiciary subcommittee (BROADCASTING, May 9). While copyright owners (ASCAP, BMI, SESAC) want no exemptions and maximum safeguards through payment of royalties for what they regard as public performance for profit, NCTA has taken position that CATV's have only limited liability because copyright fees are already paid by broadcasters whose programs they rebroadcast. NAB has taken mid-ground position, premised on its basic opposition to CATV origination of programs.

Piggies under glass

Several top agencies are either working with, or giving attention to, Schwerin Research Corp. attempts to measure potential audience of specific piggyback commercials. New York TV commercial-testing firm in preliminary tests has found measurable change in audience size when positioning of product advertised in some multi-product commercials is changed. Schwerin is of opinion that testing can help point up statistically which product ought to lead off in first position in 60-second commercial and in tests already held has actually measured gain or loss of potential audience when product messages are switched. Schwerin is using its new "channel choice" testing method on piggybacks. It works this way: Theater is equipped with two screens, but viewers must pull lever to get audio on one that appeals more.

On deck

New operating head of Washington Post-Newsweek Stations, to succeed President John S. Hayes, expected to be Laurence E. Richardson, now vice president-general manager of PN's WJXT(TV) Jacksonville, Fla. Announcement will be made after Mr. Hayes's confirmation by Senate as ambassador to Switzerland (see page 78). Mr. Richardson was named manager of Jacksonville station in mid-1964

after having served in executive capacities under Mr. Hayes in Washington for 14 years.

Over the dam

When Newton Minow was FCC chairman, Chicago telecasters swallowed hard over probe of local-live TV efforts there. But all's forgiven now. Late last week they unanimously picked Mr. Minow to represent them in negotiations for antenna sites atop 100-story Hancock Building now under construction. Attorney Minow will speak for all but ch. 26 WCIU(TV) and ABC's ch. 7 WBKB-TV. Latter is atop new Marina City.

Big look

Super-study of communications in relation to nation's gross national product is being conducted by James D. O'Connell, director of telecommunications management at White House. All facets of communications, including broadcast services, telephone, telegraph, cable, are embraced in study which presumably will become basis for recommendations governing national communications policy.

Back to the attic

Now that comic books have become accepted source of program material for TV series, Hollywood producers are looking to famous radio serials for creative inspiration. Writer-producer-director Leslie Stevens is turning out pilot of *I Love a Mystery* for Universal TV, and movie producer Sam Katzman, who just purchased *The Whistler* radio property, will make TV pilot of it for MGM-TV. Indications are that both projects will retain most of radio flavor but will use present-day background and situations.

Net is out

Recurring reports that CBS is negotiating for acquisition of Curtis Publishing empire were denied on highest network authority last week. But Curtis, it was learned, is among at least dozen enterprises, including McGraw-Hill, being investigated as part of CBS project to expand and diversify. At least three other prospects were described as possibly more attractive than Curtis from standpoint of potential.

If people don't believe in the station, they won't believe that tiny vitamin pills will make their kids big and strong.



People believe that WOWO knows what is good for a family. After all, it was WOWO that set the climate for, and helped raise the money for the Franke Park Children's Zoo.

And soon Fort Wayne will have a three and one-half million dollar library. This Group W station was a major factor in arousing public support for that project.

For the past 23 years, WOWO has served as almost the sole source for school authorities to advise the people of northeastern Indiana, southern Michigan and northwestern Ohio when it becomes necessary to close schools for natural or special reasons. WOWO provides this service even if it means that regular programs must be sacrificed. WOWO also originated an on-the-air fire drill for schools and a whole week during which fire prevention talks are aired every evening. But WOWO doesn't confine its interests to only the children of the community. WOWO, like Group W stations in seven other communities, is vitally concerned with people of all ages. And does its best to help them all.

In fact, WOWO has a whole holiday project dedicated to the welfare of the needy people in the area. The project is called Penny Pitch. But the listeners have responded so enthusiastically that they have made that name sound misleading. Last year they sent in 265,000 pennies. That's not small change. Wouldn't you like people to respond like that to your commercials? Have WOWO put in some good words for you.

WOWO RADIO 1190 **GROUP W**

WESTINGHOUSE BROADCASTING COMPANY
REPRESENTED NATIONALLY BY AM RADIO SALES CO.

WEEK IN BRIEF

Newspaper industry showing print getting larger share of new advertisers arouses broadcasters. TV industry representatives claim survey is misleading, that national and regional buyers prefer TV. See . . .

ARE NEWSPAPERS GAINING? . . . 29

Radio broadcasters have lot riding on automakers new car plans. Diminished auto production plus tape cartridge competition eyed closely. Ford in heavy promotion of cartridges. See . . .

AS AUTOS GO . . . 59

FCC presses Comsat, carriers into study of second East Coast satellite communications station. Action comes after FCC is criticized by telecommunications director for slowness in making decision. See . . .

SECOND SATELLITE UNIT? . . . 76

Justice Department opposed to blanket extension of copyright laws to cover CATV's. Tells Senate subcommittee that anticompetitive consequences are raised by such extension. See . . .

COPYRIGHT EXEMPTION . . . 64

FCC approves station sales valued at \$7 million. Largest involves Avco's acquisition of KYA, KOIT(FM) San Francisco for \$4.4 million. McLendon, Medallion and O. Roy Chalk get TV's. See . . .

WEEK'S SALES . . . 46

TV networks tell Pastore they like idea of supporting ETV but don't look favorably on Ford Foundation satellite plan that would make them virtually sole financial backers of ETV. See . . .

FAINT PRAISE FOR FORD . . . 40

Feeling is radio-TV will recoup much of \$4.5 million in airlines ad billings that were lost during strike through expanded back-in-service campaigns. Airlines also boosting ad outlays. See . . .

IN STRIKE'S WAKE . . . 32

FCC's newest member, Nicholas Johnson views long-range patterns and ramifications of decision as more important than immediate question. His position on issues is still mystery to colleagues, industry. See . . .

JOHNSON STILL ENIGMA . . . 42

NAB, APBE and local broadcasters work with Wabash Valley Junior College in setting up pilot program to prepare students for careers in radio. Plan looked on as boon to small markets. See . . .

RADIO'S NEED . . . 48

Grantray-Lawrence enters programing field with comic book characters from Marvel Comics. Applying Xerography, firm sets up 195 episodes which are already sold to 35 TV stations for fall. See . . .

'SUPER-HEROES' . . . 68

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	29
BROADCAST ADVERTISING	29	THE MEDIA	40
BUSINESS BRIEFLY	37	MONDAY MEMO	24
CHANGING HANDS	52	OPEN MIKE	10
CLOSED CIRCUIT	5	PROGRAMING	64
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIAL PAGE	96	WEEK'S PROFILE	95
EQUIPMENT & ENGINEERING	59		
FANFARE	77		
FATES & FORTUNES	78		
FILM SALES	69		
FINANCIAL REPORTS	62		
FOR THE RECORD	82		
INTERNATIONAL	76		



Broadcasting

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THE 1966-1967 SEASONS OF

THE METROPOLITAN OPERA

The New York Philharmonic

THE BOSTON SYMPHONY ORCHESTRA

THE CLEVELAND ORCHESTRA

The Chicago Symphony Orchestra

are on WQXR.



WHERE WILL YOU BE?

Decide today. This exciting lineup is just part of WQXR's exceptional fall schedule. Join the growing list of advertisers who know the effectiveness of showcasing their message on America's Number One Fine Music Station. Tomorrow you're a hero. For details, call Bob Krieger at LA 4-1100 in New York. WQXR 1560am 96.3 fm/The Radio Stations of The New York Times.

Ultravision recommended for channel 29 in Buffalo

FCC hearing examiner has recommended that commission favor Ultravision Broadcasting Co. over WEBR Inc. in their contest for channel 29 in Buffalo.

Ultravision is owned by three area residents, Florian R. Burczynski (45%), Stanley J. Jasinski (45%) and Roger K. Lund (10%). Mr. Jasinski is 54% owner of WMMJ Lancaster, N. Y.

Hearing Examiner Basil P. Cooper, in initial decision released Friday (Aug. 26), gave WEBR "substantial demerit" for "continuing refusal" to amend application to reflect principals' involvement in CATV systems, in violation of rules. WEBR's parent, *Buffalo Courier-Express*, owns Courier Cable Co. in Buffalo.

Examiner also favored Ultravision in area of integration of ownership with day-to-day management of proposed station, and said it deserved "substantial preference" in that grant would promote greater diversity of ownership of mass media.

License period extension seen coming from Hill

All signs "point to an extension of license periods perhaps by the next session of Congress," Arkansas broadcasters were told Friday (Aug. 26).

Sherril Taylor, vice president for radio of National Association of Broadcasters, told Arkansas Broadcasters Association meeting in Little Rock that signs from FCC, Budget Bureau and Congress indicate three-year license term soon will be extended.

Mr. Taylor noted Budget Bureau has pushed FCC to reduce paperwork and this has been supported by several commissioners. In addition he noted support of several congressmen who have introduced bills to extend terms.

"Nearly 40 years of broadcasting experience," he said, "have amply demonstrated that broadcasters deserve a longer license period."

Single-gun color set

Paramount Pictures Corp., holder of rights to Chromatron color tube (Lawrence single-gun tube) is expected to announce pact with manufacturer for

U. S. marketing of sets using tube—announcement to come in about two weeks.

Its 19-inch Chromatron-equipped prototype sets are said to be five to seven times brighter than shadow-mask type color tubes. Sources at Paramount indicate sets would be priced under \$500.

Paramount now licenses Chromatron tubes to Sony Corp., which holds rights to manufacture sets in Japan.

Fulbright remarks hint problem for John Hayes

There were indications that President Johnson's selection of John S. Hayes, president of Post-Newsweek stations and executive vice president of *Washington Post*, as U. S. ambassador to Switzerland (see page 78) might not have pleased at least one influential senator.

Senator J. William Fulbright (D-Ark.), chairman of Senate Foreign Relations Committee which must approve ambassadorial appointments, has been at odds recently with *Washington Post's* editorial policies on Vietnam and with paper's handling of his speeches. He recently charged *Post* and *Washington Evening Star* with distorting some of his remarks because "of their eagerness to please the administration."

After Hayes nomination was announced, Senator Fulbright commented on "interesting" report of Mr. Hayes's selection. He added *Post's* "enormous and complex and fabulously rich empire obviously has great influence not only in Washington, but throughout the nation as well."

There was no indication how Senator Fulbright might regard Mr. Hayes's nomination at committee hearing on nomination, still unscheduled last Friday (Aug. 26).

LBJ takes Hyde along

President Lyndon B. Johnson had local hero to introduce to folks he addressed Friday (Aug. 26) in Idaho—FCC Chairman Rosel H. Hyde.

President invited Chairman Hyde, native of Idaho and Republican, to accompany him on speaking tour in state, which included stops in Pocatello and Arco, both Idaho. Mr. Hyde was on platform when President spoke at Arco atomic reactor site, and was introduced by President to audience.

President's speaking tour includes Denver and Pryor, Okla., from where he goes to Texas ranch.

Words and wiggles on TV

Religious group looking over "trends" in television warns of "shocking development" toward obscenity on U.S. screens (liberal use of "damn" and "hell" and "what used to be known as doctor's office terms"), but that's not all, according to booklet distributed by Radio and Television Commission of Southern Baptist Convention, Fort Worth.

With prospect of TV becoming more international in nature (BROADCASTING, Aug. 22), booklet notes that French TV, which offers viewers "far better picture quality than we," also features one late-night show from Paris club "complete with striptease." Concludes commission: "trend to the risqué and obscene is international in scope."

Storz group is returning its headquarters to Omaha

Storz Broadcasting Co. is reestablishing headquarters in Omaha, Neb., according to President Robert H. Storz.

Firm operates KXOK St. Louis, WDGY Minneapolis, WHB Kansas City, WQAM Miami, WTIX New Orleans, and KOMA Oklahoma City. Home offices once were in Omaha but have been in Miami during past few years.

Firm also announced Stanleigh Torgerson, formerly manager of radio station WMC in Memphis, appointed manager of WQAM, filling vacancy created by death of Jack Sandler.

Moving to remodeled quarters in Omaha are George W. Armstrong, executive vice president of firm, formerly operating manager of WHB, and Herbert S. Dolgoff, vice president and general counsel.

New additions to headquarters staff include Perley W. Tribou, formerly technician with Voice of America, who will be Storz chief technical director, and John W. Johnson, CPA formerly with Peat, Marwick, Mitchell and Co., who will be firm's comptroller.

Sale of WILD Boston to Dynamic group okayed

Dynamic Broadcasting Corp., group radio owner, was granted FCC approval last Friday (Aug. 26) of its purchase

WEEK'S HEADLINERS



Mr. Goldberg



Mr. Grossman

Martin E. Goldberg, VP in charge of electronic data processing for H-R Television, New York, named VP and director of data processing and research planning. **Mel Grossman**, director of sales promotion and special events, named VP and director of television sales research and promotion. Also announced was designation of **Avery Gibson**, VP in charge of H-R Facts, effective Oct. 1. Sales promotion and research activities for H-R radio and television stations will now be handled separately, with **Ruth Berenstein**, who has been in charge of radio research

and promotion since early last year, becoming director of radio sales development. **Dale Paine**, western division research manager, named manager of research, with responsibility for day-to-day sales research activity for all H-R Television divisions.

Fred L. Lemont, marketing VP of Carter Products division of Carter-Wallace, New York, joins Wells, Rich, Greene, that city, as executive VP and head of all marketing services. At Carter, Mr. Lemont was responsible for marketing such products as Arrid, Rise and Hot Rise. Previously he spent seven years at Ted Bates, New York, where he was a VP and account group head and three years at Procter & Gamble.



Mr. Lemont

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

of WILD Boston from Noble Broadcasting Corp. for \$275,000 and agreement not to compete for five years within 50 miles.

Dynamic Broadcasting is owned by Leonard E. Walk, James H. Rich and Bernard M. Friedman, and is licensee of WAMO-AM-FM Pittsburgh, WUFO Amherst, N. Y.; WOAH Miami and is applicant for new UHF in Youngstown, Ohio.

In addition to purchase price, Nelson Noble, president and principal stockholder of Noble Broadcasting, will be employed as consultant for two years at \$25,000 per year. WILD, founded in 1946 and acquired by Noble in 1958, operates daytime on 1090 kc with 1 kw.

Chicago Bulls for WGN-TV

WGN-TV Chicago has announced it has obtained exclusive rights to air dozen out-of-town games of Chicago Bulls, new member of National Basketball Association. Schedule starts in October.

Orders two mobile color units

RCA reported Friday (Aug. 26) additional \$837,000 order by WHDH-TV Boston for two color TV mobile units, bringing station's current orders for RCA color equipment to more than \$1.4 million. Earlier contract included 10

cameras, seven live, three film plus related gear.

One mobile unit will have four and other will have two live color cameras, and both will carry audio and switching equipment along with power generators, making units serviceable as self-sustaining "studios."

Sophia Loren on color TV?

Illustrative of trend toward co-production abroad by U. S. companies (BROADCASTING, Aug. 22), Wolper Productions is on verge of closing deal that would star Sophia Loren in two one-hour color specials. One program is understood to be musical show centering around Italian actress and second is TV profile on Miss Loren. Wolper is division of Metromedia Inc.

Viking earnings double on rise in sales of 42%

Theodore B. Baum, executive vice president of Viking Industries Inc., Hoboken, N. J., has announced increase of 114% in earnings and 42% rise in sales for six months period. Mr. Baum attributed firm's favorable results to ready acceptance of company's solid state amplifier line and to increased orders for coaxial cable.

Viking Industries manufactures CATV

cable, electronic parts and operates CATV systems in Pennsylvania and Ohio.

For six months ended June 30:

	1966	1965
Earnings per share*	\$0.43	\$0.20
Net sales	8,075,423	5,685,351
Net income	557,529	260,313

*Adjusted for 3 for 2 split paid May 27, 1966.

Klein group gets 'Chargers'

Eugene V. Klein, president of National General Corp., large CATV operator and theater exhibitor, is new president of San Diego Chargers of American Football League. Mr. Klein and Samuel Shulman, vice president of NGC, each acquired 20% of Chargers in sale of team late Thursday (Aug. 24). Team was purchased by 21 businessman for \$10 million, highest price ever paid for professional football team.

George Whitney, vice president and general manager, and Bill Fox, station manager of KFMB-TV San Diego are among minority stockholders in new ownership. Also among new owners is Pierre Salinger, former White House news secretary, now vice president of Continental Airlines.

Fremantle sells direct to Australasia sponsors

Fremantle International has concluded two advertiser sales abroad for TV series it distributes overseas. Rhodesian Breweries Ltd., Salisbury, bought *The Greatest Fights of the Century* and *Texas Rasslin'*, and S. H. Benson, Nairobi, has contracted for 156 episodes of *Hint Parade* for brewery client.

Fremantle reported direct sales following trip (of 30,000 miles) by Bob Laphorne, "Australasian" managing director of Fremantle, covering East and West Africa; South Arabia, Mauritius, India and Hong Kong. In nine-week trip he sold 22 series (1,434 episodes) in all of active Africa TV markets. Among 22 series: *The Beatles* (half-hour cartoon), *The Beachcomber*, *Silents Please*, *Knockouts*, *It's a Small World*, *The Eartha Kitt Show*, *Debbie Drake* and *The Magic Boomerang*.

Record high at Fox

Revenues from film-rentals of feature films to theaters and TV, and of TV film series reached record high at Twentieth Century-Fox Film Corp., during first six months of 1966, according to report issued by Darryl F. Zanuck, president.

For six months ended June 25, 1966:

	1966	1965
Earnings per share	\$2.13	\$2.03
Film rentals	97,502,000	60,469,000
Net earnings	6,110,000	5,811,000

BROADCASTING, August 29, 1966

Frank Sinatra



Dean Martin



Angie Dickinson



OCEAN'S 11



Troy Donahue



Connie Stevens



Diane McBain



PARRISH

Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television



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

**We're only
1/4 mile
away...**

*from making
Omaha an
even greater
TV market!*

One-quarter mile straight up, that is. But it won't be long—in the early fall of 1966—when WOW-TV will be televising from its new, 1380-foot tower (a.a.t.).

Already a great market (46th*), the new tower will bring an improved WOW-TV signal to an area with nearly 1½ million in population and over 425,000 television households.

Everything is looking up in the Omaha Market. Why don't you look us up? Represented by Blair-TV.

WOW-TV 6



**one
of the
Meredith
bunch**

*46th primary market in average number of TV homes reached in prime time; 46th market in average total homes, per the ARB 1965 Television Market Analysis.

DATEBOOK

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

■ Indicates first or revised listing.

■ Aug. 28-Sept. 1—Annual convention of the Association for Education in Journalism. Sessions are included on newsroom design and architecture, "Getting into Color News and Documentaries," and on broadcasting teaching. University of Iowa, Iowa City.

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. 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. 8-10—6th district conference of the American Federation of Advertising. Speakers include Robert J. Coretz, retired senior vice president, Foote, Cone & Belding; Alex Franz, president, Alex Franz Agency, Chicago; Richard N. Murray, western manager, Reader's Digest, international editions; Charles A. Sweeny, director of the bureau of deceptive practices, Federal Trade Commission; Jo Foxworth, president and creative director, Calkins & Holden, New York; Dan Powers, director of public relations for the Greyhound Corp.; Gail Smith, general director of advertising and merchandising of the General Motors Corp.; and Kenneth Laird, chairman of the board, Tatham, Laird & Kudner, Chicago. Ramada Inn, Champaign, Ill.

Sept. 8-11—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Douglas Anello, general counsel, National 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—Meeting of the New York City chapter of the American Women in Radio and Television. Speaker will be Sir Hugh Greene, general director, British Broadcasting Corp. Hotel Pierre, New York.

Sept. 14-15—National program committee meeting of the Educational Television Stations Program Service of the National Association of Educational Broadcasters. Indiana University, Bloomington, Ind.

Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of

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.

Broadcasters. Hidden Valley, Gaylord.

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

Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters, Sebasco Lodge, Sebasco Estates.

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

Sept. 17-18—National executive committee meeting of the National Association of Educational Broadcasters. Georgetown Inn, Washington.

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. 19-20—Meeting of the national board or directors of the educational television stations of the National Association of Educational Broadcasters. Kenwood Country Club, Bethesda, Md.

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

■ Sept. 20—Board meeting of the Broadcast Pioneers. 10 a.m., Barclay hotel, New York.

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—Executive committee, National Community Television Assn. Madison hotel, Washington.

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. 24—First statewide educational radio conference of the West Virginia Educational Broadcasting Authority. Buckhannon.

Sept. 26-28—"Wingspread Conference on Educational Radio as a National Resource"—a national educational radio seminar of the National Association of Educational Broadcasters. Johnson Foundation, Racine, Wis.

Sept. 28-Oct. 1—1966 international confer-

NAB FALL 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.

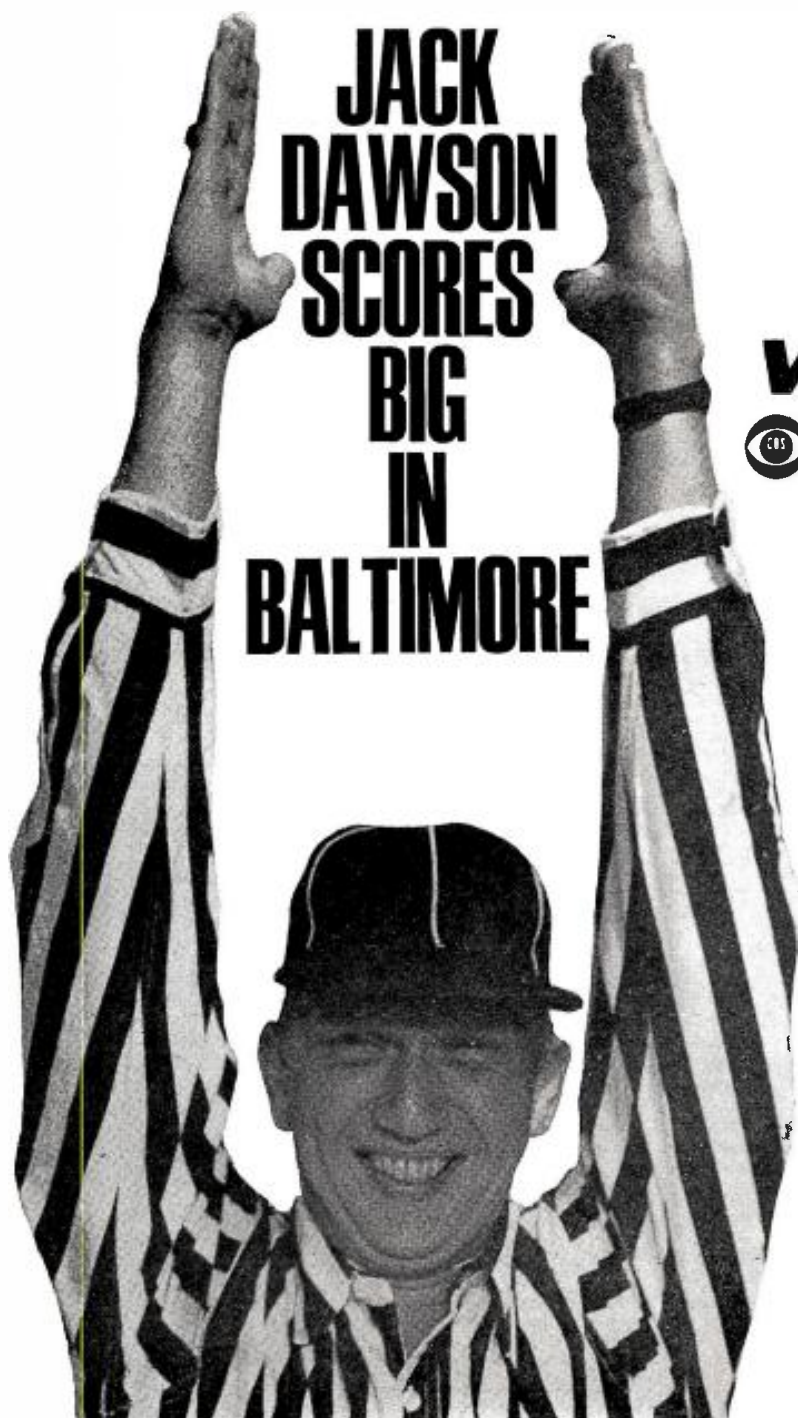
Nov. 14-15—Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

BALTIMORE COLTS and WMAR-TV SUCCESS STORY-BALTIMORE STYLE!

■ WMAR-TV is NFL Football in Baltimore! It has been for years! In addition to pre-season games, sponsored by Western Electric Co. and The National Brewing Co., WMAR-TV is featuring "Inside Football" with Bob Williams (former NFL star) for Coca-Cola, "Football Preview" with Jim Mutscheller (former Colt star) for Norelco, "Corrallin' the Colts" for The National Brewing Company and "The Colts in Action" for Thom McAn, The National Brewing Company and JF Theatres. Jack Dawson completely covers all sports! ■ WMAR's SUCCESS STORY—BALTIMORE STYLE reaches into all categories: daytime, fringe and prime time, late movies! All segments have long been acclaimed by Maryland viewers and by important clients. Astute advertisers and agencies recognize this by showing their preference for this top-performance station!



In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV



CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.

JACK DAWSON

WMAR-TV Sports caster

(photo at left)

Featured in

"THE SPORTS PICTURE"

7:20 PM, MON. thru FRI.

Sponsored by:

PABST BLUE RIBBON BEER
SINCLAIR REFINING CO.

•
"THE SPORTS FINAL"

11:15 PM, MON. thru FRI.

Sponsored by:

UNION TRUST COMPANY
OF MARYLAND
PARK CIRCLE MOTOR CO.

•
"JOHN MACKEY SPORTS"

with Jack Dawson

11:15 PM, SUNDAYS

Sponsored by:

THE COCA-COLA COMPANY



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)



JOE FLOYD, President
Evans Nord, Exec. Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-President
General Offices: Sioux Falls, S.D.
Represented nationally by H-R

ence of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. Holiday Inn, Duluth.

Sept. 30 — A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 80th 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. 1—Meeting of the Kentucky Community TV Assn. Continental Inn, Lexington.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

Oct. 1—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. Morning session on research and the creative environment includes Roger Purdon, D'Arcy Advertising; Albert Shepard, Motivation Dynamics Inc.; Herbert E. Krugman, Marplan; Alvin A. Achenbaum, Grey Advertising; Charles R. DeCarlo, International Business Machines, and panelists yet to be announced. Luncheon speaker: Sherwood Dodge, ARF president, with Paul E. J. Gerhold of J. Walter Thompson and ARF chairman, presiding. Afternoon session on budgeting strategy and media measurements includes James O. Peckham of A. C. Nielsen Co.; William S. Blair, Harper-Atlantic Sales Inc.; G. Maxwell Ule, consultant; Melvin A. Goldberg, John Blair & Co., and Peter Langhoff, American Research Bureau. Waldorf-Astoria hotel, New York.

Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Speakers include John Chancellor, director, Voice of America; Robert Eastman, president Robert E. Eastman & Co. Stafford motor hotel, Tuscaloosa.

Oct. 7-9 — East central area conference of 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—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.

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

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

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 10—Plaza hotel, New York (Region 1).

Oct. 14—Marriott hotel, Dallas (Region 4).

Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas (Region 8).

Oct. 26—Raddison hotel, Minneapolis, (Region 6).

Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).

Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.

■Oct. 13-14—Annual fall meeting and election of officers of Missouri Broadcasters Association. Ramada Inn, Jefferson City.

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

■Oct. 13-14—International Film & TV Festival of New York. Americana hotel, New York. Further details are available from Industrial Exhibitions Inc., 17 East 45th St., New York 17.

■Oct. 14—Thirty-first annual convention of the Audio Engineering Society. Speakers on stereo broadcasting and reception include Harold L. Kassens, FCC; Arno M. Meyer, Belar Electronics Laboratory; Lawrence C. Middlekamp, FCC; Peter Onnigian, Jampro Antenna Co.; William S. Halstead, Multiplex Development Corp.; Richard W. Burden, Richard W. Burden Associates; and David N. Leonard, Steve T. Ou, and Jack H. Abernathy, all with Texas Instruments Inc. Barbizon Plaza hotel, New York.

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

Oct. 14-16—Western area conference of the American Women in Radio and Television. Olympic hotel, 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. 17-18—Annual meeting of NBC Radio network affiliates, Walter D. Scott, chairman of the board, and Julian B. Goodman, president, NBC, and Stephen B. Labunski, president, NBC Radio, will address the convention. Royal Orleans hotel, New Orleans.

■Oct. 17-19—Board of directors, National Community Television Association. Del Monte lodge, Carmel, Calif.

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.

■Indicates first or revised listing.

WERE^{RADIO*}

"THE TALK OF CLEVELAND"

IS NOW

Represented By

CBS RADIO SPOT SALES

*WERE—Cleveland's only News • Talk • Information Radio Station



Representing America's Most Influential Radio Stations

☐ WEEI Boston, Mass.	☐ WKAT Miami, Fla.	☐ WBBM Chicago, Ill.	☐ KTRH Houston, Texas
☐ WCBS New York, N.Y.	☒ WERE Cleveland, Ohio	☐ KMOX St. Louis, Mo.	☐ KCBS San Francisco, Calif.
☐ WCAU Philadelphia, Pa.	☐ WCCO Minneapolis-St. Paul, Minn.	☐ KCMO Kansas City, Mo.	☐ KNX Los Angeles, Calif.
☐ WTOP Washington, D.C.			

We get channels you can't get anywhere else.

September 1966 Vol. XXIII No. 9 Five Dollars

TELEVISION



In September: Why satellite television has stirred up the biggest dogfight of the space age. Exclusive forecast of all the ratings of the new season. An inside look at the pivotal shows that all three networks are really counting on. And more. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036; (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

OPEN MIKE®

No 'special' studies

EDITOR: Thanks for the story (BROADCASTING, Aug. 15) on our "Sales Messages Delivered" plan, but it needs a small correction.

Our guarantee will not be as you say "... from special Pulse surveys ..." Most definitely not. It will, in fact, be based on the regular, multistation participated and ordered Pulse studies. The exact studies made in the exact periods as they have been for the past seven years.

Not for a second do we wish any advertiser to think that we are going to order any kind of "special" surveys or studies. Rather, we are as eager to be as pure as little ole Caesar's wife.

WALT is sticking its electronic head right on the block. That we know. But, if it is going to be chopped off, then we want everyone (who wishes) to be able to have their hands on the axe handle! —Lee Gorman, general sales manager, WALT Tampa, Fla.

(The story, "Circulation guaranteed by Florida station," described a WALT plan to assure sponsors a 6.0 rating for sales messages or a cumulative weekly audience of 35,000 homes. Guarantees are based on regular, not special surveys, as reported.)

Agency viewpoint

EDITOR: As I interpret your article on integrated television spots, (BROADCASTING, Aug. 15) with two sponsors sharing a single commercial, it seems that the sole concern of "many broadcasting authorities" and "a vice president of one of the largest representation companies" is the depressing effect this technique might have on network and station income.

I guess the networks and stations have the right to set the rules for use of their facilities. I know the agency has the obligation to get maximum value for the client's advertising investment. If, as

"one network official" said, advertisers could cut their TV budgets 20% to 30% while maintaining present efficiency, by using integrated commercials, then both the advertiser and his agency certainly should try to do so.

And it might be long-term wisdom for networks, stations and reps to encourage the highest possible efficiency of the medium, thus keeping most of the revenue they now enjoy, and drawing more away from other media which do not concern themselves with delivering maximum efficiency.

Is television pricing itself out of the competition for the media dollar, or isn't it? If it is, shouldn't it be very much concerned with increasing efficiency at least as fast as its rates? Is it now so concerned?

I doubt that the quoted rep is anywhere close to the truth when he blames the integration trend on "agencies' guilt about their media commission system of compensation."

We have no such problems, because we never have used the ancient, unreal, inequitable commission system.

When enough advertisers realize the value to them of the fee system in saving advertising dollars now wasted largely on inefficient media, our rep friend and many others on his side of the desk may wish that they had done everything possible to increase media efficiency, instead of concentrating their efforts on inflating rates.—George Johnson, George Johnson Advertising, St. Louis.

Crystal clear . . .

EDITOR: Curtis Swanson in his Aug. 15 letter disagrees with a description of crystal-set listening used in ad copy.

Mr. Swanson's memory serves him well; crystal-set reception was pure and clean. But for most of us of the galena

An open letter from the Vice President

On April 11, the President announced the beginning of his 1966 Youth Opportunity Campaign to provide one million extra summer jobs for our 16-21-year-olds.

On Aug. 10, I reported to the President that the goal he set had been exceeded. Reports received directly from employers and from state employment offices around the country, extra federal hiring and Neighborhood Youth Corps allocations has yielded a total of 1,048,554 extra jobs for youth.

I have asked BROADCASTING to pass on to all of you my sincere thanks for another public service superbly rendered by the broadcasting industry. Your interest in the Youth Opportunity Campaign played a most significant part in bringing this important message to the employers—and the young men and women—of America. The results speak for themselves. I know we can count on your continued support.

With best wishes. — Hubert H. Humphrey.

“Warner managed to produce movies with gusto”

Chicago Daily News, April 30, 1966



60 HOURS
35 MINUTES OF **BATTLE-ACTION** FROM

The consistent success of war movies on TV—especially war-story strips—is proverbial in the mid-'60s. Reason: Battle-action delivers all the guts, gusto and explosive impact your viewers look for when they flip the dial. UAA has selected more than three-score of the most powerful combat shows from Warner and RKO for you . . . stories of WW I and II, the Korean, Crimean ("Light Brigade") and Indian Wars. Many stations are playing them now—many have renewed, to continue their profitable business in UAA battle action.

FOR FULL PARTICULARS, WRITE, WIRE OR PHONE
UNITED ARTISTS ASSOCIATED

555 MADISON AVE., NEW YORK, N. Y. 10022 area code 212 688-4700



uad
UNITED ARTISTS ASSOCIATED
A DIVISION OF
UNITED ARTISTS
TELEVISION

Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

and cat-whisker era, it was far from "static-free".

Static results from natural sources (lightning) and from man-made devices (electrical switches, relays, etc.).

Since the ad copy described listening to a Tunney-Dempsey fight in 1927 and since the listener was in Huntington, W. Va., he probably did hear static and plenty of it. Although one station was operating in Huntington in 1927, one in Charleston (40 miles), three in Columbus (115 miles) and four in Cincinnati (130 miles), he probably was listening to a Pittsburg station 190 miles away.

I suggest that Mr. Swanson listen in Chicago to wowo Ft. Wayne during the next electrical storm (and preferably on a child's crystal set).

In 1927, as now, it took a local signal to override the static.—*John P. Shipley, manager, New York Broadcast & Communications Sales, RCA.*

EDITOR: Curtis Swanson notes that crystal-set radio reception was static-free. I think my own memory agrees with his. But I don't think he was as accurate in his reading of the ad copy about Gene Smith of Huntington, W. Va. (BROADCASTING, July 25).

The ad didn't say Gene listened to the second Dempsey-Tunney fight Sept. 22, 1927, over a crystal set. It just said, in a later paragraph, he started in radio by building crystal sets.

I don't know where Mr. Swanson was in September 1927, but by that time most of the rest of us had graduated to the more sophisticated (and noisy) receivers like superheterodynes and their offspring. As for static—ask anyone who ever listened to a superhet's pop, crackle, squeal.

I remember listening to the aforesaid Dempsey-Tunney fight. One will get Mr. Swanson 10 the radio was "crackling with static."—*Bruce Palmer, Lowe Runkle Co., Oklahoma City.*

C&W's on the march

EDITOR: WFIG is a country and western station serving a three-county area in South Carolina. Information from the SPECIAL REPORT in the Aug. 1 issue will be valuable to us.

Please consider this an order for 100 copies of the reprint.—*Edward H. Savage, sales manager, WFIG-AM-FM Sumter, S.C.*

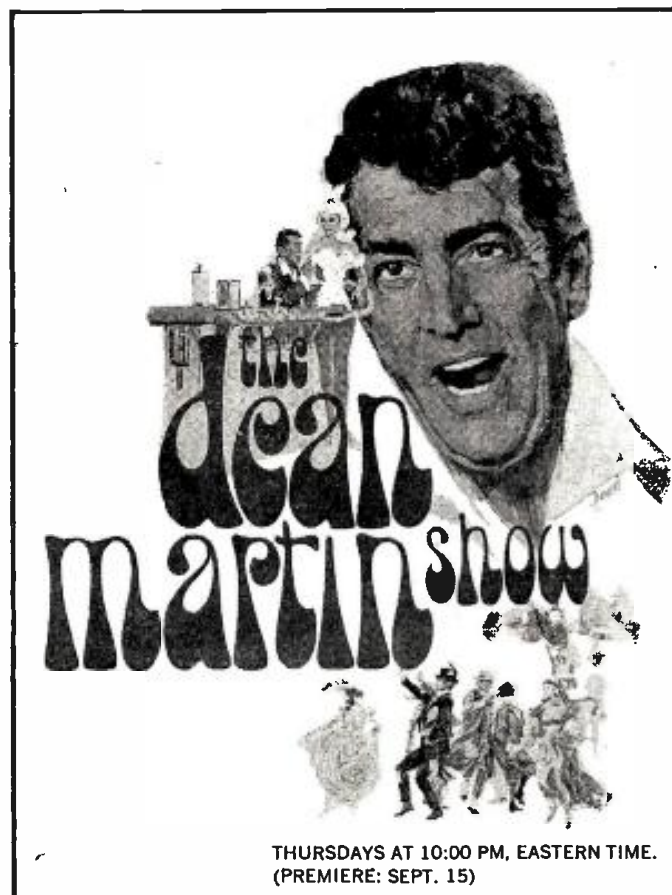
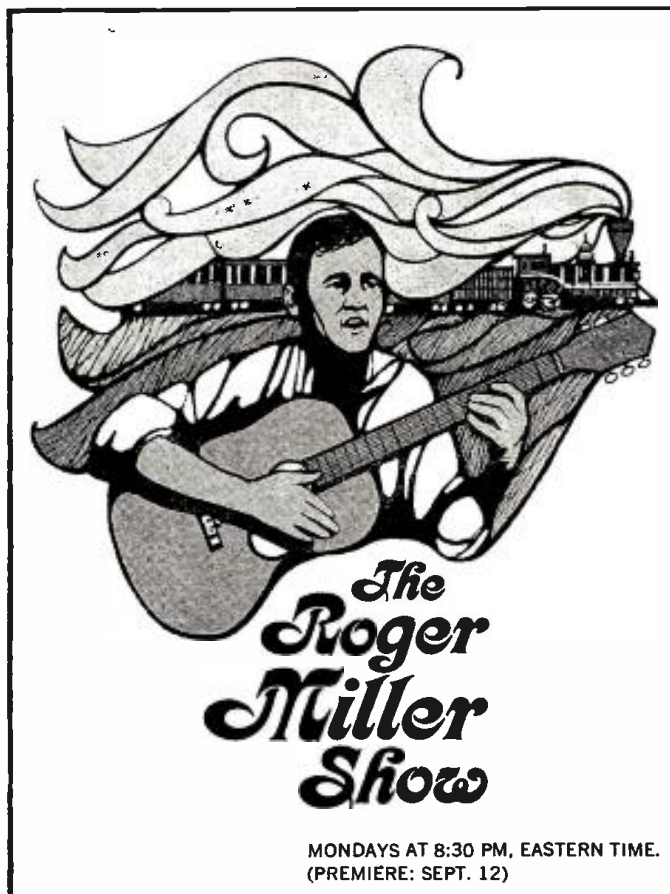
EDITOR: Congratulations on the excellent C&W SPECIAL REPORT.

Please send 50 reprints. *George W. Chernault, Jr., vice president, WLSL-AM-FM-TV Roanoke, Va.*

(Reprints are available for 30¢ each, 25¢ each in quantities from 100 to 50 20¢ each for orders for more than 500, plus shipping charges. Address request to BROADCASTING, 1735 DeSales St., N.W. Washington 20036.)



Going places KGGM-TV, leading TV station in Albuquerque, N.M., joins America's most dynamic television stations. Bruce Hebenstreit, General Manager, announces the appointment of Blair Television as exclusive national representative, effective September 1, 1966 !



A Show In Themselves

What's the key ingredient of a great variety program? Well, a talented host certainly helps, says the NBC Television Network.

This season, we're saying it four times over. Which brings us first to the fast-rising star of the brand-new "Roger Miller Show."

Young Mr. Miller is a man who delights in singing his own songs—a perfectly natural inclination for

the composer of such world-famous hits as "King of the Road" and "England Swings."

In addition to composing, singing and guitar playing, the lad from Oklahoma spins a funny story when he's of a mind to, and likes nothing better than to swap merry badinage—and goodinage—with guests. (Among his scheduled visitors: Bill Cosby, George Burns, Vince Edwards and Liberace.)



**ANDY
WILLIAMS
SHOW**

SUNDAYS AT 10:00 PM, EASTERN TIME.
(PREMIERE: SEPT. 11)



Chrysler presents a
**BOB HOPE
COMEDY SPECIAL**

WEDNESDAYS AT 9:00 PM, EASTERN TIME.
(PREMIERE: SEPT. 28)

Happily, Mr. Miller is not the only versatile performer among the musical-variety hosts on this season's NBC-TV lineup.

"The Dean Martin Show" and "Andy Williams Show" are both distinguished by multi-talented stars. Not only do Dean and Andy sing beautifully, but they thoroughly enjoy dabbling in comedy on their shows, when they're not completely

wrapped up in song. (Another NBC-TV host—fellow named Bob Hope—even gets laughs while singing, although he doesn't plan it that way.)

In short, when better musical-variety shows are built, you'll find an NBC-TV performer at the helm.

Or, to put it another way, the showmen must go on.



THE FULL COLOR NETWORK

A word from **WGAN** radio-tv Portland Maine



IS THE PUBLIC INTERESTED?

The broadcaster watching current subcommittee hearings on satellite transmission allocations can only shake his head in disbelief.

The scramble by self-interested common carrier giants, the lack of technical understanding by some committee members, the outspoken endorsements of Chairman Pastore (D., RI) in favor of the Ford Foundation proposal, the aloof dodging of substantive planning by McGeorge Bundy plus Fred Friendly's defection (et tu, Fred?) is resulting in a lively if not hysterical show for knowledgeable broadcasters.

The continual use by Chairman Pastore of the LEONARD BERNSTEIN (commercial) program as his example of ETV and how it should be transmitted by educational satellite lent a somewhat foolish tone to the entire proceedings.

All of this is not to say ETV has no place. It does.

In the hearts and minds of the "educators" ETV understandably occupies first place. While at some institutions ETV monies are allocated after new buildings and other needs, the main thrust of educators is to replace individual striving for knowledge with tax-supported out-

of-school ETV programming to the unveneered masses.

It has been amply demonstrated that local and network commercial broadcasters can and do offer substantial creativity in the "educational" field. One need only recall TWENTIETH CENTURY, NBC WHITE PAPERS, et al, plus a myriad of locally produced material that daily serves the community requirements.

If satellite broadcasting of educational programming is to be a "viable and meaningful" addition to help win the race between catastrophe and education then it must be directed and nurtured by commercial broadcasters as a part of an overall system. A tax-supported one-sided governmental facility, no matter how idealistic, is not practicable. Since there is no demand except from congressional and foundation elements that would cram education down our throats like so much unwanted spinach to a child, the current hearings are firmly based on quicksand.

The solution is clear. Again the NAB and FCC must take upon their broad shoulders a full understanding of individual demands and come forth with a realistic and practical answer. It will not be easy but it will be founded on fact not fancy and rooted in need not nonsense.

Gene Wilkin
GENE WILKIN
Vice President



GUY GANNETT BROADCASTING SERVICES

CBS TELEVISION
NAB • BPA • THE JOHN BLAIR COMPANIES

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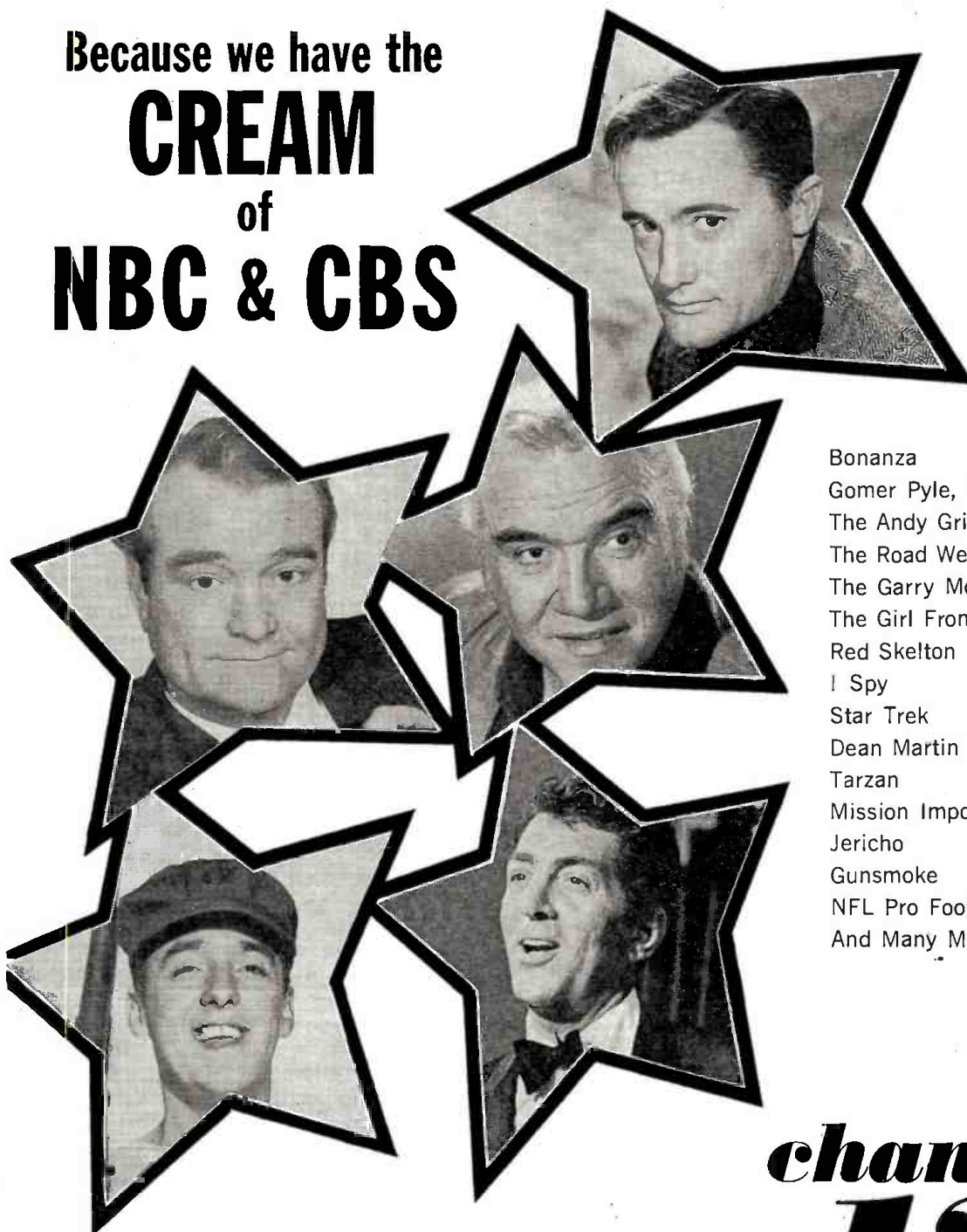
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932. Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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BROADCASTING, August 29, 1966

WHY DOES ONE STATION HAVE SO MANY GREAT SHOWS?

Because we have the
CREAM
of
NBC & CBS



Bonanza
Gomer Pyle, U. S. M. C.
The Andy Griffith Show
The Road West
The Garry Moore Show
The Girl From U.N.C.L.E.
Red Skelton
I Spy
Star Trek
Dean Martin
Tarzan
Mission Impossible
Jericho
Gunsmoke
NFL Pro Football
And Many More—

WHERE THE COLOR IS

NBC Color/CBS Color/Color Film/Color Tape/Color Slides/
Local Live Color On The Way.



WAPI-TV BIRMINGHAM, ALABAMA
Represented nationally by Harrington, Righter, and
Parsons, Inc.



channel
13
wapi-tv

Defining the audience for results, not philanthropy

When it comes to television advertising, it seems that a number of people both within and outside the industry view Xerox Corp. as another Ford or Rockefeller Foundation. Any time a producer wants to do a program about the home life of an aardvark or some other subject that's too esoteric even for educational television, he brings it to us.

We're gratified, of course, that some people look upon us as a philanthropic institution because of our reputation for quality television. But let's set the record straight. We're a profit-minded corporation and we select the programs we sponsor for primarily the same reason as any television advertiser—to enhance our reputation and to sell our products and services.

Of course it's fortunate that the programs we determine will best sell our products are the ones that find most favor with television critics and columnists, as well as with our peers in the industry.

Our sponsorship of such programs as *The Making of the President* (1960 and 1964), of *The Kremlin*, *The Louvre* and, more recently, *Death of a Salesman* had been honored during the past year alone by a Peabody Award, the Trustees' Award of the National Academy of TV Arts & Sciences and by the "Critics Consensus" award.

To Xerox, such awards are meaningful. We believe it is good business for us to be known as sponsor of some of the most outstanding programs on TV. It enhances our image.

Perhaps our concentration on programs such as these is also what leads producers—or would-be producers—to the assumption that we're interested in virtually any program, regardless of its rating potential, so long as it's in the public affairs or information category. But that is only partially correct.

We no longer concentrate only on documentaries. We have recently expanded into TV drama and other programs that fall more into the area of straight entertainment. Even more important, we are experimenting with and searching for any quality television special which we believe will reach the specific audience we are after.

The Viewer Target ■ What is that audience? When we entered the mass-TV market just five years ago, Xerox was a manufacturer only of office copying machines and other graphic communications equipment. Our programs had to appeal to people who make the

decisions about whether to buy or lease our products and services.

Research had indicated that we could reach this influential leadership group more effectively through documentary television than through the usual types of mass-appeal programs.

Experience proved this to be correct. *The Louvre*, for example, scored 83% higher among college-educated groups than it did among the entire audience. Penetration of college-educated groups by the top 10 programs that season, on the other hand, scored lower than their national average. Statistics were similarly favorable among professional, white-collar viewers and in terms of household income for other documentaries we sponsored.

Today, as our company has matured, we find we must expand the types of audience we are after. We are no longer just a copier company. We're now involved in education, in space research, in new methods of information storage and retrieval. Our audience studies indicate that the audience for documentaries is not necessarily the audience that we want to talk with about our new corporate interests. Of course we will continue to sponsor documentaries. But we are now expanding into other program areas as well.

Our TV advertising objectives can be summed up this way:

- Xerox programs must be "specials" in every sense of the word. They must be the most important program of the night, the week, and hopefully, even the month.

- We must be willing to gamble. We felt that a program about the dangers of drug addiction would be important enough, if done correctly, to reach our targeted audience. Because such a pro-

gram was unavailable, we provided Robert Drew Associates with \$125,000 to produce the show. We hope you'll agree, when you view *Storm Signal* on our "Xerox network" of local stations between Sept. 6 and 9, that the gamble paid off.

- We must be innovative. When we found we could not purchase the prime time periods we desired on the three major networks for some of our documentaries, we conceived the idea of creating our own network of stations across the country. In virtually every instance, this Xerox network has delivered an audience comparable in size to that delivered by ABC, CBS or NBC.

- We must be pace-setters. Our sponsorship of *Death of a Salesman* on CBS this past May helped trigger a tremendous revival of drama scheduled for TV this coming season.

Similarly, our success with documentaries during our early days helped bring numerous other advertisers into this area.

- Our programs must lend themselves to intensive prior promotion and subsequent acclaim. This not only creates goodwill for Xerox as a corporation but also adds to the attentiveness with which viewers watch our programs—and, hence, our commercials.

- As important as any objective, finally, is the requirement that our programs must reach the audience we want to hit to sell our products.

Who knows? Someday we may decide to sponsor an hour-long documentary about the home life of an aardvark—but only after we determine that potential viewers for such a show are potential Xerox customers.



Donald L. Clark, vice president, corporate advertising, Xerox Corp., Rochester, N. Y., is a member of the Association of National Advertisers, the Sales Executives Club and the Phi Beta Kappa fraternity. He was elected vice president in 1964 after having been made manager in 1961 of marketing and later director of marketing planning. He joined Xerox in 1954 as special assistant to the branch sales manager after having served as market research manager at General Electric Co., Syracuse.

FIRST



SIGN-ON^{TO} SIGN-OFF

AGAIN WSYR-TV is No. 1 in Homes
Delivered in the Syracuse Market:

*ARB for March, 1966.
11-11:30 P.M. News,
Monday thru Friday.

Data quoted, or derived from Audience Surveys, are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

***32.3% More Than Station No. 2**

***83.6% More Than Station No. 3**

WSYR • TV



Channel 3 • **NBC**
Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

Miss



America



Lovelier Than Ever—in Color on NBC

We wouldn't dream of claiming that the new Miss America will be more beautiful than her predecessors.

But in millions of homes it will *seem* that way, for the annual Miss America Pageant comes to the NBC Television Network this year. And that means, of course, that the Pageant will be seen in color for the first time (Saturday Sept. 10, 10:00 pm EDT, immediately following NBC's exciting special, "The Class of '67").

If previous winners have looked lovely in black-and-white, picture how radiant the latest will be in blushing color.

We can't think of a more glamorous prelude to NBC WEEK, and NBC cameras will be covering all of it—right up through the traditional moment when the winner bursts into tears.

Of course, this Miss America should remain *smiling* through it all, since she'll know that the entire nation is admiring the color of her eyes, her hair and her beautiful gown.

But then, you know women.

NBC TELEVISION NETWORK 
The Full Color Network

WBTV'S "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.*



Charlotte



Atlanta



Baltimore



Cincinnati



Dallas



Milwaukee

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

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

**BUY
THE
BIG
ONE
WBTV**

WBTV
CHARLOTTE
JEFFERSON STANDARD
BROADCASTING COMPANY
WBTV/WBT-FM/WBTV/
WBTV/Jefferson Productions
Represented Nationally by
Television Advertising  Representatives, Inc.

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

Are newspapers gaining on TV?

ANPA sees trend toward print; TVB says B of A figures shortchange television, fail to stress national, regional advertising where TV is strongest

Television took a startled look last week at suggestions that the trend in advertising favors newspapers and found the idea odious and something less than accurate, but sobering.

The nub of the situation appeared to be that newspapers are gaining more "new" dollars than television, but that television is still increasing its share of total advertising expenditures while the newspaper share is diminishing. Both of these changes—down for the newspaper share, up for TV's—are discernible only in fractional percentage points, however.

National advertising generally and the biggest advertisers specifically, reflecting the judgment of advertising's most sophisticated practitioners, are still preponderantly concentrating on television, while local advertising remains even more heavily oriented toward newspapers.

The issue was ignited by a report from the Bureau of Advertising, American Newspaper Publishers Association, purporting to show that media revenue breakdowns "establish a trend toward print in general and newspapers in particular."

Dr. Leo Bogart, executive vice president and general manager of the B of A, said media analysis over the last five years shows newspapers have been getting an increasingly larger share of new monies going into the four major measured media.

Gain Slackening ■ This year, he estimated, television will corner 27% of new billing going to the four media—newspapers, magazines, radio and TV—whereas five years ago it took 56% of the total gain. Newspapers' share of the new money, he predicted, will reach 49% as against 16% five years ago.

Television industry representatives took issue with Bureau of Advertising estimates for 1966 TV revenues, claiming they had been shortchanged by some \$50 million, or 25%. But more importantly they questioned the significance of the comparisons the newspaper trade group was making.

The Television Bureau of Advertising noted that national and regional advertisers this year are again placing a larger share of their budgets in television. These same advertisers, according to TVB estimates, will increase their allocation to television from 46.9% of their budgets in 1965 to 47.3% in 1966, and at the same time will decrease their share for newspapers from 19.3% to 19.0%.

The Bureau of Advertising, which estimated that newspaper revenues will grow by \$355 million to \$4,456.5 million this year, also estimated television will experience a \$200 million advance in the same period.

"Even using their figures," TVB research Vice President Harvey Spiegel asserted, "both media would be showing the same gain of 8%."

Mr. Spiegel said TVB anticipates local television billings will increase \$49 million whereas the Bureau of Advertising accords local TV a gain of only \$21 million.

Nationally, the Bureau of Advertising saw a \$179 million advance for tele-

vision while TVB thought \$201 million would be closer to the mark. "Instead of an 8% total gain for TV this year, 10% would be more accurate," according to TVB.

It was noted the B of A "neglected to point out" that well over 80% of newspapers' anticipated increase this year will be coming from local advertisers, "an area they've had pretty much to themselves in the past."

Gain, Not Loss ■ Even so, TVB reported that according to its own figures television's part of the three local media total (television, radio and newspapers) would be 9.3%, representing a gain of three-tenths of a percentage point instead of a loss of two-tenths of a point as calculated for local television by the B of A.

TVB's Mr. Spiegel suggested with some annoyance that "the easiest way to make yourself look good is to underestimate how well your competition is doing. This was obviously the B of A's approach to 1966."

According to TVB, newspapers' share of local ad dollars will show a decline

1966 advertising sales: two versions

The table below shows how the newspapers' Bureau of Advertising and the Television Bureau of Advertising differ in their predictions of 1966 sales—local, national and total—and in the TV and newspaper shares of total expenditures in the four major measured advertising media. Dollar figures are in millions. Percentages in parentheses represent

the dollar figures' share of total projected expenditures in television, newspapers, radio and magazines. As the table shows, TVB accepted B of A's newspaper dollar projections at face value, but its higher projections for TV reduced somewhat the newspapers' share of total expenditures while somewhat increasing TV's share.

B of A:	Local	National	Total
Television	\$ 432.0 (8.8%)	\$2,290.0 (47.0%)	\$2,722.0 (27.9%)
Newspapers	\$3,882.0 (78.8%)	\$ 930.0 (19.1%)	\$4,812.0 (49.0%)
TVB:			
Television	\$ 460.0 (9.3%)	\$2,312.0 (47.3%)	\$2,772.0 (28.0%)
Newspapers	\$3,882.0 (78.3%)	\$ 930.0 (19.0%)	\$4,812.0 (48.8%)

Coffee firms increase, tea companies decrease TV buying

A report issued last week by the Television Bureau of Advertising shows that leading TV advertisers of coffee and tea products invested more than \$54 million in spot and network in 1965.

Coffee advertisers raised their 1965 television investment by 4% over 1964, while the tea companies decreased their spending by 17.8%. TVB reported that television attracts an overwhelming share of the measured media advertising budgets from leading coffee and tea advertisers but noted their TV activity has not grown at the same rate as other beverages (soft drinks, for example).

TV's top coffee advertiser last year, with an investment of \$14,484,300 (91.2% of the media total), was General Foods for its Maxwell House, Yuban and Maxim brands. Lever Bros.' Lipton tea was in first place in that category, spending \$4,419,300 (99.3% share of budget) in television.

A major development in coffee advertising this year has been the television campaign of the World Coffee Promotion committee. The WCP unit was created specifically to promote greater consumption of coffee, using a youth-oriented commercial approach directed to the 17-25 age bracket.

COFFEE
Top 15 TV advertisers in 1965
(for coffee brands only)

Company	1965 Network	1965 Spot	1965 TV Total	1964 TV Total	% Change
General Foods	\$ 8,599,000	\$ 5,885,300	\$14,484,300	\$16,148,200	- 10.3
Procter & Gamble	—	7,109,400	7,109,400	5,927,500	+ 19.9
Nestle & Co.	3,060,200	2,202,800	5,263,000	4,590,000	+ 14.7
Hills Bros.	188,300	3,769,900	3,958,200	3,265,400	+ 21.2
Standard Brands	1,730,300	1,692,900	3,423,200	3,535,200	- 3.2
Nat'l. Fed./Colombia Coffee	—	2,146,300	2,146,300	2,021,200	+ 6.2
Coca-Cola Co.	—	2,067,700	2,067,700	1,941,800	+ 6.5
M.J.B. Co.	—	1,678,000	1,678,000	1,597,300	+ 5.1
Chock Full O'Nuts	—	1,621,800	1,621,800	713,300	+127.4
S. A. Schonbrunn	—	826,600	826,600	608,200	+ 35.9
Wm. B. Reily	—	483,300	483,300	933,000	- 48.2
Beech-Nut Life Savers	—	266,600	266,600	571,900	- 53.4
W. F. McLaughlin	—	262,400	262,400	50,400	+420.6
Brazilian Coffee Council	—	233,000	233,000	285,000	- 18.3
Manhattan Coffee	—	146,600	146,600	141,000	+ 4.0
Totals:	\$13,577,800	\$30,392,600	\$43,970,400	\$42,329,400	+ 3.9

Sources: Network TV: (net time & program costs) TVB/LNA-BAR; Spot TV: (gross time) TVB/Rorabaugh

TEA
Leading TV advertisers for tea brands only in 1965

Company	1965 Network	1965 Spot	1965 Total TV	1964 Total TV	% Change
Lever Brothers	\$3,160,200	\$1,259,100	\$ 4,419,300	\$ 4,880,400	- 9.4
Nestle Co.	1,163,800	1,006,800	2,170,600	1,806,300	+20.2
Standard Brands	294,000	1,137,200	1,431,200	1,928,100	-25.8
Brooke Bond	—	1,049,400	1,049,400	645,500	+62.6
Beech-Nut Life Savers	—	943,100	943,100	2,067,700	-54.4
Salada Foods	—	370,200	370,200	1,302,600	-71.6
Totals:	\$4,618,000	\$5,765,800	\$10,383,800	\$12,630,600	-17.8

Sources: Network TV: (net time & program costs) TVB/LNA-BAR; Spot TV: (gross time) TVB/N. C. Rorabaugh

ARE NEWSPAPERS GAINING ON TV? continued

this year from 78.5 to 78.3% of the three-media total.

Taken as a percentage of total advertising revenues being collected by the four major media, television's billing will be up from 27.8% in 1965 to 28% in 1966 by TVB calculations or to 27.9% by Bureau of Advertising reckoning.

"However the figures are read," said TVB's Mr. Spiegel, "they could hardly be construed to show a surge for newspapers at the expense of television."

In fact TVB has data showing newspapers' biggest advertisers are much bigger television advertisers. The preference for TV demonstrated by the papers' top spenders has continued to grow in recent years. In 1965 the top 100 newspaper advertisers funneled \$319.3 million into papers, a 3.7% increase over the previous year. At the same time, however, these same blue-chip newspaper customers were pouring \$996.7 million into television in 1965 for a 6.8% gain. Thus newspapers' top 100

were spending in television more than three times their combined expenditures in papers.

Measured by Volume ■ In terms of volume, television got an increase of \$63.3 million from this elite newspaper group while newspapers themselves took an \$11.4 million gain from them.

The top 100 national advertisers also feed television the most attractive portion of their total ad billings—62.7% in 1965. The same year the leading national advertisers jumped their aggregate network and spot TV outlays from \$1,537 million in 1964 to \$1,692 million last year, a 10.1% advance.

TV's number-one advertiser, Procter & Gamble, placed 90.6% of its \$177.6 million media budget in TV.

Among the top 100 advertisers, 25 spend \$20 million or more annually in television, but only two spend that much in newspapers. Of 65 who spend 50% or more of their media dollars in television; none spend as much as 50% in

newspapers.

The Advertising Bureau's Dr. Bogart said the television industry will unwittingly aid the future growth of the newspaper medium. "Television," he suggested, "is becoming a victim of its own success."

According to Dr. Bogart, technological developments such as UHF and community antenna television and an increasing number of multi-set television families should increase television's total audience. But he said that audience would be fractionalized making TV a less efficient medium for sponsors.

Mr. Spiegel of TVB characterized this line of reasoning as ridiculous. Segmented audiences wouldn't reduce television's total revenues, he maintained. On the contrary, he said, this could make it easier for sponsors to reach specific audiences.

Bogart View ■ Mr. Bogart also stated newspapers stand to gain from an improving educational level of the American population, noting that newspaper reading and educational achievement are correlated.

He predicted total advertising volume

COFFEE Advertising media investments in 1965
(for coffee brands only)*

Company	Total TV	Magazines	Newspapers	Radio	Total Media	% TV Share
General Foods	\$14,484,300	\$ 298,700	\$1,103,100	—	\$15,886,100	91.2
Procter & Gamble	7,109,400	—	51,600	607,000	7,768,000	91.5
Nestle & Co.	5,263,000	466,800	15,600	23,000	5,768,400	91.2
Hills Bros.	3,958,200	—	170,400	602,000	4,730,600	83.7
Standard Brands	3,423,200	—	355,100	629,000	4,407,300	77.7
Nat'l. Fed./Colombia Coffee	2,146,300	—	—	—	2,146,300	100.0
Coca-Cola Co.	2,067,700	28,900	200,400	—	2,297,000	90.0
M.J.B. Co.	1,678,000	—	900	—	1,678,900	99.9
Chock Full O'Nuts	1,621,800	—	—	—	1,621,800	100.0
S. A. Schonbrunn	826,600	55,300	145,000	—	1,026,900	80.5
Wm. B. Reily	483,300	—	132,400	—	615,700	78.5
Beech-Nut Life Savers	266,600	—	58,400	—	325,000	82.0
W. F. McLaughlin	262,400	154,600	—	—	417,000	62.9
Brazilian Coffee Council	233,000	109,100	180,500	—	552,600	44.6
Manhattan Coffee	146,600	—	—	—	146,600	100.0
Totals:	\$43,970,400	\$1,113,400	\$2,413,400	\$1,861,000	\$49,358,200	89.1

*Ranked by top 15 TV advertisers of coffee brands only.

Sources: Network TV: TVB/LNA-BAR; Spot TV: TVB/Rorabaugh; Magazines: PIB; Newspapers: Bureau of Advertising; Radio: Radio Advertising Bureau (top 100 spot radio users)

TEA Advertising media investments in 1965
Ranked by total TV investment for tea brands only

Company	Total TV	Magazines	Newspapers	Radio	Total Media	% TV Share
Lever Brothers	\$ 4,419,300	—	\$ 30,900	—	\$ 4,450,200	99.3
Nestle Co.	2,170,600	53,200	3,800	210,000	2,437,600	89.0
Standard Brands	1,431,200	157,600	112,800	22,000*	1,723,600	83.0
Brooke Bond	1,049,400	—	29,000	—	1,078,400	97.3
Beech-Nut Life Savers	943,100	124,500	8,200	983,000	2,058,800	45.8
Salada Foods	370,200	125,100	—	451,000	946,300	39.1
Totals:	\$10,383,800	\$460,400	\$184,700	\$1,666,000	\$12,688,900	81.8

*Spot radio only—network radio total for Standard Brands not broken down by brand.

Sources: Network TV: TVB/LNA-BAR; Spot TV: TVB/N. C. Rorabaugh; Magazines: PIB; Newspapers: Bureau of Advertising; Radio: RAB's top 100 listings for spot and network radio

fer Butch Van Arsdale. This commercial, dramatizing that even a "healthy, virile specimen" needs insurance, opens with action shots made both from a helicopter and from underwater using a 1,000-mm lens. One of the underwater sequences shows the surfer riding a wave over the camera.

Memphis buys spot radio in major markets

A spot campaign on KFI Los Angeles promoting the glories of Memphis, Tenn.? It not only could be, it is. And WHN New York, along with WGN Chicago, is airing the promotion.

The campaign lists the advantages that Memphis offers as the site for new industrial plants. The ads are aimed at busy executives, which explains the choice of cities as well as the particular radio stations. According to James R. Pirtle, manager of the industrial department of the Memphis Area Chamber of Commerce, the radio stations used in the promotion were selected because "they're in the three main cities where big business executives work, and they're the kind of adult stations big business executives listen to."

Greenshaw & Rush Inc., a Memphis advertising agency, handles the campaign which is jointly sponsored by the Chamber of Commerce and the Memphis Light, Gas and Water Division. Last year Light, Gas and Water spent \$50,000 on the effort with the Chamber of Commerce contributing \$25,000. This year they have allocated \$75,000 and \$37,500 respectively.

In addition to spot radio, the promotion uses ads in magazines and newspapers keyed to businessmen. Gift bottles of Memphis water are also part of the effort. The radio and water-samples campaigns were developed by Bill Greenshaw, executive vice president of Greenshaw & Rush.

The spots are scheduled in prime radio time when businessmen are on the way to the office. "We're aiming for that captive audience in the man's car," Mr. Pirtle said.

Rep appointments . . .

- WERE Cleveland: CBS Radio Spot Sales, New York.
- WEET Richmond, Va., and WOLO-TV Columbia, S. C.: Venard, Torbet & McConnell Inc., New York.
- WJCV Johnson City, Tenn.: Jack Masla & Co., New York.
- WBLY Springfield, Ohio: Burn-Smith Co., New York.

would reach \$20 billion by 1970, "assuming continuing expansion of the economy," and he estimated newspapers would show a gain of one-third over their current volume by that time, this would put their volume at \$6.4 billion in 1970.

He considered the success of newspapers partially attributable to a stable milline rate (an advertising efficiency index based on lineage cost per thousand circulation and a rough equivalent of television's cost per thousand).

"Expressed in real dollars—discounting inflation—the milline rate for all U. S. newspapers last year actually was lower than it was back in 1945," he said.

Why should newspapers discount inflation in their efficiency calculations, TVB asked, when other media stick to dollar figures for a given year?

The Association of National Advertisers' publication on newspaper circulation and rate trends from 1946 through 1965 shows the newspaper milline rate increased 70% from \$2.88 to \$4.90.

Prudential blanketing early-evening news slots

The Prudential Insurance Co. of America, Newark, N. J., reported last week that it will be represented in all early-evening newscasts on the three TV networks in 1966-67.

The advertiser said it has a \$3-million television budget for the 1966-67 season. The first of its newly produced color commercials will be telecast on Sept. 12.

Prudential estimates that its commercials will be seen in more than 32 million homes at least once during a 30-day period using a lineup of participations in the Peter Jennings (ABC), Walter Cronkite (CBS) and Huntley-Brinkley (NBC) news shows.

A series of new commercials has been prepared by Prudential's agency, Reach, McClinton & Co., New York, to illustrate basic needs for insurance. Among the commercials is one that was filmed in Hawaii, using champion sur-

In the wake of airline strike

Although radio-TV stations may lose some immediate billings, feeling is they'll recoup much by year end

The tentative verdict on the cost to radio-TV advertising of the 44-day airline strike that ended Aug. 19 is that the net loss was significant but not across-the-board or permanent.

Much of the estimated \$4.5 million in airline billings that would have been placed during the strike will be immediately recovered through expanded back-to-service campaigns. And, over the long haul, monies not directly replaced are expected to be substantially recouped as airlines strive to refill their depleted coffers through advertising.

Representatives of two of the five struck carriers, National and Trans World Airlines, reported an immediate net decline in radio-TV billings, United and Northwest Orient said they could not immediately determine whether

their post-strike advertising counterbalanced strike losses, and the fifth struck line, Eastern, said radio and TV stations will break even on their Eastern account by the end of the year.

A sampling of several major station representatives pointed to radio as the least hit and felt that spot TV, though harder hit, will bounce back eventually. The grounded lines, which lost an estimated \$8 million a day, depend to a great extent on spot TV to keep profits flying high.

The reps said ad revenues from non-struck airlines did not appreciably cushion the strike losses because many merely used already scheduled commercial positions to advertise the fact they were still flying.

Billings estimates in the following

summary unless otherwise stated are based upon 1965 third-quarter reports of the Television Bureau of Advertising and the Radio Advertising Bureau.

■ Eastern Air Lines, New York.

Broadcasters should at least break even because of Eastern's \$4 million ad campaign, half of which is being allocated to radio-TV, according to Thomas Englemann, Eastern account executive at Young & Rubicam, New York. The first five weeks of the post-strike campaign, which runs until the end of the year, will place advertising 175% above Eastern's normal rate.

When the strike hit July 7, Eastern had already begun a reduced summer schedule in seven TV and nine radio markets. (Most airlines plan on heavy vacation traffic without heavy advertising during July and August). It then cancelled all its radio-TV except for a couple of special sports TV programs in Atlanta.

When the machinist's union ratified the strike settlement on Aug. 19, Eastern had already begun that morning a 96-hour radio flight of 1,770 one-minute

How three of the lines came back on radio and TV

EASTERN

VIDEO	AUDIO
OPEN ON LINE-UP ON A/C AS SUN RISES (AT JFK) (7 AM TAKE OFF) SHOW VARIOUS VIEWS OF EASTERN PLANES LANDING UP, TAKING OFF, LOADING, ETC.	Eastern jets are on the wing again. If you were inconvenienced while we were grounded, we can only say we're sorry. Now we're back where we belong. Our jets are warmed up and so is our service. We're cleared for take-off.

JET TAKES OFF. Come join us and see how much better an airline can be. (Super: Telop EASTERN plus local phone number)

SUPER: SEE HOW MUCH BETTER AN AIRLINE CAN BE.

UNITED AIRLINES

VIDEO	AUDIO
ROLL 60-SECOND VERSION, DC-8 AIR-TO-AIR FOOTAGE. (C-209-DC-8-60) SUPER: "FLY THE FRIENDLY SKIES"	MUSIC: THEME, 58-SECOND VERSION, FROM START OF SOUND

OF UNITED".
KILL SUPER.
SUPER: "UNITED IS FLYING AGAIN".
KILL SUPER.

ANNCR: (VO) United Air Lines is flying again. The strike is over.
We know it created many hardships. You were greatly inconvenienced; you had to make exasperating changes in your plans. We hope you have some idea how deeply we regret the many problems. But now United is flying... with more jets to more cities than any other airline. With United people who say, "It's good to be back". Who invite you once again to fly the friendly skies of United. Call us or your travel agent. And thanks for your understanding.

SUPER: "FLY THE FRIENDLY SKIES OF UNITED".



The Eastern jet into the sun as an opener

NORTHWEST ORIENT (radio)

ANNOUNCER: The strike is over! Northwest Orient Airlines has resumed service. All Northwest offices are open—ready to help you with whatever travel plans you may have. If you find the Northwest telephones are busy—and you can't get through to reservations, just go directly to the airport—where you'll find space is available. Yes... Northwest Orient Airlines is flying again. For reservations, call your travel agent... or Northwest—the Fan-Jet Airline.

Yes... the airline strike is over. Northwest is back in business. Space is available on all flights.



LONGEST REACH IN DAYTON... WHIO-TV

Your money does a lot of talking on WHIO-TV... goes out and reaches 42 surrounding counties versus only 33 for our major competitor. We also outscore him with **more daytime viewers, more prime time nighttime listeners, more prime time color programming.***

If you want your money to talk, talk to WHIO-TV... longest reach in the Dayton area.

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



Represented by Petry



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

Lubricant firms spending more in TV

National and regional petroleum advertisers raised their combined investment in network and spot TV to \$49 million in 1965, a gain of 13% over 1964, according to the Television Bureau of Advertising.

The TVB report, which covered the companies' media investments for gasoline and automotive lubricants only, showed that TV accounted for a 79% share of the

combined total of almost \$62 million in television, magazines and newspapers. Radio was not included in the table of measured media spending, it was pointed out, because figures were not available from all 16 companies.

The Radio Advertising Bureau has reported that eight of the companies spent more than \$15 million in the medium last year.

GASOLINE & LUBRICANTS: Leading TV advertisers in 1965
(Ranked by total TV investment, including companies and distributors)*

Company	1965 Spot TV	1965 Network	1965 Total	1964 Total	% Change
Shell Oil	\$ 5,568,600	\$ 4,985,900	\$10,554,500	\$ 7,712,300	+ 37
American Oil	3,574,600	2,416,100	5,990,700	5,337,000	+ 12
Gulf Oil	3,402,400	547,100	3,949,500	2,737,900	+ 44
Socony Mobil	1,289,500	2,350,200	3,639,700	5,018,300	- 27
Phillips	2,740,500	—	2,740,500	2,381,800	+ 15
Humble Oil	1,035,000	1,611,600	2,646,600	3,998,600	- 34
Sun Oil	1,228,300	1,406,200	2,634,500	3,210,400	- 18
Stand. Oil of Ohio	2,447,600	—	2,477,600	1,872,400	+ 32
Texaco	835,500	1,620,200	2,455,700	3,031,100	- 19
Sinclair	2,082,000	—	2,082,000	1,591,900	+ 31
Stand. Oil of Calif.	1,426,900	528,400	1,955,300	1,042,500	+ 88
Pure Oil	1,898,500	—	1,898,500	1,805,700	+ 5
Cities Service	959,600	825,900	1,785,500	1,077,200	+ 66
Atlantic	1,502,000	—	1,502,000	1,290,300	+ 16
Clark Oil	1,437,200	—	1,437,200	1,325,500	+ 8
Tidewater Oil	1,265,000	—	1,265,000	—	+ Inf.
Totals:	\$32,723,200	\$16,291,600	\$49,014,800	\$43,432,900	+ 13

Sources: Spot TV: TVB/Rorabaugh (gross time); Network TV: TVB/LNA-BAR (net time & program costs)

GASOLINE & LUBRICANTS: Major media investments in 1965
Leading TV advertisers (companies & distributors)*

Company	Total TV	Magazines	Newspapers	Total	% TV
Shell Oil	\$10,554,500	\$ 187,000	\$ 293,100	\$11,034,600	96
American Oil	5,990,700	161,800	1,786,500	7,939,000	75
Gulf Oil	3,949,500	—	781,400	4,730,900	83
Socony Mobil	3,639,700	—	484,000	4,123,700	88
Phillips Petroleum	2,740,500	243,800	—	2,984,300	92
Humble Oil	2,646,600	324,300	2,703,600	5,674,500	47
Sun Oil	2,634,500	—	2,503,200	5,137,700	51
Stand. Oil of Ohio	2,477,600	—	228,600	2,706,200	92
Texaco	2,455,700	—	700,500	3,156,200	78
Sinclair	2,082,000	—	648,100	2,730,100	76
Stand. Oil of Calif.	1,955,300	—	665,100	2,620,400	75
Pure Oil	1,898,500	—	91,500	1,990,000	95
Cities Service	1,785,500	553,100	554,400	2,893,000	62
Atlantic	1,502,000	—	—	1,502,000	100
Clark Oil	1,437,200	—	—	1,437,200	100
Tidewater Oil Co.	1,265,000	—	—	1,265,000	100
Totals	\$49,014,800	\$1,470,000	\$11,440,000	\$61,924,800	79

*Includes only gasoline and lubricants billings.

Sources: Spot TV: TVB/Rorabaugh; Network TV: TVB/LNA-BAR (net time & program costs); Magazines: PIB; Newspapers: Bureau of Advertising.

commercials in 21 markets announcing the resumption of service. Monday night (Aug. 22) radio was cut to 10 markets and TV began in 17 markets. As with the other airlines, the back-to-service TV commercials were usually pre-strike shots of planes in flight with special voice-overs or superimposed

"headlines."

Eastern's current five-week "phase two" of its 19-week thrust is promoting "impulse vacation" with newspaper, transit, and outdoor advertising in addition to its radio and television. The third phase will push Eastern's new DC-9 jet and the line's new route to

Toronto.

Eastern's 1965 summer billings were \$1.25 million TV; \$162,000 radio.

▪ **National Airlines, Miami.** The airline was in a summer campaign in 13 TV markets and four radio markets when the strike forced a cancellation of all its broadcast advertising according to an official at National's agency, Papert, Koenig, Lois, New York.

The night after the strike's end, National began a punch campaign of ID's in 16 TV markets and five radio markets that was to end Sunday night (Aug. 28).

The commercials offered travel packages, including a four-day weekend for \$136. National plans a fall campaign, that may include funds above its ordinary fall radio-TV budget. National's present course represents a definite immediate loss to broadcast advertising with only the possibility of some recouping during the fall campaign.

National's summer radio-TV last year represented \$1.42 million in spot TV and \$139,000 in spot radio.

▪ **Northwest Orient Airlines, Minneapolis.** According to account executive Donald Ittner of Campbell-Mithun, Minneapolis, the airline believes it's too soon to compute the radio-TV effects of the strike: "There may be some loss." Northwest is using only spot radio this year.

Many of its radio commercials, normally broadcast in 36 markets, were rescheduled, Mr. Ittner said. Three-quarters of its schedule was retained during the strike in New York, Chicago, St. Paul-Minneapolis and Seattle, on-line cities for military flights to the Orient.

On the last two-days of the strike period Northwest reactivated its normal one-minute and 30-second spots plus six extra commercials in 12 cities. The spots said Northwest would resume its civilian service shortly after the expected end of the strike.

By last Monday (Aug. 22) the carrier was back to its normal 36-market schedule. Last July, August and September it billed \$445,000 in spot radio and \$68,200 in spot TV.

▪ **Trans World Airlines, New York.** TWA cancelled all radio-TV in its 25-market summer line-up Carl Finkbeiner, the airline's director of media said. On the night of the strike settlement TWA began a 48-hour spot radio thrust of 10-second announcements in its major markets. No TV was employed. Last Monday, the carrier placed display ads in 10 on-line city newspapers and then resumed its normal cross-media advertising. TWA's agency is Foote, Cone & Belding, New York.

Last summer TWA put \$1.27 million in spot TV and \$541,000 in spot radio. Mr. Finkbeiner said broadcasters have suffered a "definite loss" from TWA's grounding.

▪ **United Air Lines, Chicago, through**



**Now local full-color
television blooms in
Detroit.**

WXYZ-TV just became the only station in Michigan that can telecast all local programs in full color. We've just installed new RCA TK42 color cameras, a color film processor, color film and slide chains, full-color video tape facilities—the works! Local color. One more reason why WXYZ-TV is the station to watch in Detroit.

Only WXYZ-TV has it

an official of its agency, Leo Burnett, Chicago, said, "nobody will know about a net radio-loss from United until the year's end when we tally up dollars lost and recovered."

When the strike began, United pulled its entire newspaper schedule, as much of its magazine schedule as possible, and all its TV-radio, which involved 20's, 30's and 60's in 16 TV and 12 radio markets.

At the strike's conclusion, United began a five-week "heavy-up" that added, for example, extra radio markets and the third TV station in some three-station markets where the line had only used two.

After the five-week blast, United is to return to its normal advertising pace. The airline, however, may keep some of the stations and markets it added during the current build-up.

United's billings last summer were \$2.09 million in TV and \$455,000 in radio.

News magazine expands Ivy League sponsorship

In an attempt to reach areas where old Ivy grads have likely taken to roost, *Time* magazine this year is expanding its sponsorship of Ivy League football games from one station in New York to a total of six stations in six areas.

Time, now in its seventh year as sponsor on WCBS New York for nine games, is purchasing additional time for five games on each of the following outlets: WEDO McKeesport, Pa. (Pittsburgh); WQMR Silver Spring, Md. (Washington); WDOX Cleveland; WEEF Highland Park, Ill. (Chicago); and WPON Pontiac, Mich. (Detroit). *Time's* play-by-play announcer will be Alex Kroll and handling color will be Bob DeLaney.

Four schools are competing in the Ivy schedule, broadcast through facilities of the Ivy Alumni Network, New Haven, Conn. The quartet includes Yale, Harvard, Princeton and Dartmouth.

High cost of politics

The 1964 election cost the Democratic Party more than \$200 million, and the cost of campaigning is rising, President Johnson told a group of party leaders in Washington last week. The President cited a five-minute TV spot, now costing \$30,000, as an example of high campaign costs. He urged the meeting, formulating a "Dollars for Democrats" campaign, that it must seek out the small contributors—those contributing from \$1 to \$10.

Putting their money where their market is

Television Advertising Representatives Inc. is practicing what it preaches. The TV station representative has bought time for a week-long campaign in Chicago and New York, starting today (Aug. 29) to sell spot TV.

The cost of the campaign, which consists of a saturation schedule of 20-second spot announcements on WCBS-TV New York and WBBM-TV Chicago, is reported to be more than \$25,000.

The commercial created by Delehanty, Kurnit & Geller, New York, and produced at Videotape Productions, New York, spotlights a shepherd relaxing in a pastoral setting

with a TV set nearby. The voice-over says the commercial is aimed at advertisers and agency timebuyers in New York (Chicago) and adds: "Wouldn't it be a waste, if it ran nationally and some shepherd in Lonesome Gulch, Montana, saw it? With spot television, you can put your money where your market is."

TVAR believes this is the first time a station representative has used TV to promote spots. The TV schedule will be supported by advertisements in consumer newspapers in New York and Chicago and in the broadcast advertising trade press.



Business briefly . . .

Colgate-Palmolive Co., through Ted Bates, both New York, has bought three programs in Four Star International's first-run musical color series, *Something Special*, for presentation in 10 markets over the next eight weeks.

Datsun Motor Co., Los Angeles, division of Nissan Motor Corp., U.S.A., Secaucus, N. J., through Parker Advertising Inc., Palos Verdes, Calif., has started a four-month, \$400,000 campaign for its cars and trucks. A major radio buy, keyed to specific dealer area strengths, reportedly calls for a total of more than 5,000 60-second spots. Print and outdoor also will be used extensively. Most of the promotion will be focused in western states.

Hanes Knitting Division, Hanes Corp., Winston-Salem, N. C., is conducting a four-week color-TV campaign on four NBC-TV and eight ABC-TV daytime programs. Participations include 40 one-minute commercials weekdays in the 10 a.m. to 4:30 p.m., EDT, periods through Sept. 9. Agency: N. W. Ayer & Son, Philadelphia.

Renault Inc., New York, through Gilbert Advertising Co., that city, is scheduling a fall campaign for the 1967 Renault automobile. Campaign (estimated at \$2.5 million) starts on Sept. 7 and

includes one-third spending in local dealer-cooperative advertising in radio-TV and newspapers. For TV, Renault has prepared a one-minute color commercial with dealer tie-ins.

Chevrolet Division of General Motors Corp., Detroit, through Campbell-Ewald, that city, is renewing its sponsorship in NBC Radio's *News of the Hour* for 48 weeks. **Schick Safety Ra-**

Election coverage sold

Two of the three television networks have their election coverage sold to sponsors the night of Nov. 8.

CBS-TV has sold a one-quarter of its coverage to each of three advertisers—Magnavox, Institute of Life Insurance and Carnation—with the remainder picked up by American Motors, Koratron and Carnation.

NBC-TV has Xerox, Bulova and the Institute of Life Insurance, making the insurance organization a participating sponsor on two networks that night.

ABC-TV has not announced sales of its election coverage.

zor Co., Culver City, Calif., through Compton Advertising, Los Angeles, also bought into *News on the Hour*.

General Mills, Minneapolis, plans to use spot TV in a number of markets to support heavy daytime and evening network participation for the introduction of new Betty Crocker Chiquita banana cake and frosting mixes. Agency is Needham, Harper & Steers, Chicago.

New MSI service nears 30 clients

A service that checks product distribution at top supermarkets reports that its station clients are on the rise only four months after first offering the reports to broadcasters.

Media Survey Inc. (MSI), New York, said last week its surveys will go to a station client list that soon will near a total of 30 and said it expected to hit the 100 mark by the year's end.

MSI, of which Sam Wyman is presi-

dent, makes its in-store checks bi-monthly with reports to media within seven working days after the survey period. Unlike several other firms in the field, MSI prepares its reports for media clients, not manufacturers.

Stations use the service as a sales tool to entice additional spot business, it was explained last week. Stations evolve an eligibility requirement for advertisers to receive the information. WPAT Paterson, N. J. (New York), for example, requires an advertisers to place a minimum \$12,000 worth of business over 52 weeks in order to receive the checking reports. WPAT, MSI officials said, has a list of some 10 clients using the plan.

MSI noted that WPIX(TV) New York, using a similar plan, claimed it obtained more than \$1 million in additional spot business in 10 months.

The Method Used ■ In each city surveyed, the service selects the top-volume supermarkets that would account for at least 50% of total volume there. The number of supermarkets varies according to city, about 100 in most cities, but 500 in the New York City area and 200 in Chicago.

In late July, MSI, which says it offers its survey reports to any advertising medium, had eight station clients, but last week could list the call letters of a total of 17 stations, reporting WTTG(TV) Washington and WBNS Columbus, Ohio, as the most recent to sign. Contracts are for a minimum of one year.

The service checks the availability shelf display and position of products in supermarkets. It reports on distribution (whether an item is in stock or out of stock), the number of items on the shelf, number of shelf facings, the shelf position, special displays and point of purchase. Its data is tabulated and reported via a computer operation.

NAB code stands draw praise from BBB

The National Association of Broadcasters' new code provision intended to eliminate advertising which disparages a competitor's products or services is being commended today (Aug. 29) by the Association of Better Business Bureaus International. The disparagement amendment goes into effect Sept. 1.

The ABBBI, made up of 131 bureaus in the U. S. and affiliates in other countries, has been concerned with the "increasing trend toward disparagement as the basis of advertising themes," according to President Victor H. Nyborg. He said the bureaus "could not be in fuller agreement" with the new code ruling.

The new NAB code advertising standards provide that "advertising could

offer a product or service on its positive merits and refrain by identification or other means from discrediting, disparaging, or unfairly attacking competitors, other industries, professions or institutions."

Mr. Nyborg reported that the BBB's have been cautioning advertisers that the "go-get-'em" advertising theme would result in a diminution of public credibility in the advertised message.

FC&B takes look at CATV

Agency feels CATV's

'could' materially change

TV's advertising patterns

A concise status paper on community antenna television has been prepared by a major advertising agency which takes note of the possibilities that CATV might fragment audiences, harm marketing plans and curb television's flexibility.

Foote, Cone & Belding's media department in Chicago prepared the paper, a memorandum for the information of the agency's own people. It takes no position pro or con on the issues but reports observations of others.

The memo said an advertising director for a major soft drink firm (unidentified) felt that CATV's "leapfrogging" of station signals into distant markets would fragment the audience and disrupt local bottler promotions. The firm has 525 local bottlers, each with full control of the advertising budget for his area. If the promotion in one area were exposed elsewhere on CATV it would confuse the viewer, it was noted.

Compulsion to Look ■ The FC&B memo noted that one agency man has described CATV as a Pandora's box, full of "all kinds of strange, unfamiliar things, but you can't resist taking a look inside."

The memo quoted him as saying: "In a relatively short time television has changed, influencing marketing concepts to the degree that much sales data have been correlated with marketing areas directly related to TV coverage areas. Local budgets are based on TV-homes data, etc. The introduction of CATV would add much confusion to plans based on this kind of marketing."

Television as it exists today offers a great deal of flexibility to advertisers with varying budget levels because national, regional and local coverage is available to them, the FC&B memo continued, but "CATV could change this situation considerably."

Reliving the past

The stirring sounds of the old West are heard. The call for a cavalry charge is blown. It's the nation's leading toy-maker, Mattel Inc., Hawthorne, Calif., setting the stage for another new product introduction on television. The 60-second spot, out of Carson/Roberts/Inc., Los Angeles, opens with Indian war whoops and cowboy yells and then cuts to children playing with Mattel's Winchester Crackfire rifle while on a visit to a reconstructed western ghost town. The spot is scheduled to be shown on network television in the fall.



On August 28 we began buying what we usually sell: Spot Television.

Our commercial schedule reaches New York and Chicago
advertisers and agency time buyers.

We bought it because we know that Spot Television lets you
put your money where your market is. And lets us put our money where
our market is.

Our market goes home at night. And watches television there.
And so our message literally will get them where they live.



Television Advertising Representatives, Incorporated

Representing: WBZ-TV Boston WJZ-TV Baltimore WTOP-TV Washington WBTV Charlotte
WJXT Jacksonville KDKA-TV Pittsburgh KYW-TV Philadelphia KPIX San Francisco

Faint praise for Ford ETV plan

TV networks take turn at bat as Pastore group turns from carriers for additional testimony; consensus: ETV should have 'no sole support'

The Senate hearing on the Ford Foundation plan to aid educational television through a nonprofit domestic satellite system ended last week with the apparent need for the foundation to furnish more details on finances and fund distribution if it expects the telecommunications industry to give the venture more than moral support.

Representatives of the TV networks, like the communications carriers before them, last week warmly endorsed the idea of bolstering educational television but also showed definite reluctance to go along with other aspects of the plan. All rejected the notion that the commercial networks should become the sole supporters of ETV. They all also complained of a lack of information about the bread-and-butter issue

of who would pay how much to aid ETV.

The Senate Communications Subcommittee hearing, headed by Senator John O. Pastore (D-R.I.), was held to "lay all the cards on the table" concerning the plan proposed by the foundation in a filing before the FCC (BROADCASTING, Aug. 1, 8).

A subcommittee source later said the hearing had accomplished this objective but had also pointed out that the proposal needs more detail. The source also indicated, as had Senator Pastore earlier, that the hearing might be resumed to get the views of the FCC and Director of Telecommunications James O'Connell on the complex controversy. FCC Chairman Rosel H. Hyde and Mr. O'Connell had testified earlier,

but only to recount progress to date on satellite communications and to preview the issues that might be raised by the Ford Foundation proposal.

Questions Raised ■ The issues were given a full airing during the hearing but the decisions to resolve them are still pending. The issues raised by the foundation plan revolve mainly around who would establish a domestic satellite system—a nonprofit entity or one of the communications firms. However, paramount among the considerations was the question of how the nonprofit group would raise the millions the foundation envisions for ETV. Another major problem was also raised concerning who would make the decision on these issues—the FCC or Congress. The organizations favorable to the foundation plan generally felt that the FCC had the authority to make the decision, while those who had reservations generally favored a congressional solution. Senator Pastore also made it clear that Congress would reserve the right to act in any event.

The common attitude among all the officers of the commercial networks, whose appearance concluded this phase of the hearing, was that they would oppose their becoming the sole support of ETV through the Ford nonprofit satellite.

CBS President Frank Stanton stressed that the diversified support that has characterized American education must also apply to ETV. He said he emphasized this because he felt that even the additional funds anticipated by the Ford proposal would be inadequate "for the unparalleled opportunity facing educational television," and because a variety of support leads to a variety of controls, substance and functions.

He said that the Ford plan, if the problems are ironed out and safeguards established, might prove to be a "giant step forward" in meeting the needs of ETV, "but we must be as certain as we can that it is a right step and that we are not lulled into accepting it as the only step," he said.

Efficiency Questioned ■ He also raised questions as to the efficiency of a single-purpose TV-satellite system and of an



NAEB's Hull



NET's White

ETV spokesmen wholeheartedly back Ford plan



CBS's Stanton



NBC's Goodman



ABC's Erlick

Networks cool to acting as ETV's sole support

inexperienced organization operating such a system. He also questioned whether such an organization should be given preference over an established firm, be given a monopoly and be given the right to charge premium rates.

NBC President Julian Goodman reiterated the network's stand that basically supported the Ford concept but indicated that the network would also support any plan that could serve the objectives better.

Everett H. Erlick, vice president and general counsel of American Broadcasting Co., whose firm also filed plans, rejected on a technicality by the FCC, to establish a satellite system, came the closest to backing the Ford plan. He said ABC welcomed the Ford plan, commended the foundation for its willingness to undertake the venture and supported it in principle. "Pending a review of all its details, it is fair to say at this time that ABC would look favorably on the implementation of the Ford proposal. . . ." However, he joined Dr. Stanton and Mr. Goodman in opposing the suggestion that commercial TV should be the sole support of ETV.

The Ford Foundation plan received the wholehearted support, however, of John F. White, president of National Educational Television, and Richard B. Hull, chairman of the joint board

of directors of the National Association of Educational Broadcasters. Both, however, stressed that the Ford plan, could not meet the financial needs of ETV by itself, even if it realized all the savings and provided the funds to ETV it envisioned.

Mr. White said that although the plan might not be perfect in every respect, it was the best answer yet and challenged others to come up with a better answer. He said that last year NET had spent \$9 million, \$6 million of which came from the Ford Foundation, to provide its affiliated stations with five hours a week of new program material. However, he added this was far from adequate and that additional resources were urgently required.

Seen as a Start ■ Mr. Hull called the foundation proposal "at least the beginning of a solution to the financial difficulties which have brought educational television to its present crossroads." These crossroads, he said, pointed either to a continued struggle by dedicated people for simple survival, or toward full expression in terms of program service. He said that, thus far, noncommercial broadcasting has fallen far short of original hopes. Mr. Hull observed that the \$30 million the Ford Foundation estimates would be funneled to ETV by its satellite plan would be

but 10% of the system's need. The plan, he added, was but one answer to a three-dimensional problem.

Senator Pastore also suggested for the first time the idea of government ownership of such a domestic satellite system that would operate under the principle of the Tennessee Valley Authority to provide benefits to the entire public. The suggestion drew the instant opposition of the three network representatives.

The Ford Foundation proposal was also the subject of the *Today* program on NBC-TV Wednesday (Aug. 24). McGeorge Bundy, president of the foundation; James McCormack, chairman of the Communications Satellite Corp.; Senator Pastore; Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee and author of the Educational Television Facilities Act, and Mr. White of NET were interviewed on the program.

Generally the participants covered ground already covered during the hearing. However, Mr. Bundy said the foundation and the American Telephone & Telegraph Co., which had disputed some of the foundation's financial estimates, would meet to discuss these differences. "We are not concerned about the cost of one system against another," he said, "but whether this

will aid the nation." He also said the foundation was extremely happy with the reaction the proposal had received in the three weeks since it was made public. "We were not pushing one proposal. We sought to promote discussion. This we have done," he observed.

On the program, Senators Pastore and Magnuson also commented that they felt the support of ETV should be broad-based rather than limited to one source because the foundation's efforts, even if successful, would not be enough.

FCC's Johnson still 'enigma'

But an interview reveals his interests, and desire to consider all approaches

Two months after his appointment to the FCC, Nicholas Johnson remains something of an enigma to his colleagues and the communications industry. His position on controversial issues, remains unstated. But his approach to problems is becoming clear. And it's evident that to him, it's not so much the specific question that's up for a vote that counts but the gestalt.

It's important, he said in an interview last week, to examine a problem "in its total context," to look at all related questions. "We also need to examine problems in terms of where we want to be 20 years from now and of what we need to do now to get there."

The Ford Foundation proposal for establishing a nonprofit corporation to operate a domestic communications satellite system raises, he said, "in a creative and constructive way" a host of issues concerning domestic-satellite ownership and the funding of public service programming. The foundation-proposed corporation would service commercial television and turn over its profits to educational television.

"But it would be useful in dealing with such issues to consider all the reasonable alternatives that are available to reach goals that the proposals are designed to reach, and to consider issues in their broadest possible context," he said.

Priorities ■ Commissioner Johnson, who in his previous job as chief of the Federal Maritime Commission gained a reputation as an aggressive administrator who was less than impressed with traditional ways of doing things, said he feels the commission should attempt to anticipate problems. He doesn't like to be made aware of problems by suddenly finding them in his "in" basket.

"It would be useful," he said, "to set up a priority list of what we believe will be the most pressing problems confronting the nation in the field of communications for the rest of the century—and to take them up, one at a time."

After his still short period of service on the commission, he sees the major issues confronting the commission as important as any domestic issues facing the nation. (And the "trivial ones," he feels, are as trivial as any to be found at any government agency.)

What are some of the issues he would put on the list? In no particular order, they would include:

- "All ramifications" of the question of economic concentration. This would involve such matters as the proposed merger of International Telephone and Telegraph Corp. and ABC and the commission's proposal to curb the entry of multiple TV-station owners into the top 50 markets.

- The exploding technological revolution in communications. What are the economic, social and potential implications of the changing technology? And what should government's role be in encouraging research and development?

- Financing and support of public-service programming. The Ford Foundation proposal would be considered in this connection. So might proposals that have been advanced for an excise on television sets or for other tax-based funding. What might the commercial networks' role be in providing noncommercial programming?

- Spectrum usage. What are the present requirements for spectrum space, and what will they be in, say, 1980? If the demand is greater than the supply, what system should be used in allocating the available space?

- International implications for com-

Stations offer training

A Broadcast Skills Bank, designed to recruit, train and employ minority-group manpower for careers in broadcasting has been established in the Delaware Valley area.

Cooperating in the venture are the Television and Radio Advertising Club of Philadelphia, the Philadelphia Urban League and local radio and TV stations.

Instrumental in organizing the project were Fred Walker, general manager of KYW-TV; John O. Downey, vice president and general manager of WCAU; and David C. Croninger, vice president and general manager of WIP, all Philadelphia.

The stations' local efforts will parallel network activity on the national level.

munications. This would involve the prospect of direct broadcast via satellite.

Commissioner Johnson would like the communications industry's help in attacking such problems. "Everybody would work on this together," he said. "Everybody would benefit in considering the implications of problems at the present time and what they may lead to in 20 years."

He would have the commission literally provide a "hall" where industry representatives could participate in formulating and studying the issues. But taking note of where the buck stops and responsibility for viewing the total context lies, he said, "the commission shouldn't be loathe to initiate discussion and advance solutions."

A busy week in CATV market

The sale of three CATV systems involving 11,500 customers and \$3 million was announced last week—one of the busiest weeks in recent CATV sales history.

The major acquisition was of the Georgia TV Cable Co., a group operation, by GT&E Communications Inc. for a reported price in excess of \$2 million. GT&E Communications is a subsidiary of General Telephone & Electronics Corp.

Georgia TV Cable, owned principally by Allan J. McDonald, serves 8,000 customers in 14 communities in eastern Georgia. They are: Athens, Toccoa, Sandersville, Tennille, Cochran, Hawkinsville, Lyons, Vidalia, Eastman, McRae, Hazelhurst, Fitzgerald, Helena and Ocilla. Georgia TV Cable was established in 1962. Its affiliated companies are Toombs County TV Cable Inc., Athens TV Cable Inc. and Toccoa TV Cable Inc.

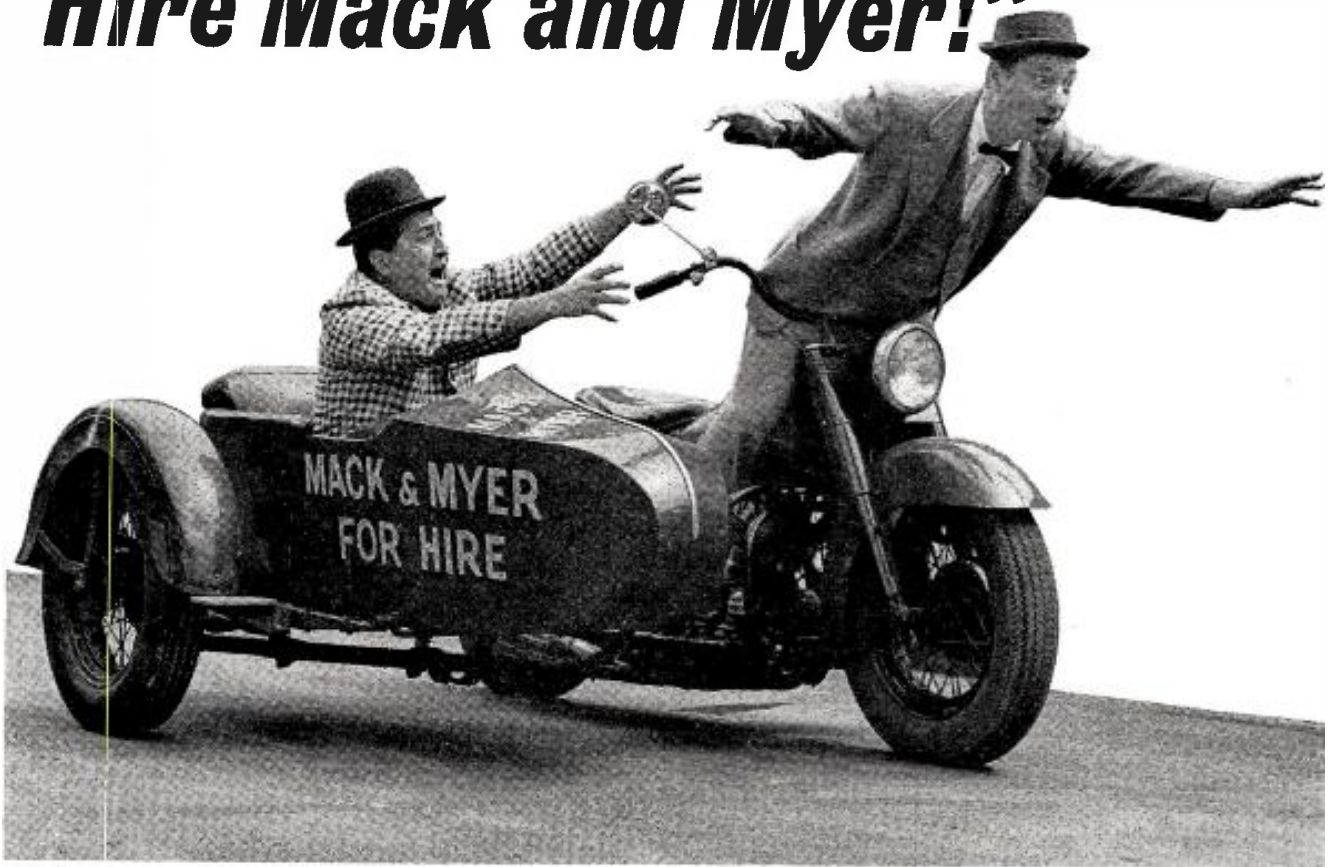
The acquisition by GT&E Communications brings to 24 the number of CATV systems owned by that company. Of these, 17 (including the 14 just acquired) are operating, three are under construction. GT&E's systems are in western Pennsylvania, Indiana, Michigan and Washington.

The two other sales involved the Fayetteville, N.C., CATV system and the Emporia, Kan., cable company.

The Fayetteville system, serving 2,000 subscribers and with the final 90 miles of its 150-mile plant completed early this month, was bought by Meredith-Avco Inc. The price was understood to be in excess of \$500,000.

The Fayetteville system, principally owned by Derwood Godwin and associates, was established late in 1964. It

"Hey, buyer! Hire Mack and Myer!"



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Hire them for what? For laughs! Pure, unadulterated, bellyshaking laughs! These two buffoons are right in tune with the modern madness for wild situation comedy. And they're all set to riot with 200 11½-minute hilarious stories filmed *exclusively* for TV. Alias Joey Faye and Mickey Deems, they and their many guest stars are all tops in comedy. And, they're ready to work—morning, afternoon or evening—for you and your advertisers. So don't just sit there, hire them!

Call, wire or write for an audition print.

MACK AND MYER FOR HIRE
200 11½ min. programs

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Trans-Lux Television International Corporation • Zurich, Switzerland

provides nine TV channels plus an educational TV from Chapel Hill, N.C.

With the Fayetteville system, Meredith-Avco, equally owned by Meredith Publishing Co. and Avco Corp., both group broadcasters, owns or has interests in 15 cable television systems, serving 25,000 subscribers in eight southeastern states.

The five-year-old Emporia system serving 1,500 customers was sold by William L. White, publisher of the *Emporia Gazette* to Oregon CATV Inc., a multiple CATV group owner which is owned by Memorial Drive Trust, the employees pension fund of Textron Inc. The price was calculated to be about \$500,000.

Oregon CATV owns cable systems at LaGrande, Baker and Union in that state and in Woodward, Okla. The Oregon CATV's serve 6,000 customers; the Woodward cable system, 2,200. Broker was Daniels & Associates.

Final action on FCC, FTC appropriations

Congress last week gave final approval to a \$14 billion independent offices appropriations bill that included funds for the FCC and the Federal Trade Commission.

The action came on a Senate voice vote which sent the bill, worked out in a Senate-House conference, to the White House. Both houses of Congress had previously agreed that the FCC

appropriation request be reduced to remain the same as in the previous fiscal year. That amount totaled \$17,338,500 for the fiscal year that began July 1, a reduction of \$181,500 in the FCC request.

The conferees agreed on an appropriation of \$14 million for the FTC, \$9,000 less than the agency had asked for. The amount was, however, \$135,000 more than the FTC received last year.

The FCC, which received the same amount as last year, will have to absorb the funds to meet the salary increase by curtailing some programs.

Examiner upholds KPOL in unfair-labor case

Radio station KPOL Los Angeles, picketed for the last 16 months by a striking talent guild, was cleared last week of unfair-labor-practice charges filed against it. In a recommended order, National Labor Relations Board Trial Examiner Arthur M. Goldberg, who tried the case last spring, dismissed the complaint that the station discriminatorily fired four announcers because of their union activities.

The charge was lodged by the American Federation of Television and Radio Artists, which has been striking the station since April 2, 1965. KPOL maintained that the announcers had been replaced because of a change in the station's operation towards automation.

Fund bill for co-ops serving CATV stymied

An administration proposal that would have extended additional funds to rural telephone co-operatives that serve as carriers for CATV systems has been blocked by a deadlocked House Agriculture subcommittee.

Representative Harold D. Cooley (D-N.C.), chairman of the parent Agriculture Committee, said that if the stalemate is not broken a comprehensive study of the financial needs of the rural electric co-operatives will be undertaken in order to find the funds sought in the controversial bill.

The rural CATV funds were included in an administration-drafted plans to establish two federal banks to supplement Rural Electrification Administration funds to rural electric and telephone companies. The plan was endorsed by Agriculture Secretary Orville Freeman and rural co-ops but ran into stiff opposition from private power companies and some congressmen.

The bill originally came up before the full Agriculture Committee, but when a deadlock developed there, the group voted to send it to a subcommittee in the hope that a compromise might be worked out. However, the subcommittee split evenly on whether to approve or reject the bill.

In the Senate, Senators John Sherman Cooper (R-Ky.) and Ross Bass (D-Tenn.) have introduced a revised version of a similar bill they offered earlier this year and the Subcommittee on Rural Electrification and Farm Credit is conducting hearings on the measure.

Station owner acquires 15th newspaper

Ridder Publications Inc., group newspaper publishing company that also holds broadcast properties, gained its 15th newspaper with the acquisition of the *Gary (Ind.) Post-Tribune*, it was announced last week. Not included in the transaction was WLTH Gary, acquired by the newspaper corporation two years ago. Terms of the sale of the evening and Sunday newspaper, with a circulation of 68,000, was not made public.

The Gary purchase was made by Northwest Publications Inc., a subsidiary of Ridder Publications (B. H. Ridder Sr. and family). Besides newspapers in New York City, and in California, Minnesota, North and South Dakota, Rider owns WDSM-AM-TV Superior, Wis. (Duluth, Minn.); 26.5% of WCCO-AM-TV Minneapolis-St. Paul, and KSDN Aberdeen, S. D.

Translators up the CATV ante in Cumberland

For the last year, Potomac Valley TV Co., the CATV system in Cumberland, Md.—one of the oldest and largest in the nation (founded in 1951 and now claiming 18,000 subscribers)—has been thinking of revising its plant from its present five channels to 12. But it was only when TV translators began operating in the area and throwing interference into subscribers' receivers that it was determined to move ahead with the revised facility.

Three months ago, three VHF translators began operating in downtown Cumberland on channels 2, 4 and 5. These are three of the five channels Potomac Valley uses to bring programs to its customers. The interference became intolerable, affecting almost one-third of Potomac Valley's subscribers. Although the CATV firm's engineers installed shielding in the receivers of com-

plaining customers, the results were not satisfactory.

Last week, the Cumberland CATV officially reported that it plans to go "all-band" as soon as possible. It plans to spend \$1 million on a 12-channel system. It proposes to increase its service by bringing to its subscribers not only the current five channels, but also additional ones, from Washington, Baltimore, Altoona and Johnstown, both Pennsylvania and Harrisonburg, Va.

Besides the three VHF translators in downtown Cumberland, there are two other VHF translators operating in the city, three UHF translators broadcasting from a mountain top a few miles outside the city, and three additional VHF translators operating in Wellersburg, Pa., a few miles away. None of these however, cause insurmountable interference problems.

BIG THINGS ARE HAPPENING IN MID-PENNSYLVANIA



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Week's station sales: \$7 million

Avco's \$4.4 million transaction involved AM and FM;

TV buys: McLendon in Dakota, Chalk in Puerto Rico

There were more than \$7 million in four station sales approved by the FCC last week, but the biggest one, \$4.4 million, involved an AM and FM only; the other three were television stations.

The major sale was Avco Broadcasting Corp.'s purchase of KYA and KOIT(FM) in San Francisco.

Other approvals: McLendon Corp.'s buy of KCND-TV Pembina, N.D.; O. Roy Chalk's purchase of WTSJ(TV) San Juan, P. R., with its two satellites, and Medallion Pictures Corp.'s acquisition of WDTV(TV) Weston, W. Va.

The Avco \$4.4 million purchase gives that group broadcaster its fourth radio property; it already owns WLW Cincinnati, WWDC-AM-FM Washington and WOAI San Antonio. It also owns television stations WLWT(TV) Cincinnati, WLWC(TV) Columbus and WLWD(TV) Dayton, all Ohio; WLWI

(TV) Indianapolis and WOAI-TV San Antonio.

KYA, founded in 1926, operates full-time on 1260 kc with 5 kw day, and 1 kw night. KOIT began in 1959 on 93.3 mc with 15 kw.

Commissioners Robert T. Bartley and Kenneth A. Cox dissented to the grant; Commissioner Nicholas Johnson concurred in the result.

Avco bought the San Francisco stations from Churchill Broadcasting Corp. (Clinton Churchill) which bought the Bay Area stations from Bartell Media Group in 1962 for \$1.25 million. Churchill at one time owned WKBW-AM-TV Buffalo, N.Y., sold in 1961 to Capital Cities Broadcasting Corp. for \$14 million.

McLendon's First ■ The McLendon acquisition of channel 12 KCND-TV, which also serves Winnipeg, Manitoba,

in Canada, is on a lease basis—68 months for \$850,000 with an option to buy at \$500,000. It is McLendon's first operating TV property; the group broadcaster already owns five AM-FM stations in that many cities and two FM outlets in two cities.

McLendon stations: KLIF and KNUS-FM Dallas, KILT and KOST-FM Houston, KABL-AM-FM Oakland, Calif.; WYSL-AM-FM Buffalo, N. Y.; WNUS-AM-FM Chicago; KGLA(FM) Los Angeles (to be the nation's first want-ad-only station, under call letters KADS[FM] requested of the FCC), and WDTM(FM) Detroit.

Although there were no dissenting votes, there was some concern expressed by some of the commissioners over the lease arrangement; the fear that the McLendon's might have de facto voice in legal control of the station. Commissioner Kenneth A. Cox, however, abstained from voting.

The McLendon purchase was the third action involving the contemplated merger of the Polaris Corp. with J. B. Fuqua's Natco Communications Corp. (BROADCASTING, Dec. 20, 1965).

The commission previously had approved the transfer of WFAI Louisville from Polaris to station broker Edwin Tornberg and his associates under a lease agreement for \$258,000 plus an option to buy (BROADCASTING, July 4); last week it approved the sale of KPLS Santa Rosa, Calif., from Polaris to Joseph Stamler and wife for \$120,000. Mr. Stamler is executive president of Polaris.

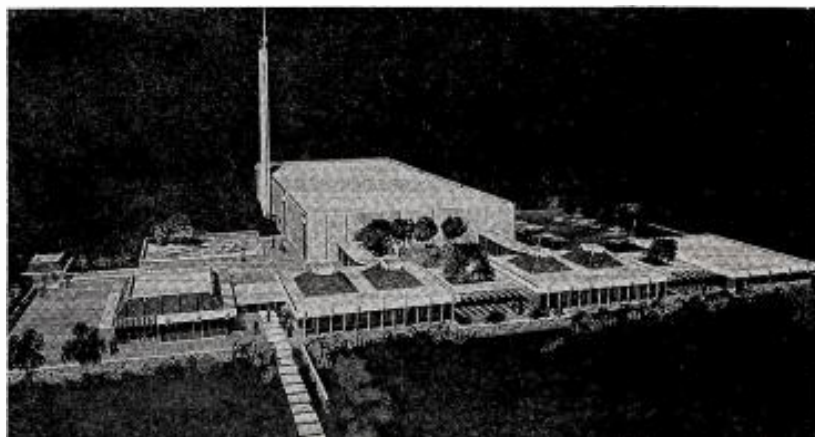
Pending ■ Still pending FCC approval is the transfer of Polaris' WTVW(TV) Evansville, KTHI-TV Fargo and KXOA-AM-FM Sacramento to Natco. Natco was acquired last year by Mr. Fuqua who placed two TV stations he owned, WJBF(TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark., into the company. Natco also is engaged in the production of clay structural products. Polaris also has extensive interests in leasing, warehousing and real estate.

The Natco-Polaris merger involves the exchange of stock valued at \$3.85 million, with Natco the surviving corporation.

KCND-TV, which began operating in 1960, is affiliated with ABC and NBC.

In Puerto Rico, Mr. Chalk, principal owner of an airline, a city bus transportation system, and a newspaper, acquired WTSJ(TV) San Juan and its satellites, WPSJ(TV) Ponce and WGMZ(TV) Mayaguez from Julio Ortiz and Clement L. Littauer. The consideration was \$669,825 plus 27,900 shares of stock in Trans-Caribbean Airways Inc., valued at \$425,275, and the assumption of obligations amounting to \$245,372.

Mr. Chalk last year bought WRSJ-AM-FM Bayamon, P. R., from the same



WAPA-TV San Juan readies new facilities

In early November, WAPA-TV San Juan, P. R., will move into new quarters, turn on its color equipment and start beaming a signal from a new tower, 1,049 feet above ground. The tower, studios, offices and equipment are part of a \$2.5 million expansion program aimed at all-island coverage. The Dresser-Ideco tower cost about \$1 million.

Norman Louvau, president of WAPA-TV Broadcasting Corp., a subsidiary of Screen Gems Inc., said tests from the new tower show the station will cover two-thirds of the

island's 400,000 TV homes. WOLE-TV Aguadilla, P. R. (partially owned by Screen Gems), WAPA-TV's affiliate, covers the remaining one-third of the TV homes. WAPA-TV's test signal, Mr. Louvau added, has also been shown to be clearly in range of the 5,000 TV sets on the Virgin Islands of St. Thomas and St. Croix.

The new WAPA-TV studio-office complex will consist of a large multi-story building connected to four smaller buildings (see above). The station will be equipped by RCA for full color.

Stay up front with the NBC Owned Stations

One sure way to stay up front is to keep up with the younger generation.

In Washington, NBC-OWNED WRC-TV has been doing it for years with *IT'S ACADEMIC*, a weekly quiz battle—in color—among high schools in the capital area.

So keen is the rivalry that teams show up escorted by bands, cheerleaders, mascots and rooting sections.

Washington adults were delighted by this evidence that youngsters could hail mental triumphs as ardently as gridiron victories. In fact, the program's popularity

inspired NBC OWNED TELEVISION STATIONS in New York and in Chicago to present their own weekly editions of *IT'S ACADEMIC*.

Since NBC-OWNED STATIONS are traditional trend-setters, the time could well be coming when rooters throughout the nation will have to learn chants of *Think, Team, Think!* and *We Want An Answer!*

In September, all editions of *IT'S ACADEMIC* begin a new season to the cheers of enthusiastic audiences. *Your turn to cheer.*



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two men. In addition to Trans-Caribbean Airways, Mr. Chalk owns Washington's D.C. Transit Co., and New York's *Diario-La Prensa*, a Spanish-language newspaper.

WTSJ went on the air in 1964 and operates on channel 18; WGMZ is on channel 16 and WPSJ is on channel 14.

Distributor into TV ■ Medallion Pictures Corp., which owns theatrical and TV distribution rights to 900 feature films, is purchasing WDTV(TV) Weston, W. Va., from Thomas P. Johnson, George W. Eby and J. P. Beacom for \$571,720. This is Medallion's first entry into TV station ownership. The company is headed by B. R. Schriff as president.

Mr. Johnson is an attorney and principal owner of the Pittsburgh Pirates baseball team; Mr. Beacom is owner of WVVW Grafton, W. Va., and 50% owner of WBUT-AM-FM Butler, Pa.

WDTV operates on channel 5 and has an ABC affiliation; it started operating in 1960. Commissioner Bartley abstained from voting.



Participating in the Aug. 18 session where the pilot radio curriculum for Wabash Valley Junior College was developed were (seated, l-r): Jack Hargett, director of technical courses at the college; Dr. Harold Niven, assistant to the president, NAB, and executive secretary of APBE; Mrs. Vera Laughlin, dean of the college, and Dr. Hugh V. Cordier, chairman of radio-

television department, University of Illinois, past president of APBE; (Standing, l-r): John Hurlbut, WVMC Mount Carmel; Mrs. Louise Williams, WSAB(FM) Mount Carmel; Vilas Woods, county superintendent of schools; Robert Bowen, district superintendent of schools, and Alvin M. King, NAB director of state association liaison.

Radio's need for personnel

Illinois school's pilot course studied by NAB; idea may be expanded

Small-market broadcasters, many of them crying for qualified personnel, are looking hopefully toward Wabash Valley Junior College in Mount Carmel, Ill., where a pilot program to prepare students for careers in radio will begin next month.

The five-semester program was developed by officials of the college, area educators, the National Association of Broadcasters and the Association for Professional Broadcasting Education. About 15 to 20 students are expected to sign up for the initial program, which will include courses in newswriting, advertising and copywriting, electronics and on-the-job training. They will also receive a broad liberal arts background.

The NAB's Small Market Radio Committee, at its inaugural meeting last May, cited the need for such programs in junior colleges. Wabash Valley's program will be studied by other schools and if it is successful, NAB officials hope to interest other colleges and the American Association of Junior Colleges in establishing similar programs.

Dr. Harold Niven, assistant to the NAB president and one of the partici-

pants who drafted the Wabash radio curriculum, said one of its major features will be in "going beyond just preparing a student to get his first-class operator's license. A student getting his first ticket will also be able to maintain the equipment."

Although not all the students will get that far, all of them will have their third-class licenses before they begin their field work. Students who show an aptitude for electronics will continue course work leading to the first-class license.

Students will get three hours each of: introduction to broadcasting, radio newswriting, and radio advertising and copywriting. They will have 12 hours of on-the-job training at area stations. This latter category includes a weekly seminar to evaluate their progress and analyze what they have learned from station management.

In addition to the 21 hours of radio-only courses, the student will get 40 hours of liberal arts. John Hurlbut, WVMC Mount Carmel, a member of the NAB Small-Market Radio Committee, and a participant in the development of the program, said: "We're looking for people with some liberal arts training to go along with their technical knowledge, because today's beginners are required to do air work as well as handle operational duties."

WVMC and WSAB(FM) Mount Carmel will provide internships for some of the students. Others will be placed at stations within 50 miles of the school.

Court says no to the FCC

Appeals court's injunction supplants earlier stay in San Diego CATV case

A West Coast panel of federal judges last week told the FCC it could not impose a stop to the growth of two San Diego CATV systems, but they couched their "interlocutory injunction" carefully.

The Ninth Circuit Appeals Court panel told the FCC that because of the irreparable damage a commission order against the CATV's might cause, the FCC's command for them to cease adding subscribers cannot be allowed to stand—at least until the CATV's appeal can be heard by the court.

It all started last month when the FCC told four operating CATV systems in sections of San Diego that they should curb their expansion until after it held a hearing on a complaint by KFMB-TV San Diego that the CATV operations were adversely affecting San Diego's TV stations (BROADCASTING, July 25).

All four of the systems were operating before Feb. 15, the effective date of

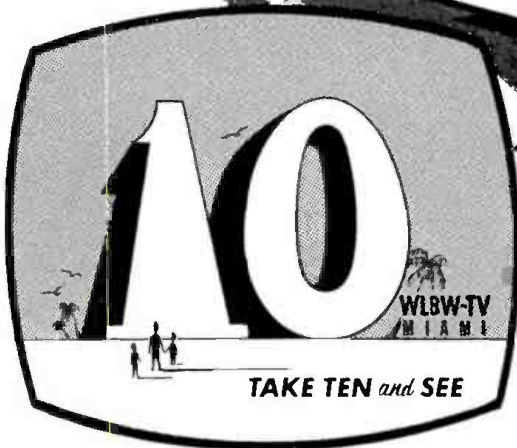
The **RICK SHAW** **SHOW**

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the FCC's Second Report and Order bringing all CATV's under FCC jurisdiction. One of the rules in the order, which was issued March 8, prohibits CATV systems from importing TV signals beyond their grade B contour into any of the top 100 markets. San Diego ranks 54th.

The FCC's July 25 order barred the CATV's from relaying Los Angeles TV signals into areas that were not being served on Feb. 15. The commission allowed the Los Angeles signals to be provided, however, to pre-Feb. 15 customers and to new subscribers in the pre-Feb. 15 areas. It also said that in new areas of the systems, the Los Angeles TV programs could be served only to those customers who had signed for service before Feb. 15.

Where the CATV's expand into new areas of the city, the FCC said, customers may receive only the San Diego TV stations.

The Companies Involved ■ The commission's stop orders were directed at Mission Cable TV Inc. and Pacific Video Cable Co., both of El Cajon; Southwestern Cable Co., San Diego; Rancho Bernardo Antenna Systems Inc., La Jolla, and Poway Cable TV, Poway, Calif. The last two were deleted from the complaint when the first was found to be serving a real-estate development and adding new subscribers only when new homes were built; the other reached an agreement with KFMB-TV.

The remaining three CATV's filed an appeal against the FCC's order to the U. S. Court of Appeals for the Ninth Circuit. They also asked for and received a temporary restraining order from Circuit Judge Walter Ely in Los Angeles (BROADCASTING, Aug. 18).

At the request of the FCC, a hearing was held in San Francisco last week before Circuit Judges Frederick G. Hamley, James W. Browning and Ben. C. Duniway. Arguing for removal of the restraining order was Daniel R. Ohlbaum, FCC deputy general counsel, and Charles Miller, for KFMB-TV. Arguing for continuance of the judicial stay were Arthur W. Scheiner, for Southwestern Cable Co., and Robert L. Heald, for Mission Cable TV and Pacific Video Cable.

In their ruling Aug. 23, one day after the argument, the three appeals judges found that Southwestern might be forced to suspend all operations if it was required to abide by the FCC's order and that in any event it will lose "substantial and irretrievable gross income"; that Mission Cable and Pacific Video will lose "substantial and irretrievable gross income" and will be required to lay off "a substantial number of highly skilled workmen".

The court also was impressed by the argument that none of the CATV's was

in violation of any FCC rules.

In issuing the temporary injunction, the judges specified that it applied only to that part of the FCC's order requiring the cable companies to desist from adding new subscribers to their trunk and feeder lines in existence on Aug. 23. They also advised the commission that it may apply for an order from the court expediting review of the appeal.

Meany critical of union outlet

Concedes necessities in method of operating WCFL but urges reassessment

AFL-CIO President George Meany unexpectedly criticized labor-owned WCFL Chicago last week while attending a political luncheon in Chicago. He said later he would support WCFL's television application, however, although he has not been asked to do so.

WCFL, licensed to the Chicago Federation of Labor and Industrial Union Council, is in a competitive fight for UHF channel 50 with Chicagoland Television Co., co-owned by Fred Livingston, head of his own advertising agency, and Tom Davis, general manager of WAAF Chicago. The comparative hearing record for channel 50 has been closed and an initial decision from an FCC examiner pends.

Mr. Meany was in Chicago for a meeting of the AFL-CIO executive council and early in the week attended a private luncheon to discuss financial support of the election campaign of Senator Paul Douglas (D-Ill.). William A. Lee, president of the Chicago Federation of Labor also was at the luncheon. During the talks Mr. Meany reportedly claimed WCFL was more interested in profits than service, an inference said to have stunned Mr. Lee.

At a news conference Wednesday Mr. Meany was asked what actually took place. "I said I felt the Chicago Federation of Labor should examine its position and the operation of WCFL," he replied, "in the light of the type of station Knockles and Fitzpatrick had in mind when they founded it in 1930." Edward Knockles was secretary-treasurer of the Chicago federation at that time and John Fitzpatrick was president.

Educational Functions ■ Mr. Meany explained that he also had told the luncheon group he felt WCFL "should be largely an educational station," not

merely for union members but also for the public at large, exploring "the vital and burning issues of the day" in all areas of life.

Mr. Meany told newsmen: "WCFL is a pretty good commercial station." He admitted he understood why the station had to be partly commercial; to pay its way it couldn't be completely educational.

Mr. Lee felt the station already is doing well the very things Mr. Meany cited. WCFL recently revised its format to place more emphasis on popular music and news.

Mr. Meany said he would want to see WCFL serve the community via television too. If asked to take a position on the TV application, he said he would endorse it.

At WCFL neither Mr. Lee nor any other station official would comment on Mr. Meany's remarks. For anonymous attribution, however, the station explained that "we are convinced that the operations of WCFL are for the best interests of labor and the community. It is impossible to conduct a quality and interesting radio station without revenue that will pay the big daily operating costs."

Limit on federal funds hampering ETV—Javits

Senator Jacob K. Javits (R-N.Y.) last week urged a change in the Educational Television Facilities Act that limits federal funds for educational TV to \$1 million per state.

He said the present restrictions impede the progress of ETV in the individual states. He pointed to his home state of New York as an example of the effect of this limitation. He said New York has five educational TV stations in operation and that two more are expected this fall.

However, he said further progress will be frustrated and three other cities will not be able to fulfill their plans for ETV if the law is not amended because New York State's federal allocation for ETV was used up this spring.

He said the Ford Foundation proposal to aid ETV through a nonprofit domestic-satellite system and the forthcoming Carnegie Commission report on ETV were focusing attention on the problems of ETV at an opportune time because the ETV facilities act expires at the end of the current fiscal year. A major responsibility and opportunity that the Congress and the nation must face next year, he said, is extension of the act. "I hope very much that we will enable the states to go forward in accordance with their ability and will-

ingness to go forward," he concluded, "rather than hampering and aborting them with this narrow limitation in the basic act."

Mergers, FM net seen by Culligan

The future of radio will see wholesale mergers, absorptions and failures that will result, according to Matthew J. Culligan, in "fewer and better" stations.

Mr. Culligan, former head of NBC Radio and later president and chief executive officer of and now consultant to, the Curtis Publishing Co., presented this view after participating in the WNEW New York weekly program, *The Truth about Radio: A WNEW Inquiry*, which was to be broadcast last night (Aug. 28).

During the radio interview with moderator Richard K. Doan, syndicated columnist and former radio-TV editor of the *New York Herald Tribune*, Mr. Culligan predicted the FCC's AM-FM separation ruling would accelerate the economic push toward radio station interdependence.

"The whole FM situation is moving toward one solution: networking," said Mr. Culligan. He believes an FM network would include an automated program center feeding 40-50 stations, even to the extent of automated news and commercials.

Resurgence ■ Mr. Culligan holds that radio is "infinitely better" today than 10 years ago. Radio's current resurgence shows a proper balance between network and local radio and reflects advertisers' realization that the medium can supplement TV, he said.

Radio should also extend its unique attributes—such as objectivity and flexibility—within the context that it is now a service medium. Radio will never be an entertainment medium again "to the degree that you would consider major, unless you consider music as entertainment," said Mr. Culligan.

When Mr. Doan asked whether Mr. Culligan, if he owned a station, would program it for "image or money," Mr. Culligan replied: "The people who do the best public service are the people who make the most money."

The Ford Foundation's proposal that a commercial satellite system be used to help underwrite educational TV, Mr. Culligan added, exemplifies the constructive use of money made in business.

"You can't have false pride and enjoy radio," he observed. Those seeking glamor should go into TV, he said, because radio today "is not a glamor business but a utility business."

POPEYE WORKS FOR YOU



Applicants' records erase monopoly doubts

EXAMINER PROPOSES FM'S IN WESTERN PENNSYLVANIA

An FCC hearing examiner last week recommended that the commission grant the applications for three FM frequencies that it had set for hearing on two questions of concentration of control of media.

The applications, which are for the only FM channels in the three Pennsylvania communities, were filed by inter-related companies with direct or indirect control of five AM stations, one FM station and five newspapers.

Examiner Isadore A. Honig, in recommending the grants, cited what he considered the excellent record of the applicants as broadcast-station and newspaper owners as well as the coverage of the communities involved by outside media.

The applications at issue were filed by Huntingdon Broadcasters Inc., for an FM in Huntingdon; WDAD Inc., for a channel in Indiana; and Clearfield Broadcasters, for one in Clearfield. WDAD Inc. is controlled by Clearfield Broadcasters, which owns 84% of its stock.

One question originally raised was whether a grant of the Huntingdon ap-

plication would result in a concentration of control of media contrary to the public interest, since the applicant already owns the community's only broadcasting station, WHUN, and its only newspaper.

Regional Concentration ■ All three applications pose a question of regional concentration of control because of the interests of the applicants' principals, John H. Biddle of Huntingdon and William J. Ulerich of Clearfield, in media in six Pennsylvania communities.

Messrs. Biddle and Ulerich have common interests in three of those communities. These include the only radio stations in Indiana and Clearfield (WDAD and WCPA, respectively) and in the only daily newspapers in Clearfield and Danville. In addition, Mr. Biddle, besides his properties in Huntingdon, has interests in the only broadcast station in Bedford, WBFD, as well as in that community's only weekly and daily newspapers; while Mr. Ulerich owns WMAJ-AM-FM State College.

In recommending the grant of the Huntingdon application, Examiner Ho-

nig said that the applicant's exclusive ownership of the community's only newspaper and radio station "has not been accompanied by monopolistic practices.

"Quite to the contrary," he added, "both the *Daily News* and WHUN have been operated with scrupulous consideration for the public interest." He said this record makes it "unlikely" that the FM facility, if granted, "will be handled any less responsibly."

Regional Issue ■ He cited similar considerations in concluding that a concentration of regional control contrary to the public interest would not result from a grant of all three applications. He said there is no evidence of co-operative arrangements between the Biddle and Ulerich properties in advertising solicitation or discount practices.

Moreover, he added, "there is no evidence of any other monopolistic practices in the conduct of the Biddle and Ulerich media, and the organization of their media and their modes of operation of such media reflect a scrupulous concern for the public interest."

He also said that, in the context of the total newspaper and broadcast facilities in the area where existing Biddle and Ulerich properties are located, "their media interests, both existing and proposed, constitute a relatively small factor, the significance of which is lessened by the presence of other media publications from outside the region."

Two other factors were cited as significant. One is the location of all the communities involved, except Danville, close to the Altoona and Johnstown urbanized areas, "which constitute important business centers for the general area." The other is the communities' relative isolation from one another because of mountainous terrain.

Changing hands

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

■ KOFY San Mateo, Calif.: Sold by Tele-Broadcasters Inc. to H. Scott Killgore for \$425,000. Mr. Killgore is president and principal stockholder of Tele-Broadcasters, which is being sold to United Broadcasting Co. (Richard Eaton) for \$1.9 million subject to adjustments (BROADCASTING, April 25). Mr. Killgore reported to stockholders that because of the FCC limitation on station ownership to a maximum of seven radio stations, one of the Tele-Broadcasters stations had to be sold before the sale to United could go through. Since then, according to Mr. Killgore in an Aug. 17 let-

check Blackburn about financing!

Arranging the proper financing that responsible buyers and sellers need to do business is just one of the full range and depth of services of Blackburn, the reliable broker. Others, equally important, include an accurate appraisal or actual as well as potential; a good name that is worth more to us than any single commission could ever be.

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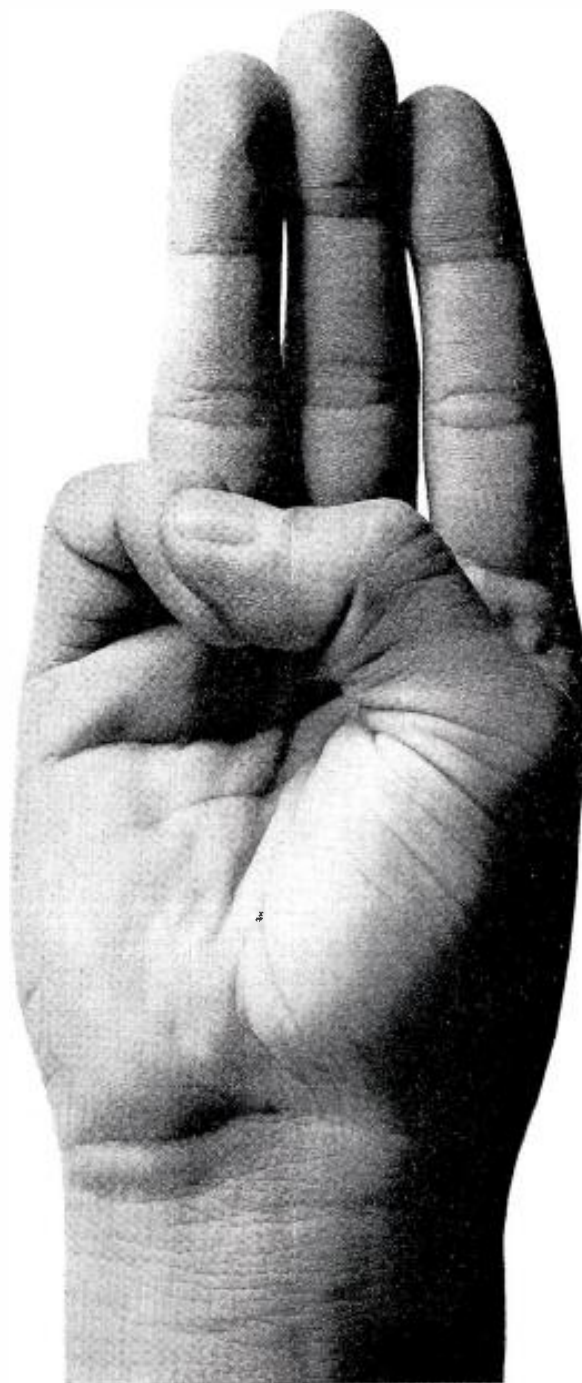
ATLANTA

Clifford B. Marshall
John C. Williams
Mony Building
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873-5626

BEVERLY HILLS

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You say
you're trustworthy,
loyal, brave, clean, and
the fastest bank
with a buck in town?



WEEI Radio says talk is cheap.

You've got to spend money to make money these days. Especially if you're a bank.

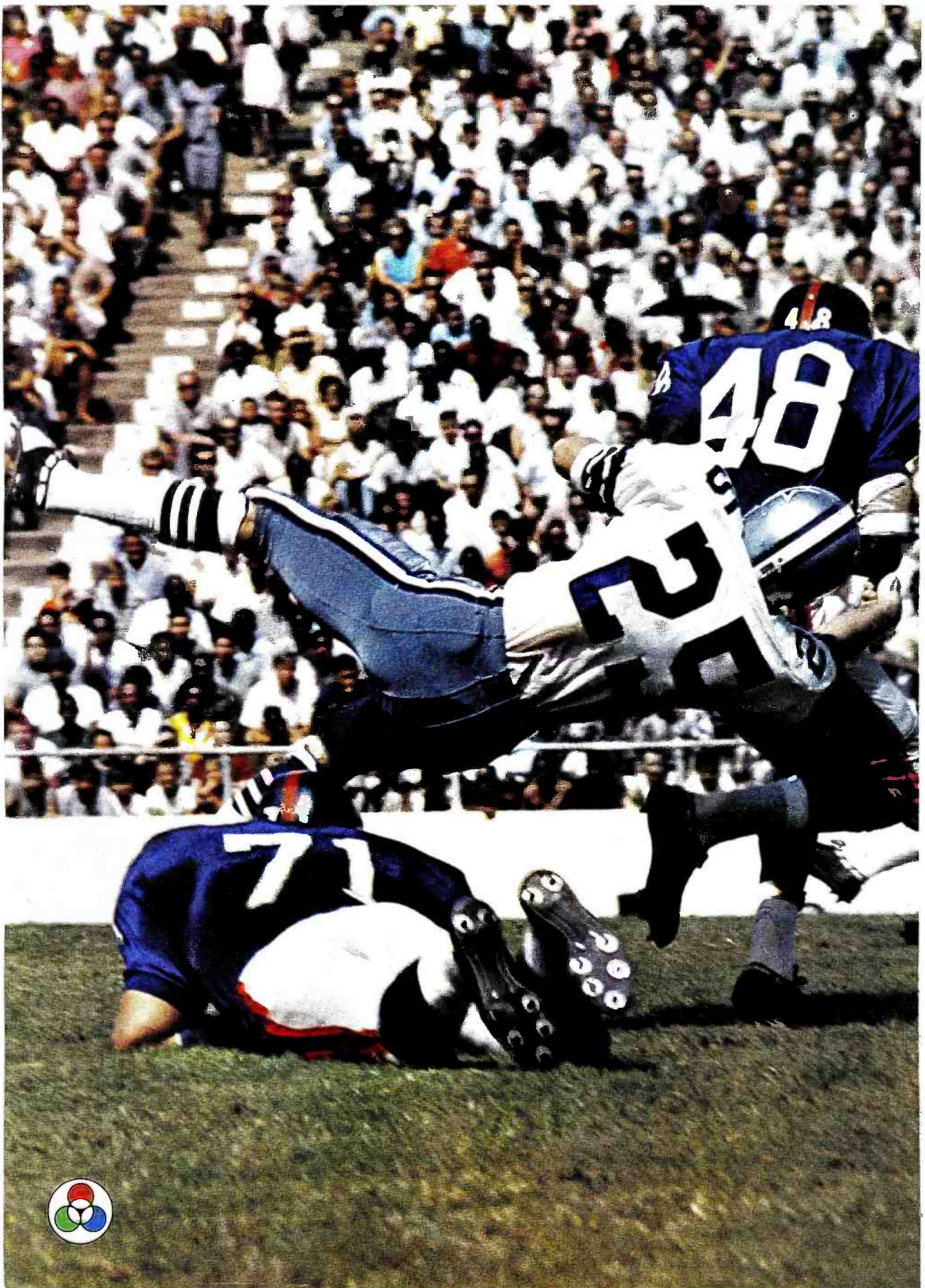
So last year American banks and savings and loan associations invested over \$70 million in advertising. Mostly, they got a handsome return. Especially the ones who spent a good chunk of their budgets on the kind of radio stations that yield a higher rate of interest.

Figure the percentages. Which would hold your attention: good talk or some background music? That's why News/Talk/Information stations like WEEI in Boston 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*, audits all the facts and 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.*

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





**This fall
new G-E live-color
cameras will cover
the Cowboys
in black and blue
and green and red.**

**KRLD-TV in Dallas—Ft. Worth
owns five
General Electric PE-250's.**

Whenever there's action at The Cotton Bowl this season, KRLD-TV will bring it to the nation with G-E PE-250 live-color cameras.

These cameras weigh only 155 lbs. complete. They can instantly follow every touchdown and cover every fumble. And four lead oxide Plumbicons* in the new PE-250 give the highest color fidelity in television today.

These are perhaps the two most important reasons why General Electric's PE-250 cameras will also do the shooting for the following "TV" group ownerships: RKO General Broadcasting, Metromedia, Inc., Storer Broadcasting Co., Taft Broadcasting Co. as well as many others.

But see for yourself. This fall watch the Dallas Cowboys. General Electric, Visual Communications Products, 7-315, Electronics Park, Syracuse, New York 13201. GE-35

*Registered Trademark of North American Philips Company, Inc.

GENERAL  ELECTRIC



This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

ter to stockholders, the company has been unable to find a buyer for KOFY, and in order not to hold up the sale to United any longer, he has offered to buy the station, himself. Naragansett Capital Corp., the principal secured creditor of Tele-Broadcasters Inc., feels that the entire transaction should be completed as quickly as possible, Mr. Killgore said. KOFY operates daytime only on 1050 kc with 1 kw.

■ **WCAN-TV Milwaukee**—Construction permit sold by Lou Poller to Field Communications Corp. for out of pocket expenses not exceeding \$35,000. Field Communications (Field Enterprises Inc.—*Chicago Daily News* and channel 32 WFLD-TV Chicago) had announced it was applying for channel 30 in Milwaukee but if its purchase of now dark WCAN-TV (ch. 24) is approved by FCC, no application will be required. Sterling (Red) Quinlan, president of Field Communications Corp., said it was hoped that FCC approval of purchase could be obtained before end of year. If so, he added, Field plans late 1967 or early 1968 air target date. Mr. Poller, who now lives in Florida, operated WCAN-TV from 1953 to 1955 when he sold physical assets to CBS.

■ **WLAJ LaFollette, Tenn.**: Sold by David Rawley Jr. and others to Elmo Mills, Jack P. Mills and Herman G. Dotson for \$170,000. Messrs. Mills and Dotson are licensees of WFTG London, and WCPM Cumberland, both Kentucky and WNRG-AM-FM Grundy, Va. Associated with Mr. Rawley are James Childress, Frank Pellegrin, Carlin French and Dick Jones. WLAJ operates fulltime on 1450 kc with 1 kw day and 250 w night. Broker: Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 82).*

■ **KYA and KOIT(FM) San Francisco**: Sold by Churchill Broadcasting Corp. to Avco Broadcasting Corp. for \$4.4 million (see page 46).

■ **KCND-TV Pembina, N.D.**: Sold by Polaris Corp. to The McLendon Corp. for 68 months lease at \$850,000 with option to buy for additional \$500,000 (see page 46).

■ **WTSJ(TV) San Juan, WMGZ(TV) Mayaguez and WPSJ(TV) Ponce, all Puerto Rico**: Sold by Julio Morales Ortiz and Clement L. Littauer to O. Roy Chalk for \$669,825 plus 27,900 shares of Trans Caribbean Airways stock and

assumption of \$245,372 obligations (see page 46).

■ **WDTV(TV) Weston, W. Va.**: Sold by Thomas P. Johnson, George W. Eby and J. P. Beacom to Medallion Pictures Corp. for \$571,720 (see page 46).

■ **KPLS Santa Rosa, Calif.**: Sold by Polaris Corp. to Joseph Stamler and his wife, Ruth, for \$120,000 (see page 46).

New TV station

WSUF-TV (ch. 16) Tampa, Fla., non-commercial, received FCC approval to go on the air Aug. 24 with ERP of 603 kw visual and 120 kw aural, operating from antenna 1,010 feet above average terrain and 1,024 feet above ground. University of Southern Florida is licensee.

Existing TV station

WRLP(TV) (ch. 32) Greenfield, Mass., received FCC approval on Aug. 23 to suspend operation. Station operated with ERP of 200 kw visual and 100 kw aural from antenna 920 feet above average terrain and 666 feet above ground. WRLP is satellite of WWLP(TV) Springfield, Mass., and is licensed to Springfield TV Broadcasting Corp.

'FCC misled' says CATV in appeal

A charge that the FCC misled a CATV operator into starting operations in Michigan, and now is attempting to penalize it before a hearing on requests for waivers of the rules on bringing in distant signals was made last week.

The charge was made by Booth American Co., operator of a CATV system in Muskegon and North Muskegon, asking a U. S. appeals court to stay the FCC's cease-and-desist order issued last month. The commission in a 4-to-2 vote, told Booth to stop carrying four Milwaukee signals and one from Chicago into the two communities because Muskegon and North Muskegon are within the Grand Rapids-Kalamazoo market, the 38th largest in the country. The FCC rules prohibit a CATV system from carrying outside signals within any of the top 100 markets.

Booth American alleged that it had been misled by the language in the commission's Feb. 15 notice of its intention to assert jurisdiction over all CATV's. Booth American claimed that

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST—Daytimer with excellent frequency serving city zone population of 12,000. This profitable operation has potential of doing much better with aggressive staff. Some real estate included. Priced at \$165,000 with \$82,500 down. **Contact—Richard A. Shaheen in our Chicago office.**

ROCKY MOUNTAIN STATE—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.**

Hamilton-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

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the notice said that the hearing requirement on importing distant signals would apply to CATV's proposing to operate within the Grade A contour of all existing television stations in that market. When the actual order was issued March 8 this provision was changed to apply to all CATV systems in the Grade A contour of any station in the top markets.

Booth American claimed that Muskegon and North Muskegon were within the Grade A contour of only one station, WZZM-TV Grand Rapids. It therefore assumed, based on its reading of the Feb. 15 order, that it was not affected.

The FCC argued, however, that Booth American started its service in Muskegon April 15, after the March 8 order was issued. Booth American began operating in North Muskegon, however, on March 4, but even this is a "flagrant violation" of the rules, the FCC said.

All the FCC wants to do, it told the court, is to maintain the status quo until it can hold a hearing on the Muskegon CATV situation.

Paul Dobin argued for Booth American; Daniel Ohlbaum for the FCC. The appeals court panel: Circuit Judges Warren E. Burger, Harold Leventhal and J. Skelly Wright. Judge Wright was not present at the argument.

NAFBRAT changes name

Tired of being nicknamed "brat," the National Association for Better Radio and Television (NAFBRAT) last week changed its name to the National Association for Better Broadcasting (NABB). At the same time the Los Angeles-based organization announced the election of seven new members to its board of directors and the reelection of James V. Bennett as president for another year.

TV repair threat seen in phone-company CATV

Television repairmen were told last week that they have nothing to fear from CATV, but they have a great deal to fear if telephone companies become CATV operators.

Bill Adler, a CATV consultant and owner of several CATV systems in West Virginia, told members of the National Electronic Association meeting in Winston-Salem, N.C., that the CATV industry is not interested in installing or repairing TV sets.

But, he warned, the serviceman has much to fear from the entry of telephone companies into the CATV field because telephone companies have a tradition of owning, installing and repairing all their equipment.

Taverns, TV tilts still mix in Trendex survey

During television's early years, the coverage of boxing bouts attracted high viewership in taverns. A special Trendex coincidental survey of on-premise drinking places and country clubs in 24 major cities on the evening of the recent Cassius Clay-Brian London heavyweight championship bout indicates there is still a substantial audience for fight telecasts in such out-of-home locations.

According to Trendex information released last week by ABC-TV, which telecast the bout on ABC's *Wide World of Sports* on Aug. 6, more than two million adults viewed the bouts in taverns and country clubs. The study also shows that three-fourths of the TV sets in these locations were in use during the bout and almost 90% of the re-

ceivers were tuned to the event. ABC-TV pointed out that the two-million figure does not include the TV audience outside of the home at such sites as institutions, hospitals, resorts, hotels and motels.

FCC dismisses Rust Craft UHF application

FCC uncertainty as to whether Rust Craft Broadcasting Co.'s proposed UHF on channel 54 in Toledo, Ohio, would materialize if network programming was not available to the station has prompted the commission to dismiss the company's application.

According to the FCC, Rust Craft said that only after the grant of its construction permit could the company determine the extent of its future affiliation with a network. The company had replied to a commission request for clarification of Rust Craft's programming proposals and intention to build the new TV station.

Rust Craft also had asked the FCC to dismiss the UHF application if it could not be granted immediately without a hearing. The commission said that Rust Craft could resubmit its proposal once the questions of intent to construct and network affiliation were clarified.

WRVA-AM-FM sets target

WRVA-AM-FM Richmond, Va., plans to move into its new \$300,000, 14,000-square-foot office-studio building in early 1968. The station had announced purchase of property for construction a fortnight ago.

Media reports . . .

Grants available ■ Criteria for a research grant from the National Association of Broadcasters were announced last week. The NAB joint board earlier had approved up to \$10,000 in grants to stimulate interest in research relating to broadcasting. Grants of up to \$1,000 each will be awarded to students whose proposals will be judged by a committee of broadcasters, broadcast researchers and academicians. Application forms are available from Howard Mandel, NAB's vice president for research, 485 Madison Avenue, New York 10022.

New name ■ Bob Dore Associates Inc., New York, has changed its corporate name to Dore & Allen to reflect the addition of Jack Allen as partner, executive vice president and director of media/market research. Robert Dore is president of the rep firm.

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WE HAVE WHAT YOU WANT...
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WJKS-TV abc 17
A RUST CRAFT STATION

As autos go, goes radio

Falling Detroit production means fewer car radios; tape can cut listeners, too

When Detroit's auto manufacturers introduce their new cars next month, radio broadcasters will be watching with more than usual anticipation.

For as go auto sales, so goes the installation of auto radios—three out of every four passenger cars are radio-equipped at the factory—and for the last six months this increment in the auto radio listening audience has been slipping behind the comparable months of 1965.

But beyond the mere numbers of automobiles sold, radio broadcasters have a new competitor for the drivers' ear. This is the tape cartridge player, introduced late in 1965 by the Ford Motor Co., and being heavily promoted by Ford as the next major accessory for driving enjoyment.

If car riders are listening to a tape cartridge, they're not tuning to radio stations. It's as simple as that.

For many radio stations across the country, the car-riding audience constitutes a sizable segment of their listening public.

Diminished production of autos by U. S. manufacturers is already a fact. For the first seven months of this year, automobile production is over half a million less than the 1965 January-July period when 5,898,957 cars were made.

Ever since the boom year of 1965 when 8.8 million automobiles were produced by Detroit, auto production and its concomitant auto-radio production have been dragging.

Production Softens ■ In the first six months of this year, passenger car production has fallen behind the equivalent period in 1965. And in line with auto production, auto radios have also softened.

In January of this year, 780,425 American-made passenger cars were sold in the U.S., compared to the 782,787 sold in the same 1965 month. And in the same 1966 month, 746,399 auto-radios were made by radio manufacturers, compared with the 781,009 made in January 1965.

This same drop has continued for the other six months of this year. In June, 802,491 U.S.-produced passenger

cars were sold, compared to 880,915 in the same month last year. And in June, 823,607 auto radios were sold, compared with the 848,252 auto radios sold in June 1965.

For the whole 1965 year, 10 million radio auto sets were produced, of which 6.5 million were installed at the factory into the total 8.8 million automobiles made that year. In 75% of all passenger cars sold a radio was installed at the factory—ranging from radios in all Lincolns and Thunderbirds sold, and in virtually all Cadillacs, to only 41.6% in Ramblers and only 44.7% in Valiants.

Some other radio percentages: Chevrolet, 65.5%; Chevelle, 64.3%; Corvair, 62.9%; Ford, 78.7%; Falcon, 54.6%, and Mustang, 78.9%.

New Item ■ But beyond sagging auto production, the burgeoning acceptance of the tape cartridge player for the riding public poses a potential long-term threat to radio stations. If the cartridge takes hold, it could cut into one of radio's major mass audiences (the other is the personal-transistor crowd). At the moment the cartridge is being promoted as a novelty, but early reactions by car owners who jump on new items quickly foretell disquieting news for broadcasters.

Although automobile makers' plans for tape cartridge players in 1967 models are as closely guarded as the styling of the new cars, some informal estimates from auto company executives who have responsibility for radios indicate a trend.

For example, Ford expects to have between 70,000 and 80,000 tape cartridge players in its passenger cars this year. In its 1967 models, twice and maybe three times this number are expected to be sold. In fact, tape cartridge players will be standard "optional" equipment for all 1967 Ford and Mercury models and they will be totally integrated with the car radios.

General Motors officially has made no public announcement of its plans for 1967. There are reports, however, that GM's radio-making subsidiary, Delco Radio Division, Kokomo, Ind., is building an eight-track stereo system for 1967 Chevrolets and Oldsmobiles.

Chrysler has refused to comment on its cartridge plans. During 1966, however, it furnished dealers with Lear-Siegler stereo cartridge tape players for dealer installation. How many were furnished and how many installed cannot be determined from Chrysler sources.

Even as the cartridge boomlet continues, the National Association of FM Broadcasters is undertaking a campaign



Grant's grant in effect

Under the guidance of Milton Grant (1), president and general manager of WDCA-TV Washington (ch. 20), FCC Chairman Rosel H. Hyde last Tuesday (Aug. 23) turned on the station's new RCA TTU-50-C transmitter. The chairman's flip of the switch nearly doubled WDCA-TV's effective radiated power, increasing it from 646 kw visual and 64.6 kw aural to 1,120 kw visual and 112 kw aural. WDCA-TV went on the air four months ago.

to put an FM set in all passenger cars, buses and trucks (BROADCASTING, Aug. 15). This could make sense. Since cartridge players are all stereo, since many FM stations are programming stereo heavily and since the future of the cartridge player seems to be as an integral part of the auto-radio system, a single stereo system for cartridges and FM reception may evolve.

NBC-TV adds unit to mobile color fleet

A new, NBC color TV mobile unit, which cost \$1.5 million to construct over a nine-month period, was placed on public display in front of the network's headquarters in New York last week.

The unit, which will be used to accommodate the expansion in NBC-TV color programming, raises the network's mobile color fleet to a total of 21 vehicles carrying 33 cameras and 13 color tape units. The unit consist of three 40-foot tractor-trailers.

The unit was constructed under the supervision of William H. Trevarthen, vice president, operations and engineering, NBC. James Wilson, director, operations and engineering, and Allen A. Walsh, manager, facilities design and construction, headed the construction project.

Engineer OK's satellite idea

TV industry can justify its own space equipment, WESCON speaker holds

"Has the television industry now matured to the point where it can justify a satellite designed uniquely for its own purposes?" This question was rhetorically asked last week by Paul S. Visser, assistant manager, Space Systems Division, Hughes Aircraft Co. He answered it decidedly in the affirmative, saying that future television industry and noncommercial TV communication demands "clearly can justify one or more satellites."

Mr. Visser's statement was one of the highlights of the 1966 Western Electronic Show and Convention staged for four days in Los Angeles last week (Aug. 23-26). The annual WESCON meeting, said to be the biggest in the nation, attracted nearly 700 electronics and aerospace exhibitors and more than 45,000 visitors.

Speaking on the subject of "TV distribution via satellites" during a satellite-communications technical session at the show, Mr. Visser quickly mentioned and then avoided the current controversy over ownership of a special domestic communication satellite. "The question as to who should own the satellite is not the prerogative of the engineer to answer," he made clear. "It must be determined by the regulatory bodies and the Congress."

Engineering Proposition ■ In areas of engineering disagreement, however, he was less demure. He weighed the engineering proposition of a single communication system composed of multipurpose satellites, providing lowest-cost services of all types, against a specially designed television distribution satellite system that can economically justify its own existence. Based on the past histories of other industries, which he outlined, Mr. Visser indicated there would not only be specialized communication satellites to meet commercial TV's needs, but also ones to meet the peculiar requirements of the military, airplane industry, navigation, meteorology and other "yet unimagined applications."

Concluding his talk, the space industry executive pointed out that "there are no inherent technical reasons" why satellite systems could not be owned by individual corporations. "We only disagree with the proposition that there

should never be a specially designed system for use by the television industry," he stressed. "Such a proposition is in conflict with the history of other industries, with the recent experience on international communication satellites and our own best engineering judgment."

Flat Tube? ■ In another presentation made at the WESCON meeting, with particular interest to the TV industry, Frederick H. Townsend of the Westinghouse Electronic Tube Division, Elmira, N. Y., gave a brief review of the early history of the cathode-ray tube as a television display device and then offered some suggestions as to possible future developments in the field.

Taking his glimpse into the future, Mr. Townsend predicted that the most urgent demand "will be for picture tubes better suited for operation in transistorized receivers." Discussing what he called "the most persistent" future suggestions for use of TV tubes: "for a flat 'hang on the wall' picture," the Westinghouse engineer was anything but sanguine. "Like so many science-fiction ideas," he said, "this one will probably come true some day, but what are the prospects for the near future? Not very bright, I am afraid."

Microelectronics ■ Elsewhere at the annual showcase event, swift growth for

microelectronic devices was widely forecast. Steve Levy, a Motorola Inc. official, predicted that although computers are now the prime market for integrated circuits, by 1970 most TV sets will be composed of 80% of the super-small circuits, "with only 20% of the circuitry composed of discrete components."

He expects integrated circuits, which are tiny chips containing as many as 70 electronic components such as transistors, resistors and capacitors, to reach \$157 million in sales this year.

New transmitter ready for WNYC-FM use

New York-owned WNYC-FM is scheduled to begin broadcasting from its new transmitter atop the Empire State building on Friday (Sept. 2) with dedication ceremonies coinciding with the weekly meeting of Mayor John V. Lindsay's cabinet.

Seymour Siegel, director of communications for the City of New York, said the new Gates transmitter and its site on the 86th floor of the building will enable WNYC-FM to reach a potential audience of more than 13 million listeners. He noted that the transmitter is capable of multiplexing and said the station is seeking FCC permission to use a sub-channel for a closed circuit service to various city agencies.

Want remote transmitter operating rules changed

WGBH Educational Foundation and Post-Newsweek Stations last week told the FCC that all radio stations with more than 10 kw should be permitted to operate by remote control without having to wait 12 months to demonstrate transmitter reliability.

In a joint statement the foundation, licensee of noncommercial WGBH-FM Boston and WPCR-FM Amherst, Mass., and Post-Newsweek, licensee of WTOP-AM-FM Washington, stressed their support of a petition filed last month by the National Association of Broadcasters which urged revision of the FCC rules in this area (BROADCASTING, July 25).

WGBH and Post-Newsweek stated that developments in the art of demonstrating transmitter reliability have made the 12-month trial period for higher-power stations unnecessary. The petitioners agreed with the NAB that the present restrictions impose an unwarranted burden on licensees by requiring them to hire additional manpower to keep the performance logs. They also claimed that "in view of the fact that UHF television stations can operate at much

Radio with a reach

Wayne Miller, an engineer affiliated with the California Institute of Technology seismology laboratory, Pasadena, Calif., claims to have developed a radio receiver that can pick up a station signal only one-tenth as strong as can be picked up by an ordinary transistor receiver. It needs no more power than presents sets.

Although his receiver, designed to be used with portable seismographs to pick up National Bureau of Standards radio time signals, operates primarily in the low frequency range, Mr. Miller believes the circuitry readily can be modified to receive commercial signals in higher frequencies.

The receiver contains a total of 29 transistors, with two transistors instead of the usual one at each point where the signal is amplified. This is supposed to provide the radio with its capability for a combination of low power consumption and high sensitivity.

Reportedly, the new receiver operates with comparable power and without significant sacrifice in the quality of the sound.

WGBH and Post-Newsweek also stated that the substitute provisions suggested by the NAB had "more than adequate safeguards for protecting against transmitter unreliability." The NAB had said earlier that the 12-month trial period could be eliminated and the same objective achieved by requiring submission of reliability test data from manufacturers and a simple block system diagram from licensees.

Factory sales of color TV tubes for the first six months of this year reached 2,537,514, the Electronic Industries Association announced last week—the first time it has reported month-by-month factory sales of color tubes.

In June 509,914 color tubes were sold to customers, up 25,000 from the May figure. Color TV tube sales have gone up continuously, except for one month (April), during the six-month period, beginning with January's 348,766. Figures for color TV tubes sales for the same period last year are unavailable.

Monochrome tube sales slumped from January's high of 831,922 to June's 703,197, although June topped May's 624,787. For the six months of this year, 4,339,027 black-and-white TV tubes were sold, compared with 4,334,447 in the same 1965 period. In dollar volume, monochrome sales for the year's six months amounted to \$72,205,911—some \$300,000 less than the \$72,523,093 for the 1965 period.

Sales of receiving tubes for the January-June period went up by 16.5%—from 188,049,000 units in 1965 to 219,130,000 in 1966.

Status control system ■ Moseley Associates Inc., Santa Barbara, Calif., is producing the SCS-1, a solid-state eight-channel fault alarm or remote control system designed to operate over a telephone circuit or an STL radio circuit.

Ampex literature ■ The printing presses were busy at Ampex Corp. in Redwood City, Calif. last week as two new technical brochures rolled into publication. Literature containing descriptions, specifications and features of the Ampex VR-2000 high-band color video tape recorder for broadcast use is available in data sheet V-016. Also available is literature (A-063) detailing features and specifications of the AG-300 solid-state master recorder.

Continued growth of color television is putting more money in pockets of paperboard box manufacturers. Box makers have raised prices about 5%, third industry increase in a year, and they expect it to stick because of the demand for their products.

Color TV manufacturers are demand-

Examples of the set makers' increases are shown by Magnavox which this month ordered 87% more tons of corrugated containers than it did last August and increased purchases from its major suppliers by 42%, and by Admiral Corp.'s orders, which are up about 70%.



Most hard-boiled buyers know that Grand Rapids-Kalamazoo (and the Greater Western Michigan area covered by WKZO-TV) is the 39th† television market, but we'd

be laying an egg if we didn't tell you how the flock is growing!

For instance: Kalamazoo alone, with four new plants, has 7,200 *new* industrial and service jobs. They brought over 18,000 *new* people to town and added *another* \$25,000,000 to retail sales. That's *just Kalamazoo*—and it's going on all over the market!

Buy WKZO-TV and cover the whole Western Michigan hatchery! Your Avery-Knodel man has the facts and wants to help; let him.

And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*The ostrich egg—7" long, 6" in diameter—takes 40 minutes to boil.

†ARB's 1965 Television Market Analysis.



100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studies in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Stockholders may stop Rust Craft-Boise plans

A proposed merger of Rust Craft Greeting Cards Inc., Dedham, Mass., with Boise Cascade Corp., Boise, Idaho, received a jolt last week when Rust Craft indicated "substantial stockholders' opposition" to the union.

The opposition, Rust Craft said, could be attributed to several reasons including "present economic conditions."

Rust Craft thought it unlikely that a two-thirds vote necessary for merger approval would be passed at a special stockholders meeting set for tomorrow (Aug. 30). That day Boise Cascade shareholders are also scheduled to vote on the merger proposal (BROADCASTING, July 11).

One report shows that insiders at Rust Craft control close to 47% of the firm's outstanding stock—a margin that could well stop the merger.

Rust Craft, which is in the greeting cards business, owns five TV, six AM and five FM stations. Its interests also include eight CATV outlets. Boise Cascade is a diversified forest-products company.

Rollins reports net up 28.5% in first quarter

Rollins Inc., Wilmington, Del., achieved record earnings and revenues for the first quarter. Net earnings jumped 28.5% and revenues were up 8.6% for the period, according to an announcement last week at the company's annual stockholders meeting in Wilmington.

Rollins operates 11 radio and television stations, an advertising agency, a finance company, a pest control com-

pany, a pesticide manufacturing firm, a building maintenance company, an outdoor advertising firm, and citrus groves in south Florida.

For three months ending July 31:

	1966	1965
Earnings per share	\$0.51	\$0.40
Revenues	20,036,800	18,446,083
Net earnings	1,584,949	1,233,061
Average shares outstanding	3,118,683	3,079,583

Florida CATV cuts loss

Ralph M. LaPorte, president of International Cablevision Corp., Vero Beach, Fla., reported that consolidated net loss for the fiscal year ended June 30 was \$133,182. This compares to the prior fiscal year's loss of \$210,365. International Cablevision has just sold its Tallahassee CATV system to Westinghouse Broadcasting Co. for \$350,000 (BROADCASTING, Aug. 22).

Marsteller picks up two L.A. agencies

Marsteller Inc., a medium-size eastern agency, last Friday (Aug. 26) announced the acquisition of Frojen Advertising of Los Angeles through exchange of stock and the purchase of Willard G. Gregory & Co., a smaller Los Angeles agency.

The principals of the two West Coast firms become executives of Marsteller. Frojen bills about \$3.5 million annually, Gregory \$1 million and Marsteller about \$36 million. The combination will add consumer product to Marsteller's listings, which have been heavier in industrial and agricultural fields. Marsteller has been active in farm broadcasting.

Robert C. Frojen becomes executive vice president and western manager of Marsteller Inc. and joins the agency's

board. Robert H. Carpenter and Blair B. Walker, Frojen vice presidents, become vice presidents of Marsteller as does Willard Gregory who headed the agency bearing his name.

Marsteller, founded in 1951, has offices in New York, Pittsburgh, Chicago, Toronto and Geneva, plus several other foreign joint ventures.

Sales top \$100 million, Meredith net up 43%

Meredith Publishing Co., Des Moines, Iowa, has reported an increase of 43.7% in net earnings for the year ended June 30. Revenue for the year reached an all-time high of over \$100 million.

Meredith Broadcasting, a division of the publishing company, owns KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix; WOW-AM-FM-TV Omaha, and WHEN-AM-TV Syracuse, N.Y.

In addition to its broadcasting activities, Meredith Publishing is engaged in magazine publishing (*Better Homes and Gardens*, *Successful Farming*), book publishing, contract printing for other publishers, and the manufacture of geographical globes.

For the year ended June 30:

	1966	1965
Earnings per share	\$2.53	\$1.77*
Revenue	100,402,776	89,829,223
Net earnings	6,856,886	4,772,126
No. of shares	2,714,130	2,688,870

*Adjusted for the one-for-one stock distribution on Oct. 29, 1965.

UA net up in first half

United Artists Corp. last week reported a slight decline in gross income and a comfortable increase in net earnings for the first six months of 1966 as compared to the corresponding period of 1965.

For six months ended June 30:

	1966	1965
Income per share	\$1.78	\$1.46
Net income	7,541,000	6,189,000
Gross income	93,848,000	95,543,000

\$1 million half

Golden Arrow Films, television syndicator, has announced that it had sales volume in excess of \$1 million for second half of fiscal year ended July 30.

The company currently is distributing more than 100 U.S.-produced feature films to television. It also has acquired another package of 100 movies, these produced in Russia and soon will distribute them to U.S. television.

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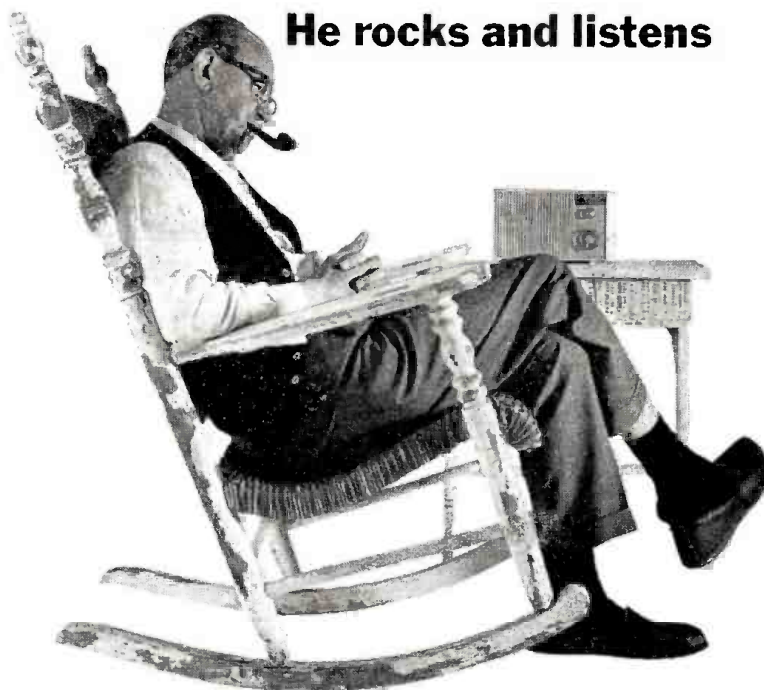
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*Sindlinger



Copyright exemption supported for CATV's

Justice Department foresees 'anticompetitive consequences' if liability is extended

The CATV industry, in its fight to escape liability for copyright payments, found an ally in the Justice Department last week.

Edwin M. Zimmerman, acting assistant attorney general, testified before a Senate Judiciary subcommittee studying the application of copyright liability to CATV. He opposed any blanket coverage of CATV, and said the blanket extension of copyright laws "raises possibilities of harmful anticompetitive consequences and that this extension is not justified by valid considerations of the right to copyright protection."

Finally, he said, "we believe that the problems with which it attempts to deal may be better handled through flexible regulation by the FCC uninhibited by a blanket copyright liability."

Among the anticompetitive aspects of the proposed bill, according to Mr. Zimmerman, would be the possibility that the networks, as copyright holders, might withhold permission to rebroadcast their programs and thereby seek to reserve the CATV market for themselves. The networks, for the same reason, might also be able to limit the spread or independence of CATV's in origination of their own programs, if they were eventually allowed to do so, Mr. Zimmerman said. This control by the networks would also be harmful, in the department's view, in case the CATV cable to each home might also in the future provide access to new electronic service.

The Justice Department also felt that the bill would run counter to the principle behind the copyright laws. "Copyright protection imposes a toll upon the use of the copyrighted material," Mr. Zimmerman said. "The toll is not designed to compensate the copyright owner for costs associated with the particular use of the material which may be small, or as in the case of CATV use, nonexistent. Nor is it the purpose of the copyright to insure that the creator automatically participates in every profit derived from his creation. (Our economic life is filled with instances in which the creator of a good

idea watches others profit from it.)" Rather, he continued, the primary consideration behind the copyright toll is to provide incentive to authors to write.

Among other observations made by Mr. Zimmerman were that the issue boils down to how far the copyright holder's monopoly should extend; that because CATV extends a station's viewing audience the station should be able to charge higher rates to advertisers in order to compensate it for CATV's possibly destroying a potential audience. He also said the viewer would have to pay twice for watching a program since he already pays for it by buying the advertisers' products and since the CATV system might also have to raise its subscription costs if it had to pay copyright fees.

This view of the situation, however, was not shared by the other witnesses testifying before the Senate Subcommittee on Trademarks, Patents and Copyrights. Richard W. Jencks, deputy general counsel of CBS, said the network would favor limiting any exemption to CATV to retransmission of TV broadcasts to subscribers within the normal

coverage area of the station initiating the program. This exemption, he added, should be granted only under certain conditions. These would include a requirement that CATV systems carry the entire schedule of the station whose broadcasts it retransmits, that they should be prohibited from originating programs in competition with broadcasting stations, that the system could not charge a separate or direct fee for any particular program or transmission and that any exemption apply only to private homes and apartments for the time being.

He also disagreed with the Justice Department's view of the copyright principle. He testified that the Constitution saw copyrights as promoting "the progress of science and useful arts by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries." He added that encouragement of authorship can be achieved only through allowing the copyright owner the opportunity to license his works under free marketing conditions.

Evelyn F. Burkey of the Writers Guild of America said that to allow CATV companies to operate outside the restrictions of the present copyright laws or the proposed laws "would be to undermine the financial structure of motion picture and television production." A writer must have copyright protection for the works which he creates if he is to earn a living as a writer, she went on.

After the scheduled witnesses had been heard, Herman Finkelstein, representing the American Society of Composers, Authors and Publishers, was granted an opportunity to respond to Mr. Zimmerman's testimony. He said the Justice Department views were the same arguments used by broadcasters, who now pay copyright fees, in the early days of radio when they sought exemption by claiming they weren't involved in public performances and weren't making a profit. He said it was also similar to the jukebox industry exempted in 1909 which is now making \$500 million a year with the use of copyrighted music. In challenging a statement by Mr. Zimmerman that the TV industry has no difficulty in getting program material, Mr. Finkelstein said that if Mr. Zimmerman had read the latest issue of BROADCASTING, he would have read that TV is now going abroad for new, fresh material. "There is enough talent in America," he said, "if the money is there to pay the writers." He also said it would be unwise to exempt CATV since the future of the broadcasting industry is unknown because with the development of satellite broad-

FCC sets composite week

The composite week to be used for the preparation of program log analyses submitted with renewal applications for AM, FM and TV licenses which have 1967 termination dates has been announced by the FCC. The sample week will consist of the following dates:

Sunday	Dec.	5, 1965
Monday	Jan.	3, 1966
Tuesday	March	8, 1966
Wednesday	May	4, 1966
Thursday	April	28, 1966
Friday	Feb.	11, 1966
Saturday	Aug.	13, 1966

casting the future of TV might well pass into the hands of CATV, Mr. Finkelstein said.

Senator Quentin N. Burdick (D-N. D.), acting chairman of the subcommittee, commented after the hearing that the opposing parties in the controversy seemed to be closer to agreement now than they were when they testified before a House subcommittee earlier and added that he hoped they would continue to get closer. A few weeks ago the subcommittee had heard from other witnesses representing the motion picture and television industries, the FCC and various licensing and performers' groups. It had also heard the CATV industry back down from its previous insistence on unlimited exemption from copyright laws and agree to some liability.

CBS Radio drops idea of reviving early dramas

CBS Radio authorities disclosed last week that they had abandoned thoughts of syndicating dramatic programs from CBS Radio's earlier days.

Station interest in carrying the programs proved to be "far below" minimum levels for starting the service, they explained.

They have been sounding out stations for several months to see how many would be interested in buying, at weekly prices ranging from \$20 to \$400 for a strip, such programs from radio drama's heyday as *Gunsmoke*, *Have Gun, Will Travel*, *Johnny Dollar*, *Philip Marlowe*, *Escape* and *Columbia Workshop*. (BROADCASTING, July 18).

The programs were offered first to CBS radio affiliates. Where they showed no interest, other stations in the market were checked.

Officials last week did not say how many had finally indicated interest in the project, but described the number as "far below" the level that informal queries in recent years had suggested it might be.

They said their decision to drop the project did not mean that it or something akin to it would never be revived, but that they were writing it off for the immediate future.

Producer charges Fox with underpricing films

It's happened to mink coats, washing machines, Beethoven record albums and last week a Hollywood producer charged that it happened to his movie: being used as a loss leader to stimulate bigger sales. And nobody but the public,

NAB Code group huddles with movie producers

Officials of the National Association of Broadcasters Code Authority went to Hollywood last week to talk with some of their associate members and to discuss the proposed new motion picture code (BROADCASTING, Aug. 22).

At a Tuesday (Aug. 23) luncheon, the code executives outlined the code's aims and actions to members of the Association of Motion Picture & Television Producers. The 14 AMPTP members are associate members of the television code and produce much of the fare on the networks and in syndication.

On Wednesday, the NAB code officials met with Geoffrey Shurlock,

administrator of the Motion Picture Production Association code on the growing closeness of the two industries in terms of product and relationship of codes. The motion picture studios turn out an increasing number of films designed exclusively for TV or for TV after theatrical first-run.

Among those at the Tuesday luncheon were (l-r): John Zinn, AMPTP; Bob Vogel, code director for MGM; Jonah Gitlitz, NAB code; Howard Bell, NAB code director; Bill Dover, Walt Disney Productions (back to camera in foreground); Duke Wales, AMPTP, and Tony Frederick, Universal-TV.



it seems, loves a loss leader. So producer Frank Ross filed a suit in Los Angeles superior court against 20th Century-Fox Film Corp. and 20th Century-Fox TV for \$100,000 plus further damages in asking for an accounting and alleging improper television syndication of the feature film, "Demetrius and the Gladiators." The movie, produced by Mr. Ross, was released theatrically by Fox in 1954.

Since that time, the producer contends in his suit, "Demetrius" has grossed more than \$8 million. Despite this and in complete disregard of its proved value, it's argued, the movie was used by Fox as a leader in selling a package of feature films, all at the same individual price, in syndication to television stations across the country. This breached a fiduciary relationship between Mr. Ross and Fox, the complaint states. It's further charged that by improperly distributing "Demetrius" to television, Fox has substantially impaired and reduced the potential profits of the movie and in turn piled up substantial profits for itself from the other films sold along with the loss leader.

From elephant jokes to elephant series

Elephants and elephant boys may be the in-thing in television programming come 1967-68. NBC-TV said last week it planned to film *Maya*, a one-hour adventure series, on location in India based on a Metro-Goldwyn-Mayer motion picture now in release with that title. CBS-TV is already a known entry, with an "elephant" project of its own (BROADCASTING, Aug. 22).

The NBC series, which will be produced by the King brothers, deals with two teen-age boys, one an American and the other an Indian who owns a rare and valuable white elephant. Warner Brothers, CBS-TV and ABC-TV Ltd. are also involved in a production arrangement for a one-hour action-adventure series to be filmed in India and reminiscent of "Elephant Boy." This, too, is contemplated for 1967-68.

Asked last week if it was aware of NBC's plans, a CBS programming official said the network was but that "we think our series will be better."

Broadway-destined play to open on TV

A fee of \$112,500 will be paid by NBC-TV for a new play by William Hanley, which originally was intended for production on Broadway next winter and will be presented for the first time instead on the network in early 1967.

The agreement is said to be the first time TV has obtained a stage property just before a contract with a Broadway producer was to be signed. The fee is regarded as the highest an author has received from TV for a single work.

The play, *Flesh and Blood*, will be telecast as a two-hour production. It is described as a contemporary drama about a closely knit New York family.

Broadway producer Andre S. Goulston had agreed to produce the drama, but no contract was signed. Mr. Goulston said last week he may still produce the play but pointed out "nothing like this has ever happened before."

NBC-TV's payment will be for an original and a repeat showing of the drama. It also obtains an option to invest in a theatrical production of *Flesh and Blood*. Mr. Hanley retains theatrical and motion picture rights.

Earlier this year playwright Arthur Miller received a fee estimated at \$75,000 to \$100,000 for *Death of a Salesman*, carried on CBS-TV. That network is now offering \$25,000 as the top price for original drama scripts.

NBC-TV will produce *Flesh and Blood* in association with Mr. Hanley, who retains creative control. A network spokesman said the play will be carried unabridged "although some profanities will have to come out."

In a related move, NBC recently bought the rights to the Peter Weiss drama, "The Investigation," in advance of its premiere on Broadway this fall for showing on the network next February (BROADCASTING, Aug. 15). The network paid an estimated \$500,000 to producers of the play for a taped color presentation to run 90 minutes or two hours.

Fair-trial speaker cites TV influence

A suggestion was offered last week that perhaps too much attention is being centered on the influence of the printed press on trial proceedings when, in reality, television would appear to have a greater influence with the pub-

lic than do newspapers.

The importance of TV in influencing or prejudicing an issue before actual trial proceedings was posed by Sidney Zagri, Washington, an attorney for the Teamster's Union.

Mr. Zagri appeared with other authorities last week in a special program, *Free Press and Fair Trial*, shown on three non-commercial TV stations: WNDT(TV) Newark, N. J.—New York; WHYY-TV Wilmington, Del.—Philadelphia, and WETA(TV) Washington.

In support of his contention he cited studies, such as one by the Elmo Roper research firm, that show TV's influence to be greater than newspapers. He also referred to a network telecast in which, he noted, a Senate committee (McClellan investigation) attitude to-

VISTA offers a view

The Office of Economic Opportunity, Washington, has completed two semi-documentary films entitled "A Year Toward Tomorrow" to dramatize and emphasize the work of Volunteers in Service to America (VISTA). The films, of 15-minute and 30-minute lengths, star VISTA volunteers and local residents reenacting events as they occurred. Paul Newman does the narration for these two films shot on location in an all-Negro slum in Atlanta and a Navajo reservation in the Arizona desert. The films will be available to television and theaters sometime in September. Sun Dial Films Inc., New York, produced the films for the OEO. Films will be available to interested TV stations in early September. Inquiries should be directed to Gordon Edilson, community relations, VISTA, OEO, Washington 20506.



Mr. Newman and Karen Murkett, VISTA volunteer, in the Navajo reservation sequence.

ward Teamster chief Jimmy Hoffa was given wide exposure before Mr. Hoffa was to stand trial in Tennessee.

Self Discipline ■ Lawrence Prattis, chairman of the committee on fair trial and free press of the Philadelphia Bar Association, declared his committee favored self-discipline of news media as opposed to restrictions imposed by others. He indicated, however, that restrictions of some kind might be deemed necessary to protect jurors from becoming influenced, during a trial, by what appears in print. He noted that his committee is receiving radio-TV cooperation in its deliberations.

Most of the program dealt with pre-trial publicity, such as that given the arrest of Richard Speck in the recent slaying of eight student nurses in Chicago. Doubts were expressed, however, about the effectiveness that actions limiting news media would have in assuring a fair jury trial.

There was also a suggestion that the generally held belief that news coverage "undercuts" the objectives of a "fair" trial may be assumption only, not backed by evidence. Doubt was also voiced as to the desirability of inhibiting news coverage, noting that this in itself may pose a greater danger.

In addition to Mr. Zagri and Mr. Prattis, participants in the telecast included Sidney Zion, a reporter of the *New York Times*, and Howard Felsher, author of "Press in the Jury Box." Mitchell Krauss, moderator, and Ronald Goldfarb, who directed the program for the Brookings Institution, also appeared on the show.

NBC-TV accepts Schick's special

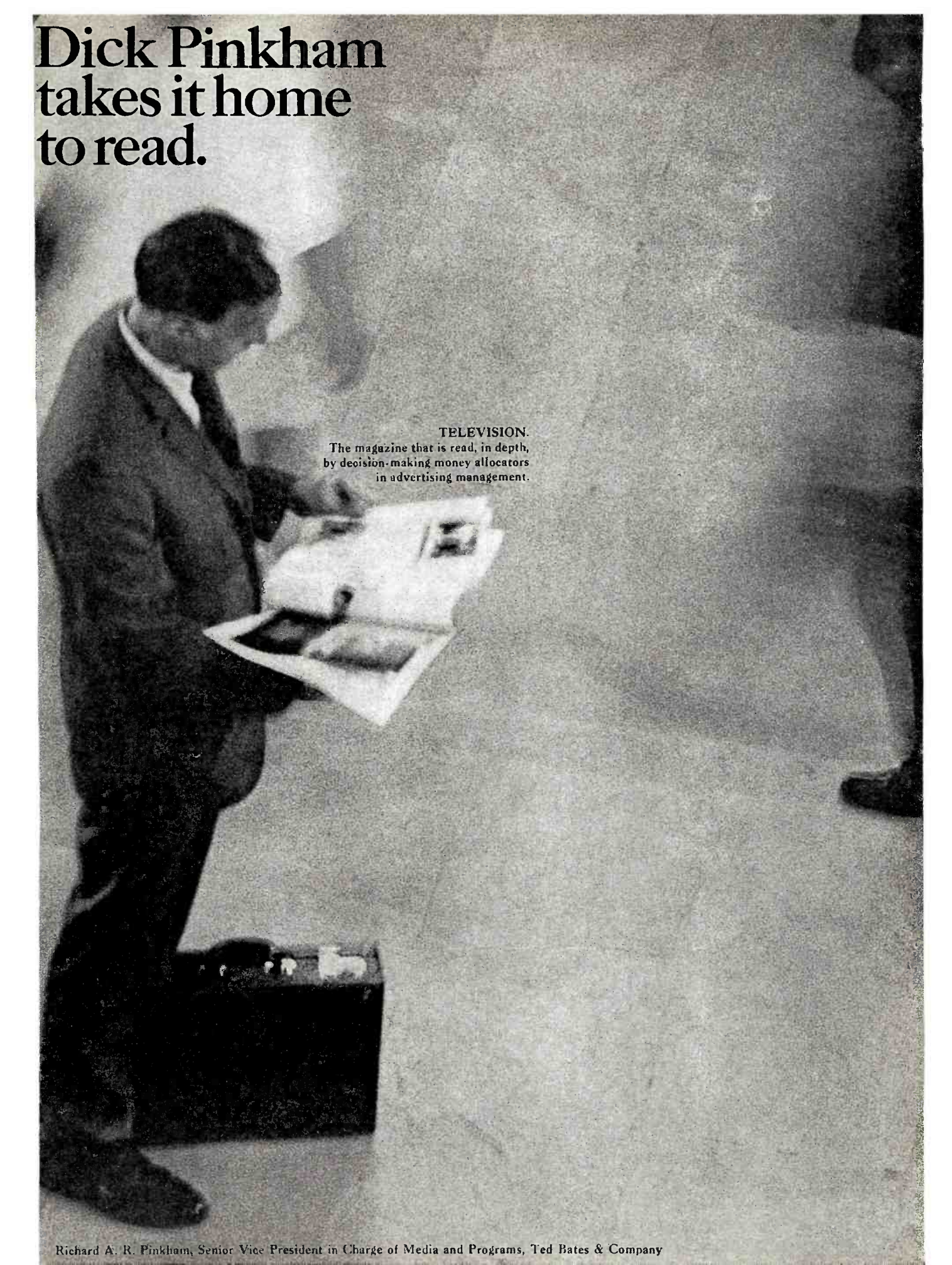
A special that stations owned by the CBS Television Division declined to carry last month (BROADCASTING, July 4), has been accepted for telecast on NBC-TV tomorrow (Aug. 30), 7:30-8:30 p.m. It will be sponsored by the Schick Safety Razor Co., Culver City, Calif., through Compton Advertising, Los Angeles.

The special, *Up with People*, was produced by Schick and spotlights 130 high school and college members of Moral Re-Armament. Pat Boone is host on the songfest special.

CBS executives said the program was rejected because its policy prohibits commercial entertainment shows with an editorial or ideological point of view.

An NBC spokesman last week said the company had reviewed the program and had found nothing wrong with it. He said that the special "is a plea for understanding and appreciation of freedom."

Dick Pinkham takes it home to read.



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'Super-Heroes' on the way

New animation process
uses actual comic-book art
to depict characters

Literally, by virtue of Xerography, five super-heroes from the Marvel Comic Group are coming to television. They are coming, via syndication, just the way they appear in the comic books, same stories, same art work, same color. It's said to be the first time that an animation process has attempted to show comics exactly as they originally appeared, except with limited motion.

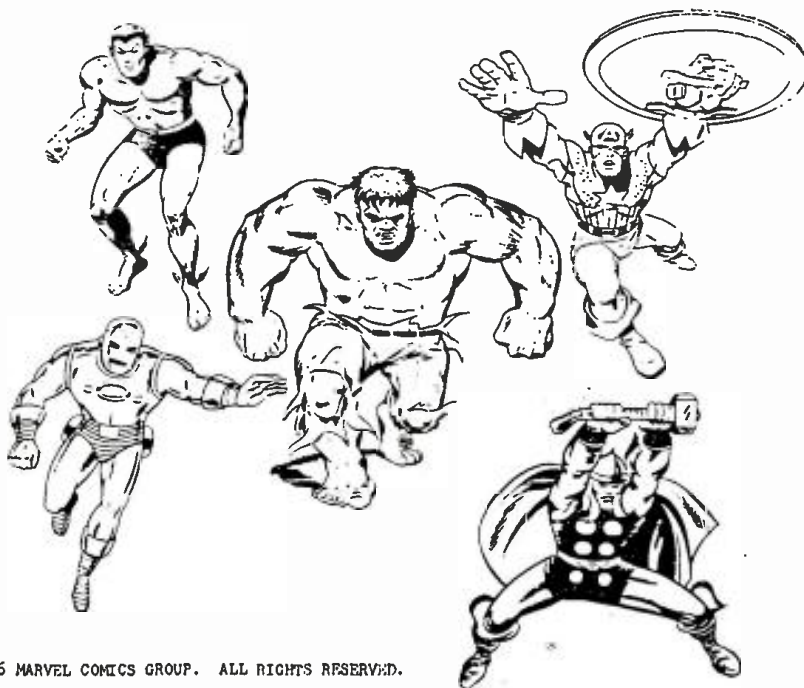
Marvel Comics, point of origin for the super-heroes, are considered best-sellers in the comic book field, reportedly read regularly by 60 million readers. That's why Grantray-Lawrence, until now principally a TV commercial-maker, decided to take the realistic instead of the traditional cartoon approach to translating the comics to the television screen.

"Why change anything?" asks Robert Lawrence, partner in the company and executive producer of the new TV series. "We already have best-selling readership and established characters. We also have the terrific art work that appears in comic books."

"The people that work for comic books," he points out, "are great art directors, great cameramen. They have a tremendous feel for continuity, for action. Their work gives the impression of movement."

Copying Process — Grantray-Lawrence President Ray Patterson, secretary-treasurer Grant Simmons (both also are partners in the company) and Vice President Robert (Tiger) West adapted Xerography—basically the same photocopying process used to duplicate documents—to make the literal translation from comic books to TV animation. What Xerography does is simply reproduce the comic on to a celluloid, thus bypassing the tedious human process and insuring more than a reasonable facsimile.

Grantray-Lawrence employs several special Xerox machines, at a cost of about \$8,000 each, for the work. The balloons that explain the action and carry the dialogue in the comic books are eliminated for television. Instead, voices for each character and narrator and all sound effects are dubbed. But such titles as whroom, throk, zap, in a sense exploding on the screen as the action de-



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Upper left, 'Sub-Mariner'; upper right, 'Captain America'; center, 'The Incredible Hulk'; lower left, 'Ironman'; lower right, 'The Mighty Thor'

velops, are sometimes inserted to lend emphasis to the sound effects.

The animation effect produced by the Xerographic process is somewhat limited. Producer Bob Lawrence explains: "We do not want to fully animate because then the figures on the screen become cartoony, or caricatures. Actually, the human movement cannot be animated. What we do is force people to use their minds to fill in the gaps. We've done this as if it's a feature rather than a cartoon."

The complete array of comic-book characters to be seen are "Captain

America," who uses his shining shield to vanquish super-villains; "The Mighty Thor," who can cause storms and can fly by swinging his enchanted hammer; "The Incredible Hulk," a sort of jolly green giant who's been belted by gamma rays; "Sub-Mariner," half human and half descendant of the underwater kingdom of Atlantis, and "Ironman," who comes fully equipped with a suit of armor, jet flying power and transistorized gadgets.

TV rights to these five super-heroes have been tied up by Grantray-Lawrence Animation, New York and Hollywood, producer of the new action-adventure program. The animation company, in turn, is distributing its production through Krantz Films, New York.

35 Outlets — Currently, some 35 stations across the nation, including the five RKO General-owned outlets, are scheduled to show the comic-book program, starting in September. In all, 195 six-and-a-half minute color episodes, with openings, closings and bridges to make up 65 half-hours, are being made available to stations on a market-by-market basis.

Stations will run three segments together (all concerning an individual super-hero) to make up a single half-hour. Indications are that *Marvel Super-Heroes* will be shown most frequently during the 5:30-7 p.m. time periods, with some markets stripping the program across the board, five nights a week.

In anticipation of favorable audience reaction to the first dose of super-

Newspapers are noticing

Another example of newspapers' recognition of the professional caliber of broadcast newsmen has come from the *Moline (Ill.) Daily Dispatch*. In an editorial regarding the credibility gap about information on the war in Southeast Asia, the newspaper lauded the reports from Vietnam made by Jim King, news director of WQAD-TV Moline.

"No one laid a hand on Mr. King's material or attempted to guide his findings," the *Dispatch* declared. "They are the honest reports of an experienced newsmen. . . . Mr. King and WQAD-TV have performed a valuable service to their community."

heroes, Mr. Lawrence and his cohorts have tied up more than a dozen other Marvel Comics Group characters for future television production. Among them is "The Spider," which the production company thinks is strong enough for a program of its own, possibly in prime time.

Indeed, Grantray-Lawrence expects *Marvel Super-Heroes* to appeal to as many adults as children. The animation firm also is counting heavily on a full range of licensed merchandising items to call attention to the new program.

Included in the merchandising line, all rights to which belong to the Marvel Comics Group (the publishing company has a participation in the TV syndication sales as well), are items ranging from Halloween costumes and masks to trading cards and tattoo transfers. Merchandising is projected to total some \$35 million a year in sales.

Justice letter only for guidance—CBS

CBS has politely told the FCC that the Justice Department's letter concerning the commission's proposal to limit network ownership of prime-time programming is irrelevant.

Donald F. Turner, the department's antitrust chief, told the commission last month that the networks' ownership of more than 90% of prime-time programming raises serious antitrust questions (BROADCASTING, July 25). The letter was seen as encouraging the commission to take action in the matter, but it did not endorse the agency's proposed rule or an alternative suggested by Westinghouse Broadcasting Corp.

CBS last week, in a letter signed by Vice President and General Counsel Leon R. Brooks, said Mr. Turner had not accused the networks of violating the antitrust laws—that he had merely cited general statements of antitrust principles for the commission's guidance.

But, Mr. Brooks said, neither the data in the letter nor that in the record of the rulemaking proceeding provide grounds for believing that network practices involve antitrust law violations.

The commission proposal, which has been attacked by networks, broadcasters generally and advertisers, would prohibit networks from owning more than 50% of their prime-time nonnews programming, and bar them from acquiring proprietary rights in independently produced programs. WBC's proposal would prohibit stations in the top-50 markets having at least three outlets from carrying more than three hours

of network programming, other than news, between 7 and 11 p.m. Both are designed to promote greater competition among program suppliers.

Mr. Brooks noted that Mr. Turner said the Sherman Antitrust Act would be applicable if the networks used "monopoly power" in program production to foreclose competition by denying access to network schedules of advertiser-supplied programs, or even if the networks merely have the "power and motive" to engage in illegal activity.

Cites the Record ■ But, said Mr. Brooks, "there is a striking lack of evidence" that the networks have tried to exclude advertiser-supplied programs, or to acquire subsidiary rights in independently produced programs. He said the evidence is largely to the contrary.

He also said the networks have neither the power nor the incentive to engage in restrictive practices. He said no one network has anything approaching monopoly power over the program-production market. And rather than acting collectively to control the market, the three networks, he said, compete vigorously with one another in developing and procuring programs.

The networks have no incentive to restrict their schedules to their own productions, he said, since network-supplied programs involve development costs not present in those provided by advertisers—a point the networks made in their comments in the rulemaking proceeding.

Film sales . . .

The Myth & the Menace (Triangle): WREX-TV Rockford, Ill., and WDIQ-TV Duluth, Minn.

Gigantor (Trans-Lux): KOGO-TV San Diego.

Top Draw (Trans-Lux): WNEW-TV New York and WNAC-TV Boston.

The Mighty Hercules (Trans-Lux): WHTN-TV Huntington-Charleston, W. Va.

Felix the Cat (Trans-Lux): WLEX-TV Lexington, Ky.

The American Civil War (Trans-Lux): WUSF-TV Tampa, Fla., noncommercial.

Radio series sales . . .

Dream World Series (Triangle): WPAY Portsmouth, Ohio; WCBA Corning, and WBRV Boonville, both New York; WGSB Geneva, Ill.; WTAP Parkersburg, W. Va.; KRCO Prineville, Ore.; WHJB Greensburg, Pa.; KAVR Apple Valley, KLOT Barstow and KJOY Stockton, all California.

Papers charge news pirating

NNA asserts old practice of reading newspaper items on air is continuing

Echoes of the charge that radio newsmen take their news right off the front pages of their local newspapers—heard widely in the 1930's but stilled since World War II—are being heard again.

This time, the allegations are being publicized by the National Newspaper Association, a trade association of small-town daily and weekly newspapers.

The association is publicizing the accusations in the September issue of its monthly magazine, the *National Publisher*. The NNA represents over 8,000 small-town dailies and weeklies.

NNA sent out 137 questionnaires to its member newspapers in communities also having a radio station. The questionnaire asked if the radio station used news from the newspapers, and whether this was done with the approval of the publishers.

Of the 67 returns, NNA says, 56 said the local radio station picked up and sometimes used, verbatim, news items from their pages.

The extent of what NNA called "this pirating" ranged from very little to complete reading of the pages of the newspaper as the station's newscast, according to the magazine article. It quotes a number of publishers who said they were looking for a legal way to stop this practice; it quoted others who said they had reciprocal agreements with the stations and had no objections.

In the magazine article, written by Beverly Cardwell, of the NNA staff, reference is made to the suit filed last May by the *Madisonville* (Ky.) *Messenger* against WFMW-AM-FM in that city. The newspaper is asking for \$70,000 and a temporary injunction enjoining the radio stations from "pirating, pilfering and plagiarizing" news from the pages of the *Messenger*.

An argument on the temporary injunction was held only last month. No ruling has yet been handed down.

H. W. Wells, vice president and general manager of WFMW, said that the station only occasionally picked up and rewrote a local news item from the newspaper. The station, he added, employs one regular newsmen, but uses all its 12 employees as newsgatherers. It also receives newstips from listeners, he emphasized.

At one time the newspaper owned

On location: Disney crews are cranking out the footage

It happens every summer. Ranging from the Arizona deserts to the Puget Sound country, as many as eight film crews are cranking through the raw stock that will become Walt Disney Productions' 1967-68 television season.

No production company in Hollywood does more location work. And no production company in Hollywood is so assured of the future. At a time when television film-makers are pulling in their horns and only making programming-development moves after network commitment, Walt Disney Productions has between 35 and 40 program projects in the works. Among these are 12 nature studies and nine animation shows.

Disney's *Wonderful World of Color* prime-time, Sunday-evening anthology has been signed for NBC-TV for the 1967-68 season, with arrangements being completed for the 1968-69 and the 1969-70 seasons. Thus, unlike other TV film-makers, Disney never need hold back production in fear of dangling options.

The current contract calls for 26 shows a season. As many as six of these do not have to be television originals but can come from other entertainment sources. The Disney operation succeeds by getting more mileage out of product; movies are parlayed into television and TV shows are parlayed, into featurettes and into foreign markets.

Six-Year-Old ■ The *Wonderful World of Color* moves into its sixth year on NBC-TV this fall. Actually,

Disney Productions has been plying the television field for 12 years. During that time the company has put together the most treasured backlog of filmed TV shows in the business. It includes some 280 hours of unsyndicated television programming, and Disney owns and controls all the negatives.

A Disney hour averages \$75,000 in location costs, with another \$100,000 spent by the studio applying finishing touches. And whenever a film crew goes out on location to shoot a television program, the aim is always to come up with a sleeper substantial enough to be shown as a theater feature.

Among 1967-68 TV projects now being filmed that may some day appear as movie material are "One Day on Bettle Rock," described as a drama in the world of nature; "The Wild Heart," a story about two youngsters nursing an oil-sickened sea gull back to health and "Memories of A Big Dog," a three-part story, co-produced by Roy Disney Jr., about a Newfoundland dog raised to be a hunting dog.

In the coming season, Disney will continue the now-established TV programming technique of extending shows over several weekly segments. Plans for 1966-67 include three three-part dramas and one two-part show. "Gallegher Goes West," a multiple-part program introduced last season, will continue in a four-part run this fall.

As in recent seasons, each program in the color series will be

sponsored by one of three rotating advertisers: Eastman Kodak, Ford and RCA.

'66-67 Schedule ■ Complete schedule for *Walt Disney's Wonderful World of Color* on NBC-TV in 1966-67:

Sept. 18, "Emil and the Detectives"—II (first part of the two-part program was the last show of the 1965-66 season and will be rerun on Sept. 11); Sept. 25, "The Legend of El Blanco"; Oct. 2, "Savage Sam"—I; Oct. 9, "Savage Sam"—II; Oct. 16, "The 101 Problems of Hercules"; Oct. 23, "Gallegher Goes West"—VII; Oct. 30, "Gallegher Goes West"—VIII; Nov. 6—preemption; Nov. 13, "Ranger's Guide to Nature"; Nov. 20, "The Moon-Spinners"—I; Nov. 27, "The Moon-Spinners"—II; Dec. 4, "The Moon-Spinners"—III; Dec. 11, "Jocker, The Amiable Ocelot"; Dec. 18, "Disneyland Around the Seasons" and Dec. 25, "The Truth About Mother Goose."

Also, Jan. 1, 1967, "The Silver Fox and Sam Davenport"; Jan. 8, "The Boy Who Flew with the Condors"; Jan. 15, "Willie and the Yank"—I; Jan. 22, "Willie and the Yank"—II; Jan. 29, "Willie and the Yank"—III; Feb. 5, "Man on Wheels"; Feb. 12, "Gallegher Goes West"—IX; Feb. 19, "Gallegher Goes West"—X; Feb. 26—preemption; March 5, "Atta Girl, Kelly!"—I; March 12, "Atta Girl, Kelly!"—II; March 19, "Atta Girl, Kelly!"—III; March 26, "A Salute to Alaska" and April 2, "Pets is Pets."

75% of the radio stations. Three years ago, Mr. Wells and E. L. Kelley, Jr., who is president of Sound Broadcasters Inc., licensee of the stations, bought out the *Messenger's* interest. They had owned 25% between them. During the time the newspaper controlled the station, Mr. Wells said, it was a regular practice for the stations to broadcast news items taken directly from the newspaper.

The NNA article also refers to the 1963 Pennsylvania Supreme Court finding that the *Pottstown* (Pa.) *Mercury's* suit against WPAZ in that town for news pirating could be heard in federal court. A federal judge, however, last year remanded the case to the local state court, where it is still pending. The NNA arti-

cle gives the impression that the state supreme court ruled against the radio station.

Football's minors get some of radio-TV action

The Continental Football League, a minor professional league, is sinking its cleats into TV this season with coverage already set for six of the 10 teams in the league. Its biggest TV effort is aimed at a regional network for the Dec. 4 championship game to be fed live and in color to the 10 team cities, and possibly to Detroit, Milwaukee, Chicago and a West Coast outlet.

It was announced last week that CFL has an estimated \$60,000 contract for eight Brooklyn Dodgers games to be shown on Saturday nights on WPIX(TV) New York. Sealtest Foods division of National Dairy Products Corp., through N. W. Ayer & Son, both New York, has signed for one-half sponsorship. WPIX plans to program the games at 8 p.m., each one preceding a *Saturday Night Football* show (11 p.m.) of collegiate games.

The Hartford (Conn.) Charter Oaks have a heavy schedule of at least 11 games on WHCT(TV), the Hartford pay-TV station. Six games of the Philadelphia Bulldogs are scheduled on WFIL-TV Philadelphia.

Other CFL teams on TV are: Mon-

treal Beavers, five away contests on CFCF-TV Montreal; and the Orlando (Fla.) Panthers and the Norfolk (Va.) Neptunes, each with one game on WFTV(TV) Orlando. And WTAR-TV Norfolk, respectively.

Arrangements for the games are handled through Castleman D. Chesley Co., Philadelphia, the league's sport consultant.

In radio the CFL has every team committed except Brooklyn. The schedule includes: Charleston (W. Va.) Rockets on WKAZ Charleston; Norfolk Neptunes on WTAR Norfolk; Orlando Panthers on WABR Winter Park, Fla.; Philadelphia Bulldogs on WFIL; Richmond (Va.) Rebels on WLEE Richmond; Toronto Rifles on CKEY Toronto; Montreal Beavers on CJAD (English) and CJMS (French), both Montreal; Wheeling (W. Va.) Ironmen on WKWK Wheeling, and Hartford Charter Oaks on WTIC Hartford.

NAB gets permission to enter AT&T probe

The National Association of Broadcasters' second petition to participate in the FCC's inquiry into AT&T rates was approved last week by the commission's telephone committee.

The NAB had requested that its participation and interest in the case be limited to the issue of the proper rate base for broadcast-program transmission service. Because this issue has not yet been considered by the FCC, NAB's testimony and cross-examination on the subject, the committee said, may be of some assistance to the commission in its study.

The NAB's first petition to intervene in the proceedings submitted last month was denied by the commission on the grounds that the association had not shown good cause for filing after the deadline and had not clearly indicated how its participation in the case would assist the FCC in resolving the issues (BROADCASTING, Aug. 1).

In its second filing (BROADCASTING, Aug. 8) the NAB said that the need for an industry spokesman in the rate investigations 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 was confirmed on July 29, NAB said, when AT&T proposed increases amounting to \$18.4 million a year in station and network tariffs (BROADCASTING, Aug. 1).

The association said that its proposed testimony would present "industrywide 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."

WPix Inc., licensee of WPIX(TV) New York, last week also sought to add its name to the already lengthy list of some 70 participants in the FCC's inquiry into AT&T rates.

The corporation stated that its participation would allow the presentation of a viewpoint which cannot be adequately expressed by any of the parties currently represented in the proceeding.

In a petition for intervention submitted to the FCC last week, WPIX said that as the licensee of an independent New York VHF, it is one of the nation's major users of AT&T's program transmission services for which it spends approximately \$150,000 annually. AT&T's proposed increases in station and network tariffs, announced July 29 (BROADCASTING, Aug. 1) would have a "profound" effect on WPIX's ability to continue much of the live programming from other cities which it presently carries, the licensee said.

WPIX also said that at the time of the FCC's deadline for petitions to intervene in the case (Dec. 2, 1965) there was no indication that AT&T would propose to increase the rates for its program transmission services. It was not until AT&T's announcement of the proposed increases last July, argued WPIX, that the station realized the necessity of having its interests represented in the AT&T proceedings now before the commission.

ABC head calls for cultural effort

Apparently disappointed by the soft market for cultural programming, Thomas W. Moore, president, ABC-TV, in an address before a men's civic group, Town Hall, in Los Angeles, asked for greater understanding and more cooperation from advertisers.

Mr. Moore's talk, never an outright attack or defense, not even a full-blown admonishment, was more like the speech of a possible defendant copping a plea. He first told what commercial television is not. "It is not, and probably never will be," he said, "an art form." Instead, it's "a cultural force of enormous magnitude," . . . which "reflects and helps shape modern life in all parts of the world." Still, "television is, has been, and will continue to be primarily a medium of entertainment."

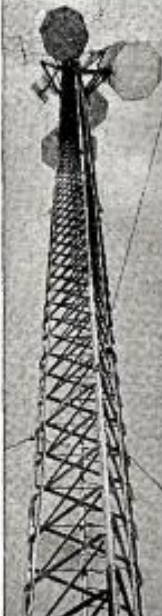
Then Mr. Moore discussed "the growing social revolution" in the U.S., the maturing of the post-war baby into today's hip adult, the coming of a wave

of awareness that has made the proverbial "little old lady in Dubuque" know all about "The Games People Play." This swing to a better-educated populace has influenced television's programming responsibility, and made it clear that the medium now "must respond to both cultural and demographic changes" to be successful.

'Potboilers' Fading — In answering its new challenge, "television today is in an era of accelerated transition," the ABC-TV executive pointed out, with the programming emphasis on "quality, creativity and reality." And as the television industry strives to give viewers not only what they want, but possibly what they seem to need to become even more aware, he said, "the day of the potboiler" program is fast fading, and the worst production gamble "is the thin situation comedy with the loud laugh track attached."

Then getting to both the nub and the rub of his talk, Mr. Moore made what sounded much like an appeal. ". . . Can the networks, alone," he wondered, "spend millions of dollars and long thoughtful hours working on the creation and presentation of upgraded programming, if advertisers do not adjust their sights to the new realities of American life." Illustrating the network's dilemma more dramatically, he asked whether it was fair in TV's rat-

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ings game to match an NBC *White Paper* audience against the people attracted to *Batman*. In Mr. Moore's opinion the answer is clear-cut. "... The concept of heaping all programs collectively into one rating bin is not only fallacious," he said, "it penalizes any network which attempts to serve the public better." What's more, "the one-rating-bin concept inhibits television in its quest for excellence."

How is such a discouraging situation be alleviated? Mr. Moore had a suggestion for a start. Oddly, it sounded like a variation of a theme that TV's most persistent critics have been using for years. "... We should reassess the measurement system so that entertainment is measured against entertain-

ment, documentary against documentary, cultural programming against cultural programming," ABC-TV's top man said.

Lower attacks 'secrecy passion'

A top-echelon newsman, Elmer M. Lower, attacked the government's information policy in a speech at the annual San Francisco Radio and Television Awards dinner.

The president of ABC News rapped the government's "passion for secrecy"

and called for the formation of a sort all-media free-America organization. He specifically chided the administration for its failure "to establish a direct line of communication with the American public—on radio and television."

Seeing freedom of the press endangered, Mr. Lower called for "all news media to join together to fight for freedom of access the world over." This is necessary, he added, because "we are in the midst of what I can only call a secrecy wave." He pictured all newsmen waging battle against widespread governmental attempts to keep secret all information that's not totally flattering.

He was especially critical of Assistant Secretary of Defense Arthur Sylvester and the National Aeronautics and Space Administration. He would like NASA "to allow American citizens and the world to have a ringside seat in outer space" by placement of a live TV camera aboard a spacecraft. He indicated that Mr. Sylvester and his Pentagon colleagues managed the news and he also expressed fear that once television, spurred by miniaturization of equipment and satellite transmissions, attempts to cover the war in Vietnam in greater depth, the government "may meet this electronic challenge to news management by either direct censorship," or elect to use the indirect tactics of harassment and more guarded briefings.

'Freedom Office' • To block such a development, Mr. Lower asked that a "freedom of information office" be established, a nonpolitical organization that would have enough prestige and power to do more than "simply view with alarm."

"Would this office have power in the courts?," he asked further. "Should it have a legal staff? Could such an office, by its very existence, cause public servants to think twice before suppressing or withholding information... circumventing issues the public has a right to know about?"

"These are some questions our profession might well ask itself right now," he concluded.

ASCAP adds lure for new members

In a move that seemed sure to intensify its rivalry with Broadcast Music Inc., the American Society of Composers, Authors and Publishers last week announced plans to expedite its payments to new writer members.

"These changes will result in putting more performance money in the pockets

Expanding a repeat to help stop repeaters

A repeat program is usually just that: exact repetition of the original. However, on Aug. 21, KYW-TV Philadelphia ran a repeat that was an expanded version of the original program.

On June 29, KYW-TV ran a one-hour special *Calling All Criminals*, from 10-11 p.m. It was aimed at young lawbreakers and potential criminals and featured about 40 sequences with convicted criminals, victims of crimes and innocent bystanders. Arlan Specter, Philadelphia district attorney, appeared throughout the program in an attempt to communicate with young lawbreakers.

A key part of the program was urging potential criminals to call a special number where members of the DA's office and city welfare agencies manned the phones. They received 112 calls, many from potential criminals who were worried about their future or from ex-convicts who were having difficulty staying out of trouble.

One call came from a young man who told an assistant district attorney what he had been able to tell his psychiatrist: "I have a strong temptation to commit murder." The DA's office re-established contact between psychiatrist and patient and the young man is again undergoing treatment.

On the repeat, law-enforcement officials from the three-state metropolitan area took part. The station had felt that by bringing New Jersey, Delaware and other Pennsylvania authorities into the program it was bringing the idea closer to potential lawbreakers throughout the area and not just Philadelphia. Special phone

lines were installed in the offices of all the participating law-enforcement agencies.

One of the factors in determining a program's success is memorability of the message. Edward J. Hendrick, superintendent of prisons in Philadelphia, intends to show it in the city's institutions, "particularly to first offenders" because it "deserves to be shown over and over again... to many of our youth."



Dave Brenner, writer-producer-director of KYW-TV's 'Calling All Criminals,' talks with inmates at Pennsylvania State Penitentiary prior to filming a sequence of the one-hour special.

of new writer members [of ASCAP] and in giving new writers their money much sooner," ASCAP's announcement said. In addition, the plans provide for ASCAP to make advances to its writer members under ground rules more liberal than in the past.

The changes, part of a series of adjustments in ASCAP's complex crediting and compensation system, were detailed in a 44-page booklet distributed to ASCAP members. Some of the changes require amendment of the anti-trust consent decree governing ASCAP's operation and hence must get court approval before they can go into effect. The Justice Department has given its consent to the amendments.

Observers saw in the move an effort by ASCAP to become more competitive with BMI in the perennial competition to sign up new writers. Some labeled it an attempt to "raid" the BMI membership.

ASCAP authorities, asked whether it would improve ASCAP's bargaining position in competition with BMI, said that "we hope every change we make improves our position."

BMI declined to comment pending an opportunity to study the ASCAP plans.

ASCAP President Stanley Adams described the objectives of the changes as being "first, to give all possible aid, encouragement and financial assistance to new talents who wish to enter the song-writing profession; second, to keep song-writing as a profession alive and independent, and third, to build an American musical repertory equal to the stature of our nation."

Program notes . . .

Taking the plunge ■ In her first television dramatic role, Olivia De Havilland will co-star with Jason Robards Jr. in the *ABC Stage 67* presentation of Katherine Anne Porter's "Noon Wine," to be adapted and directed by Sam Peckinpah, and produced by David Susskind and Daniel Melnick.

TV on radio's firing line ■ Southern California radio listeners will have a chance this week to find out about new network TV programming practically from the horse's mouth. Three top network programming executives, Leonard (Buzz) Blair, head of program development, West Coast for CBS-TV; Herbert Schlosser, vice president of NBC-TV programming, West Coast; and Harve Bennett, vice president of ABC-TV programming, western division, are scheduled to answer telephone questions from listeners when they appear on *PM Firing Line*, a telephone-conversation program, on KNX Los Angeles, Aug. 30. The radio station is owned by CBS.

Station complains ■ ABC-owned KGO-

TV San Francisco is embroiled in a controversy over violation of freedom of the press with the U.S. Navy, the federal government, the California judiciary and municipal authorities. The station claims that one of its newsmen and his cameraman were manhandled and harassed by marines and sheriff's deputies at the Concord Naval Weapons Station outside of San Francisco last week as they attempted to complete an assignment to film a protest demonstration that was in progress. David M. Sacks, ABC vice president and station general manager, has lodged a formal protest and demand for investigation with naval, federal, state and local officials.

Go sign ■ Normal Felton's Arena Productions has received a go-ahead from NBC-TV for *Two for the Money and No Place to Go*, half-hour comedy series projected for the 1967-68 season. The series is the third Arena is developing for the network.

Educational affairs ■ National Educational Television will launch *NET Journal*, its first weekly series of one-hour documentaries on Monday, Oct. 3. Each program will deal with a vital issue confronting the American people today and, when necessary, will examine various aspects of a complex subject in separate installments. *The Vanishing Newspaper*, a two-part examination of the American press, will also be presented by NET in late October and early November. The first of the two one-hour documentaries will deal with the big-city newspaper, examining its failure to deal effectively with a number of community and national problems. The second program will assess the small town newspaper.

Documentary program ■ KRLA Pasadena, Calif. will broadcast a documentary program that the station says took more than 800 man-hours over a six-week period to put together. The hour special, *The Pill*, is a study of the use

of birth control drugs throughout the country. KRLA newsmen are said to have conducted more than 500 interviews in researching the program.

'UN concept' ■ WHBI-FM New York has added eight hours of Greek programming to its weekly schedule and is now transmitting programs in 17 languages including Arabic, Albanian, Bulgarian, Turkish and Italian.

First-run on pay TV ■ The RKO General subscription TV station in Hartford, Conn., scheduled the first showing of a feature film, "The Little Nuns," starring Catherine Spaak, in that area on Aug. 24 prior to its release to theaters there.

Special election report ■ CBS-TV will colorcast two CBS News special reports on South Vietnam's elections next month, on Sept. 11 and Sept. 18 (6-6:30 p.m., EDT) with Far East correspondent Peter Kalischer. The Sept. 11 broadcast, *Election Day in Vietnam*, will give background of the balloting and early returns. The second broadcast, *The Vietnam Assembly*, will report extensively on results of the election and on the kind of constitution the new assembly is expected to write.

TV tennis ■ ABC-TV will have live color coverage of 85th annual U.S. national tennis championships from Forest Hills (N.Y.) stadium on Sept. 11 (3-5 p.m., EDT).

Music to play by ■ "All That Brass," an assortment of 10 march-music LP's featuring the Oklahoma, Pennsylvania and Purdue University bands and the All-American band directed by Karl King, is the latest package from SESAC for stations.

It's a deal ■ Under a new agreement with CBS Films, Association Films Inc. will distribute to schools, libraries, churches and governmental organizations more than 160 titles from the *The Twentieth Century* half-hour se-

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ETV's hook up to do Senate play-by-play

While a Senate hearing was developing views on how to assist educational television in meeting its potential as a forum for matters of community importance, quick improvisation by four eastern ETV stations demonstrated to what degree this could be done.

When the Senate Communications Subcommittee announced a hearing into the Ford Foundation plan to establish a nonprofit satellite system to aid ETV, the four stations, united recently in a temporary regional ETV network, decided this would be a good opportunity to display just the kind of service ETV was capable of performing.

The four stations, WNBT(TV) Newark, N. J.-New York, WETA-TV Washington, WGBH-TV Boston and WHYY-TV Wilmington, Del., had formed their network to broadcast an experimental nighttime news and interview program and had already decided to telecast live and in its entirety the Senate hear-

ing on urban problems. They had decided to broadcast this hearing live since they had already leased the interconnecting lines for their regional loop for all day operation anyway. WETA-TV had been providing the crews to handle the urban affairs hearing while the nighttime news program, *Focus '66*, combined teams from all stations.

Extra Crew from Boston ■ When the Ford Foundation hearing on the fate of ETV broke, the four added this coverage to their already busy schedule. Since the WETA-TV personnel were already occupied with the earlier Senate hearing, a crew from WGBH-TV drove down to the nation's capital in a remote unit to work on the ETV hearing. The ETV hearing was taped and transmitted each night from the WETA-TV studios to the network partners who preempted their regular schedule.

Viewers of these stations thus got a visual example by the ETV stations themselves of the public

affairs activities the witnesses at the hearing were hoping would somehow arise out of their discussions.

WETA-TV General Manager William J. McCarter said the coverage taxed the resources of the stations involved since 10 to 15 people were active on each of the two Senate hearings and the stations divided up the costs. But he added this was a necessary function that should be accepted by the noncommercial community stations since their viewers had such a large stake in the hearings' outcome. He observed that the viewer reaction had been heavy and favorable.

The coverage of the urban affairs hearing, headed by Senator Abraham A. Ribicoff (D-Conn.), also resulted in some exclusive interviews and sound material for the network news program as well as providing live coverage. Mr. McCarter also said that the stations hope to revive the network concept after this experiment ends in September.

ries which recently completed nine years on CBS-TV.

Expanded Vietnam program ■ A special one-hour program in NBC-TV's *Vietnam Weekly Review* series, which usually runs a half-hour, will be presented on Sept. 4 (2-3 p.m.) to assess developments in the Vietnam conflict this summer. The program will include interviews with commanders of U.S. troops in the field.

Joint effort ■ Three St. Louis television stations—KMOX-TV, KSD-TV and KTVI (TV)—are joining efforts to telecast three special half-hour programs Sept. 6-7 for the city's board of education annual staff meeting. The annual event has grown too large for the city's biggest auditorium, it was learned, so this year it was arranged for the school officials to talk to teachers in their own schools by TV instead. The public too can "attend" this year's meeting, thanks to the commercial outlets. Each is airing one special.

Wanta' drag? ■ The National Tape Network, Indianapolis, and a special drag-racing radio network will originate daily live and taped coverage from the 12th Annual National Hot Rod Association Championship Drag Races Sept. 1-5 at Indianapolis Raceway Park. A weekly syndicated five-minute radio program, *Let's Go to the Drags*, is also available from NTN.

Kodak backing live politics on 5 ETV's

A \$30,000 grant was announced last week by Eastman Kodak, Rochester, N. Y., for two-day coverage by five noncommercial stations of the Republican and Democratic state conventions in New York.

The Kodak grant will usher in the first use of a live interconnection of the five stations, a network planned for some time but now a reality. The telecasts are set for Sept. 7 and 8 originating in two cities, Buffalo (Democratic) and Rochester (Republican).

The ETV coverage will switch between cities, where the state political conventions are being held concurrently. In addition, the network-owned commercial TV stations in New York—WABC-TV, WCBS-TV and WNBC-TV—will have pooled coverage that will be available to the noncommercial group.

Eastman Kodak officials said they viewed the grant as a major step in the plans for statewide ETV interconnection.

There have been several advertiser underwritings or grants to ETV in New York in the past. Bristol-Myers Co., has completed a \$250,000 underwriting of a *Sunday Showcase* series of 12 programs on performing and fine arts

on WNBT(TV) Newark, N. J.-New York with the tapes available to other noncommercial stations (BROADCASTING, Jan. 17). A renewal of *Showcase* is being negotiated for next season. In the past such advertisers as Shell Oil and Philip Morris supported the cost of news programming on WNBT.

Customary Credit ■ In all of these "limited sponsorships," the supporting companies have received customary on-air credits of five seconds before and after each program, noting by slide and voice-over that they have made the programming possible. Eastman Kodak will receive a minimum of four on-air credits on each day of the two-day coverage. The credits will be placed before and after the coverage day (10 a.m. to about 11 p.m.) and before and after a luncheon "break" in convention proceedings.

In addition to WNBT, the other stations taking part in the coverage are WMHT(TV) Schenectady, WCNY-TV Syracuse, WXXI(TV) Rochester and WNED-TV Buffalo.

WNBT will produce the cooperative project with Lee Polk as executive producer.

A few weeks ago, WNBT announced findings of a poll taken in metropolitan New York by Louis Harris and Associates. That survey, commissioned by the station, found a substantial number of people in favor of financing educational TV through "limited commercials" (BROADCASTING, Aug. 15).

Weather laboratory set up by WCBS-TV

WCBS-TV New York has established its own weather laboratory with Harry Geise, an authority in weather predictions and a weather-report broadcaster, named as its chief meteorologist. He'll be on the air starting today (Aug. 29) in the early evening and late-evening news periods on the station and will present forecasts with his own specially-developed interpretations, according to Clark B. George, vice president and general manager of WCBS-TV.

The new laboratory is extensively equipped. In addition to the global and national communication circuits and weather-map facsimiles, the station's new weather department has machines that feed specially coded information which is available only to professional meteorologists. Costs are substantial, it was said, particularly for the leasing of lines to convey the special material.

A report that the station might consider a step beyond regular on-air weather forecasting and offer the service to private users was said by station authorities to be "premature."

Two more for ABC-TV

ABC-TV has signed for a half-hour western adventure series, *Two Rode West*, to be produced by Thomas Spelling Productions and presented in the 1967-68 television season. The lead is to be played by Walter Brennan. The network had announced earlier another entry for the '67-'68 season, a half-hour western comedy called *Rango* and starring Tim Conway. ABC says neither series commitment calls for production of a pilot.

Brown-Reagan debate set

California Governor Edmund (Pat) Brown, Democratic candidate for reelection in November, and Republican gubernatorial nominee Ronald Reagan are going to confront each other on television, it was decided at a closed-door meeting in Los Angeles last week. Tentative agreement for a mid-October

television debate between the two candidates was reached by their representatives.

Plans call for a one-hour confrontation on one of the three network-owned stations in Los Angeles. The originating station would have to agree to telecast the debate live and in prime time. The program would be supplied to any other TV and radio stations requesting it. It also was agreed that neither candidate would be permitted to bring prepared material with him, but would be allowed to make notes during the debate.

Station sets free-time schedule for candidates

WOKR(TV) Rochester, N. Y., is instituting a policy of providing free broadcast time for political candidates and is making available \$50,000 worth of time for seekers of certain offices in the coming November elections.

WOKR will give each candidate for governor, lieutenant governor, comptroller, attorney general and U. S. Congress \$500 worth of station time or service (production) credits. In addition, the station has allotted a specific dollar amount of credit for other offices, including the state senate, city court judges, surrogates, family court judges, city clerks, county district attorney and county supervisors.

Richard C. Landsman, president and general manager of WOKR, said the station's experience with the current offer will determine its willingness to repeat it in future elections. He noted that WOKR's position is that its equal opportunity mandate is reduced to the common denominator of equal dollar credits, either for production or time.

Dual rocket launchings to be covered Sept. 9

The TV-radio networks' pool coverage of the Gemini-Titan 11 manned space mission, scheduled to begin Sept. 9, will cover two rocket launchings on the same day and transmit live pictures from the downrange Atlantic recovery area, it was announced last week.

The flight is scheduled to end on the morning of Sept. 12, approximately 70 hours after the launching. Other highlights of the GT-11 mission include two "extra-vehicular" (EVA) experiments by Lieutenant Commander Richard F. Gordon Jr., and a special maneuver in which he and Commander Charles Conrad Jr., the other astronaut, will tie the Gemini spacecraft and the Agena target vehicle together and rotate the pair to create artificial gravity.

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Second eastern satellite unit?

Comsat, carriers form two committees to study technical and policy considerations for FCC

The Communications Satellite Corp. and seven other carriers were pressed into service by the FCC last week in an effort to short-circuit problems blocking establishment of a second East Coast earth station needed for developing a global communications satellite system.

One problem is the conflicting applications that have been filed for the station by Comsat (for one in Moorefield, W. Va.) and by the three carriers (jointly for one in Woodland, Ga.). In addition, both proposed stations would pose interference problems with existing microwave stations.

Accordingly, the commission in a meeting on Monday (Aug. 22) organized representatives of the carriers into two committees to deal with these problems. A technical committee will concentrate on station site selection, technical specifications and construction plans.

A policy committee will consider whether an interim consortium of the carriers can be set up to plan, finance, construct and operate a station pending a resolution of the conflicting claims. The commission said the aim would be an arrangement that would not "prejudice the interests of any entity in the final decision as to ownership and operation."

In addition to Comsat, the carriers represented at the meeting were AT&T, ITT World Telecommunications, RCA Communications, Western Union Telegraph Co., Western Union International and General Telephone and Electronics Corp. (Western Union International, ITT World Communications and RCA are the joint applicants for the Georgia station.) The committees set up last week are scheduled to give the commission a progress report Tuesday.

Slow to Move? ■ FCC Chairman Rosel H. Hyde called the carriers into the meeting after the commission had been criticized by James D. O'Connell, director of telecommunications management and telecommunications adviser to the President, for what he considered its slowness in moving ahead on the earth-station matter. Commission officials feel the criticism is unfair, contending that the principal barrier to movement is the engineering problems in the proposals that the applicants have failed to solve.

One earth station, at Andover, Me., is now in operation. Others are under construction at Brewster Flat, Wash., and on the Hawaiian island of Oahu.

The commission, which has not yet reached a final policy decision on ownership of the stations, has licensed Comsat to operate all three on an interim basis.

The fight over the ground stations involves the fact that construction costs can be figured into the rate base of the carrier that owns them and, in addition, the carriers' desire to control access to the stations that communicate with the satellites. Comsat, in addition, argues that its ownership of the U.S. portion of the satellite system will count for little if it doesn't own the ground stations.

GSA Petition ■ In another aspect of the international satellite question last week, the General Services Administration, the housekeeping arm of the government, and Comsat urged the commission to reconsider its order restricting Comsat almost entirely to the role of a "carrier's carrier" (BROADCASTING, June 27). The commission said it would authorize Comsat to deal directly with noncarriers, including the government, only in "unique and exceptional" cases.

The commission, which has been under pressure from Mr. O'Connell to permit direct Defense Department dealing with Comsat (BROADCASTING, July 25), had met Aug. 19 to discuss revising its order. However, a decision on that question has been postponed pending consideration of the GSA petition.

GSA said the commission should modify its order to make clear that the government is not required to make a special showing in order to deal directly with Comsat. GSA said that the commission had acknowledged in its order the government's legal right as an authorized user but that the policy decision to limit government use of the satellite system "places the existence of the right itself in doubt."

Clearly Indicated ■ "The desirability of a separation of the commission's legal and policy views in this area, and a recognition of the authority and responsibility vested in the director of telecommunications management is clearly indicated," GSA said.

Comsat also stressed that the Communications Satellite Act vests in the executive branch, not the commission, the authority to determine when the government should deal with Comsat. "There is not a shred of support" for the view that the government is to be

limited in direct access to Comsat only to unique situations, Comsat said.

The company also disputed a major assumption on which the commission decision was based—that the carriers would suffer economic harm unless tight restrictions were placed on direct dealings by the government with Comsat. In any event, Comsat said, satellite technology should not be prevented for customers on the basis of its own cost advantages and that rates charged for satellite services should not be kept artificially high to protect carriers.

RCA Communications Inc. filed a petition supporting the order but urging that procedures be adopted to prohibit Comsat from concluding agreements with noncarriers pending a commission decision to permit the service.

Radio Free Asia starts in Korea

Radio Free Asia, a new operation established recently to pierce the Bamboo Curtain of Communist Asia, has begun broadcasting to the Chinese mainland.

The system, which operates from a 500 kw transmitter in Seoul, South Korea, inaugurated its broadcast operations on Aug. 15 with programs in Korean to North Korea. Plans are to expand broadcast services to include Vietnamese to North Vietnam as soon as possible.

Radio Free Asia is a new project of the Korean Cultural and Freedom Foundation, a private nonprofit American group. The foundation has its headquarters in Washington. It hopes eventually to reach a potential audience of over 763 million in China, North Korea, North Vietnam, Cambodia, Laos and Mongolia with 24-hour-a-day operations.

SSC&B gets block of Lever accounts in P.R.

Advertising for almost half of Lever Brothers Co.'s 24 consumer products in Puerto Rico last week was assigned to Sullivan, Stauffer, Colwell & Bayless Inc., Santurce, P. R.

SSC&B in New York said the Lever account—its biggest in that area—brings billings with over 85% in radio-TV much nearer to a \$1-million goal for that office.

Lever has reassigned 11 products from National Export Advertising Service of Puerto Rico Inc., leaving NEAS as the agency for 13 Lever brands. The products picked up by SSC&B include

Rinso, Cold Water Surf and Vim laundry detergents, Lux and Dove beauty bars, Pepsodent tooth paste and toothbrushes, Life Line toothbrushes, Dove-for-Dishes liquid detergent, Final Touch fabric softener and Golden Glow margarine. NEAS retains: Brisa, "All," Wisk and Cold Water "All" laundry detergents, Todo household cleaner, Lifebuoy toilet soap, Lux and Swan liquid dishwashing detergents, dishwasher "All" detergent, Imperial margarine, Mrs. Butterworth's pancake syrup, Spry shortening and Lucky Whip

dessert topping mix.

SSC&B was also named to bill on all Lever consumer products advertised to the U. S. armed forces worldwide. Billing of Lever products in Alaska, Hawaii, Guam and the Virgin Islands will continue with NEAS.

International film sales . . .

The Mighty Hercules, Felix the Cat (Trans-Lux): Cyprus Broadcasting Corp., Nicosia, Cyprus.

Marine Boy (Seven Arts TV): Caspian Advertising Service, Teheran, Iran; Cyprus Broadcasting Corp., Nicosia, Cyprus; Kuwait TV, Kuwait; Thai TV, Bangkok, Thailand; Broadcasting Division, Ministry of Culture, Singapore; Rediffusion, Hong Kong, and CKCO-TV Kitchener, Ont.

Bonanza, Get Smart, I Spy (NBC International): Productores Asociados S. A., Santo Domingo, Dominican Republic.

FANFARE

Registration drive ■ California television executives have been asked to take the lead in combating citizen apathy toward voting. Philip G. Lasky, West Coast vice president of Westinghouse Broadcasting Co., and KPX in San Francisco, acted officially for a non-partisan voter registration committee appointed by the governor. Mr. Lasky addressed personal letters to 19 northern California TV station general managers, urging support.

Water show ■ Three diverse business interests in Southern California will join hands next month to present a free water show for the citizens of San Diego. Kogo-TV San Diego, the McCulloch Corp., Los Angeles, power tool manufacturer; and Mission Bay Associates will be joint sponsors of a 20-act water-skiing spectacular at Mission Bay Aquatic Park. Several Kogo radio and TV personalities will be on hand to meet the public at the event. A week prior to presentation of the live, outdoor public show, the television station will preview it for TV viewers by way of a half-hour color film.

New schedules ■ With the new TV season to begin officially after Labor Day, Avery-Knodel has begun distributing its new "TV Network Guide" for the 1966-67 schedule. The guide indicates network programs that are carried over from the past season, those which are in a new time period and new shows. This season, the station representation firm has added daytime and early evening lineups to the nighttime schedule. Some 5,000 people in the broadcast advertising business now receive the sales and reference guide twice a year. Noted are the number of color shows: all shows in the nighttime; 13 on NBC, two on CBS and one on ABC in the daytime periods (8 a.m.-7:30 p.m. weekdays); 16 on ABC, 11 on CBS and 17 on NBC on weekends and all in color on Saturday morning (8 a.m.-1:30 p.m.).

TV to benefit theater ■ KCOB-TV Los Angeles has scheduled a live, color,

telethon to help the Pasadena (Calif.) Playhouse, which owes the Internal Revenue Service some \$30,000 in back taxes. The benefit program on KCOB, scheduled for Aug. 27, will feature guest appeals from such personalities as Lloyd Nolan, Ralph Bellamy, Charlton Heston and Dana Andrews.

Fearless drama ■ Staffers of WBT-AM-FM Charlotte, N. C. took over a local

theater-in-the-round facility and produced on original musical review for benefit of 200 local and regional clients. All told, 40 station hands—from secretaries on up to Charles H. Crutchfield, president of group-owner Jefferson Standard Broadcasting Co.—trod the boards before an audience already plied with cocktails and dinner. Mr. Crutchfield portrayed an announcer looking for a job. He didn't get it.



A newcomer to Shubert Alley

CBS-TV is promoting its new season's program schedule at Shubert Alley in New York's famed theater district with a billboard that covers the east wall. The panel display, aimed at Broadway theater audiences and passers-by, advertises eight nighttime shows on the network's schedule.

According to CBS officials, this is the first time in the alley's 53-year history that the location has been used to attract attention to a TV

network program schedule (CBS has utilized Shubert Alley in the past to promote a particular entertainment show). It's estimated that some 5 million people pass through the alley during a theatrical season. CBS's display will run through Sept. 17.

Examining the 18-foot by eight-foot billboard are Michael H. Dann, senior vice president, programs (I), and John P. Cowden, vice president, information services, both CBS-TV.

BROADCAST ADVERTISING

Jack Hardingham, director of television sales development for The Meeker Co., New York, named VP. **Ronald Cochran**, media buyer at Young & Rubicam, New York, joins The Meeker Co. there as television account executive.



Mr. O'Reilly



Mr. MacDonald

Richard T. O'Reilly, VP and manager of N. W. Ayer & Son, Detroit, joins Sullivan, Stauffer, Colwell & Bayles, New York, as senior VP. **John MacDonald**, art supervisor at SSC&B, New York, elected VP.

Richard Siebrasse, **Edward Boyer** and **Samuel Earp**, account executives at Lennen & Newell, New York, named VP's.

Jerry Della Femina, VP and creative director, Delehanty, Kurnit & Geller, New York, appointed VP and

creative supervisor, Ted Bates & Co., same city.

Frank E. Reilly, president of Electrographic Corp., Wilmington, Del., elected chairman of board; and **Lawrence W. Kanaga Jr.**, executive VP, named president. Other Electrographic appointments: **Thomas Swan**, president of Emerson Swan Co., Boston, and **Nathan S. Sax**, executive VP of finance, both named directors; **George Thompkins**, head of Video Pictures Inc. film and TV production division, named executive VP and director. Electrographic acquired VPI in recent stock exchange (BROADCASTING, Aug. 22).

John A. Adams, account executive, Grey Advertising, New York, appointed manager of new Detroit office.

Douglas G. Elliott, assistant to division marketing director of Carling Brewing Co., Baltimore, named eastern division advertising manager.

Dana Parker named account manager at Compton Advertising, Chicago.

James Aucone, senior media buyer, Cunningham & Walsh, New York, appointed media supervisor. **James Hutelmyer**, assistant account manager for Compton Advertising, New York, joins Cunningham & Walsh, that city,

as account executive.



Mr. Rabbitt

in charge of advertising and public relations for group of industrial accounts.

Jack Olsen, account executive at KFBB-TV Great Falls, Mont., named local sales manager.

Lee Dolnick, with WITI-TV Milwaukee, named general sales manager.

Samuel C. Hansen, advertising manager for California Packing Corp., San Francisco, producer of Del Monte Foods, **Lyman E. Schlosser**, sales promotion manager, and **Rober G. Use-dom**, advertising and sales promotion manager, all named to newly created positions of advertising-promotion manager, to be responsible for assigned product groups under Del Monte label. In addition, **Peter B. Bennett**, assistant ad manager, and **Donald D. Hurd**, assistant sales promotion manager, both

LBJ picks John Hayes as ambassador to Switzerland

President Lyndon B. Johnson last week nominated **John S. Hayes**, Post-Newsweek Stations president, as U.S. ambassador to Switzerland.

Mr. Hayes's nomination has been sent to the Senate for confirmation.

In addition to running the Post-Newsweek stations (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.), Mr. Hayes is an executive vice president of the parent Washington Post Co., publisher of the *Washington Post* and owner of *Newsweek Magazine*. He served as radio-TV advisor to Mr. Johnson in the campaign for Vice President in 1960 and for President in 1964.

Active in broadcast industry affairs, Mr. Hayes since 1964 has been chairman of the committee on international broadcasting of the National Association of Broadcasters. He is also currently a member of the committee on educational television, established last year, with President Johnson's blessings, by the Carnegie Corp. to engage in an in-depth study of the problems of ETV and to recommend future courses of ac-



Mr. Hayes

tion to invigorate ETV. Currently a member of the board of the Association of Maximum Service Telecasters, he has also been a board member of the National Association of Broadcasters.

Born in 1910 in Philadelphia, Mr. Hayes received his A.B. degree in 1931 from the University of Pennsylvania. His broadcasting career began with WIP Philadelphia, where he became program manager; later he served in the Mutual Broadcasting System's executive echelon; the *New York Times'* WQXR and then WQXQ(FM) New York. In 1948, he joined the *Washington Post*, in charge of its broadcast activities.

During World War II, Mr. Hayes was a key organizer of the American Forces Network, and as the war ended, its commanding officer. For his wartime service Lt. Col. Hayes was decorated with the Bronze Star, the Order of the British Empire and the French Croix de Guerre.

He was a founder of the United Givers Fund of the Greater National Capital Area; and served as president of the United Community Funds and Councils of America Inc. He is the author of a book, *Behind Both Sides of the Microphone*. He is married to the former Donna Gough, and they have four children.

named assistant advertising and promotion managers.

Robert P. Hauck, president and general manager of Lufkin Rule Co., Barrie, Ont., appointed advertising manager for Gold Bond Stamp Co., Minneapolis.

Ben F. Howe, advertising manager, Dole Co., San Jose, Calif., appointed advertising and sales promotion manager, The Mennen Co., Morristown, N. J.

Thomas F. Costello, director of national brands at Alberto-Culver Co., Melrose Park, Ill., named general manager of firm's new household division. **Paul W. Rogers** named general sales manager of new division. **Philip Kaplan** named director of national brands, toiletry and proprietary division.

Glenn W. Malme, advertising manager with Western Gear Corp., Lynwood, Calif., joins Altec Lansing Corp., Anaheim, Calif., as advertising manager.

John M. Wolfe, VP at Earle Ludgin & Co., Chicago, named to new position of assistant management supervisor. **Leonard Strouse**, account executive, named account supervisor. **William Dye**, with Tatham-Laird & Kudner, joins Ludgin as art director. **Millicent Fleming**, formerly with Fred A. Niles Communications Center, joins Ludgin as assistant producer.

Frank W. Julsen, advertising and merchandising manager of grocery products division of A. E. Staley Manufacturing Co., Decatur, Ill., named marketing planning manager.

Fred G. Kohl, art director with Ted Gravenon, New York, joins Doremus & Co. there as art director.

Ron Berman, with Honig-Cooper & Harrington, San Francisco, named assistant creative director. **Sue Loewinsohn**, with Cappel, Pera & Reid, San Francisco, joins HC&H there as copywriter. **Andy Mitchell**, with HC&H, Chicago, joins agency's San Francisco office as assistant account executive.

Charles Gerber, with WABC-TV New York, named senior research analyst and assistant to director of research and advertising services. He succeeds **Ron Laufer**, who becomes a director of research at WXYZ-TV Detroit.

John J. Murphy Jr., TV account executive, Peters, Griffin, Woodward

Inc., New York, joins WNEW-TV, same city, as account executive.

Paul William Faser appointed account executive with KPLR-TV St. Louis.

Paul E. Mills, VP of Merle Hanson Candy Co., appointed account executive of WKJG-FM Fort Wayne, Ind.

Larry Walsh, with Ogilvy & Mather, New York, joins sales staff of Robert E. Eastman & Co., that city.

MEDIA



Mr. Whitney

ly as general manager of WIND Chicago (BROADCASTING, Aug. 8).

William F. Sherry, local sales manager of WIBG-AM-FM Philadelphia, appointed general manager of WJBK-AM-FM Detroit.

Paul H. Henson, president and chief executive officer of United Utilities Inc., also elected board chairman, succeeding **C. A. Scupin**, who retires. Mr. Scupin will continue on board of directors. United Utilities is holding company which operates United Telephone System and United Transmission Inc. (group CATV owner). **Gene E. Olson**, central office equipment engineer for United Telephone Co., Newton, Iowa, named manager of new regional office for Missouri and Kansas of United Transmission in Clinton, Mo.

Robert Harvit, WBTH Williamson, elected president of West Virginia Broadcasters Association. Others elected: **Jack Lee**, WSAB-TV Huntington, W. Va., VP; **Tony Gonzales**, WWRN Beckley, secretary-treasurer.

Jerry Laufer, with Jerrold Electronics, Philadelphia, joins Telecable Inc., Seattle, as engineering VP. **James A. Hirshfield** joins Telecable as financial and marketing analyst.

Chuck Mizner appointed general manager of KYUM Yuma, Ariz.

Bruce Underwood, with WKUL Cullman, Ala., named general manager.

Philip B. Callahan, with Entron Inc., Silver Spring, Md., named general manager of Entron's CATV system in Wilmington, N. C.

Phil Stout, operations and program manager for WDVR(FM) Philadelphia, named station manager.

G. Robert Tobia, account executive with WOOK Washington, named station

manager of WATC Gaylord, Mich.

PROGRAMING

Hal Marc Arden, associate producer and director of public relations at Sturgis-Grant Productions, New York, named VP of MPO Productions, subsidiary of MPO Videotronics Inc., that city.

Joel Ramirez, art director for NBC, New York, joins WPIX(TV), that city, as creative art director.

George Faber, director of client relations for CBS Films Inc., Hollywood, named to newly created post of international manager-Hollywood.

Murray J. Chikofsky, corporate secretary and head of legal division of Movielab Inc., New York, named VP for legal and business affairs of The Landau/Unger Co.

Johnny Canton, with WIXY Cleveland, appointed program director.

George Dietrich, formerly western division sales manager for Cardinal TV Programs and National Telefilm Associates, appointed western division sales manager for Allied Artists Television Corp., Hollywood.

Abiyi R. Ford, film experimenter and producer of "Discussion at West End Bar" film short, appointed observer,

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Universal City Studios, New York, on all phases of production during shooting of "The Borgia Stick," two-hour feature being produced for NBC-TV.

Rev. Wynn B. Ward, with United Presbyterian Synod of Nebraska and Nebraska Council of Churches, appointed executive director of Minnesota church committee on radio-TV of National Council of Churches of Christ, effective Jan. 1, 1967, succeeding **Bruce Sifford**, who retires Sept. 30.

Tom Lynch, manager at WGNE Panama City Beach, Fla., appointed program manager of KFIF Tucson, Ariz.

Harry Sydney Franklin, free lance television writer, and production executive, joins TV division of King Brothers Productions at MGM as associate producer on projected series, *Maya*, to be filmed on location in India.

Smith J. Brown, senior director at KHOU-TV Houston-Galveston, appointed producer-director at WWL-TV New Orleans.

Stephen A. Fitz, with WSNY Schenectady, N. Y., joins noncommercial WMHT(TV), that city, as special events director.

Robert Hazlett, with KTVT(TV) Fort Worth-Dallas, appointed operations

manager.

J. R. Underwood, Scott county (Iowa) extension director, joins WOC-AM-FM-TV Davenport, Iowa, as farm director.

Anne Campbell, administrator in community programs department of WCAU-TV Philadelphia, named manager of community relations.

Thomas Shovan, program director, WDOT Burlington, Vt., named production manager of WPOP Hartford, Conn.

NEWS

Harry Reasoner, CBS News White House correspondent in Washington, joins CBS News in New York for duties on special documentary and news assignments as well as to continue *CBS Sunday News with Harry Reasoner*. **Dan Rather**, CBS News London correspondent on assignment in Vietnam, succeeds Mr. Reasoner. **Peter Kalischer**, CBS News Far East correspondent, named Paris correspondent after nearly 20 years in Far East. **Bernard Kalb**, now Paris correspondent, becomes Far East correspondent at CBS News bureau in Hong Kong. **Hughes Rudd**, CBS News Moscow correspondent, named Bonn-Berlin bureau chief, with responsibility for central and eastern Europe. **George Syvertsen** succeeds Mr. Rudd in Moscow. **Robert Schakne**, CBS News Latin American correspondent, Rio de Janeiro, returns to New York for special assignments. **Bert Quint** becomes Latin American correspondent in Mexico City. CBS News reporter **Ike Pappas** moves from New York to South Vietnam.

Bruce Cohn, campaign manager for Norbert A. Schlei, Democratic nominee for secretary of state of California, joins ABC News as manager of News Election Service (NES) for state of Michigan. News Election Service (for 1966 and 1968 elections) consists of ABC News, Associated Press, CBS News, NBC News and United Press International. **Edward Magruder Jones**, producer of news and public affairs at WABC-TV New York, named West African producer for ABC-TV's Africa project.

Frederick W. Moen, chief of bureau, Associated Press, Phoenix, appointed chief of bureau, Nashville. He succeeds **Tom Aden**, who has been appointed to Phoenix post.

Dave Shayer, with WJBR(FM) Wilmington, Del., joins WDVR(FM) Philadelphia, as assistant programming and news director.

Edward Edelson, science editor of former *New York World-Telegram and Sun*, named science editor for Metro-media Inc., New York.

Frank Tomlinson, news director of

Nessen to return to work

Ron Nessen, NBC News correspondent, who now is recovering from a chest wound from a hand grenade while covering the war in South Vietnam, is expected to be back at work at NBC sometime in September. Mr. Nessen was hit while accompanying a patrol of American soldiers near Dak-to on July 12. He's been under treatment at Walter Reed Hospital in Washington.

WJR Detroit, joins WXYZ, that city, as news director.

William R. Rice, news writer at WLS Chicago, appointed editorial director.

Jess Marlow, news director for KNTV(TV) San Jose, Calif., joins KNBC (TV) Los Angeles, as news reporter.

Jim Harper, with staff of Michigan legislature, rejoins news department of WJR Detroit.

Bob Scott, former newsman at WAAT Trenton and WJLK-AM-FM Asbury Park, both New Jersey, joins news staff of WNAC Boston.

Phil Oakley, with KNOW Austin, Tex., joins news staff of WFAA Dallas.

Ralph Ray Gordon, news director of WEEB Southern Pines, N. C., joins news staff of WSOC Charlotte, N. C.

FANFARE

Bill Silag, director of public relations, WABC New York, appointed to newly created position of director of special projects, public relations and planning, broadcast division, ABC, New York.

Sandra Marshall, with KTVU(TV) Oakland-San Francisco, appointed publicity director.

Parker H. Jackson, advertising and promotion director for KHJ-TV Los Angeles, joins KDEO San Diego as advertising and promotion manager.



Mr. Foster

Aug. 8).

Richard H. Cooper, with WPHL-TV Philadelphia, joins PR department of Zoological Society of Philadelphia.

Robert D. Willis, assistant promotion director and publicity director at WHC-

Michael J. Foster, VP in charge of press information for 10 years at ABC, New York, named VP in charge of New York office of Richards Associates, Washington-based public relations firm (CLOSED CIRCUIT,

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Fulton Lewis Jr., radio commentator, dead at 63

Fulton Lewis Jr., 63, conservative radio commentator and syndicated columnist, died Aug. 22 at Doctor's hospital in Washington after suffering his second heart attack in four days.

At the time of his death, Mr. Lewis had two daily broadcasts, 5 and 15 minutes each, carried by the



Mr. Lewis

Mutual Broadcasting System on over 500 stations across the country. For the past two months (after Mr. Lewis underwent surgery), his son, Fulton Lewis III, has been substituting for his father on the radio programs. The Mutual network said his son will continue the shows. Fulton Lewis Jr. was also known through his syndicated newspaper column, "Washington Reports," which appeared in more than 200 newspapers.

Mr. Lewis felt he was a spokesman for the small-town businessman and the average listener.

In 1937, Mr. Lewis, after nine years as head of the Washington bureau of Hearst's Universal News Service, joined Mutual's Washington-affiliated station (WOL). Two months later he was carried by Mutual's coast-to-coast network.

Mr. Lewis served as a war correspondent in 1945. He gained fame also by working to secure radio press gallery privileges in the House and

Senate at a time when such privileges were enjoyed only by newspapers.

Statements on one of his broadcasts caused a large libel award to be returned against Mr. Lewis. In 1959 a \$145,000 judgment was won in the District of Columbia by Pearl A. Wanamaker, superintendent of public instruction for the state of Washington. District Court Judge George L. Hart Jr. set aside the judgment, holding that the verdict was influenced "by passion or prejudice." The case was later settled out of court.

In April 1962, the Senate subcommittee on freedom of communications reprimanded Mr. Lewis for openly backing Richard M. Nixon on the eve of the 1960 election. The subcommittee ruled that Mr. Lewis had violated the "fairness doctrine" of the Communications Act by saying, in a broadcast: "I shall cast my vote for Nixon." The subcommittee report said that newscasters "who abuse the public franchise" in such a way "should probably be barred from use of the medium."

After President Kennedy was assassinated on Nov. 22, 1963, WOR New York cancelled Mr. Lewis's broadcast for several days in keeping with a temporary political moratorium. The station, however, received hundreds of protest calls, and Mr. Lewis returned to the air.

Mr. Lewis is survived by his wife, Alice, his son and daughter.

Fairfield University, Fairfield, Conn.

Gerald Lukeman, director of client relations, Audience Studies Inc., New York, appointed VP and director of client services.



Mr. Bennett

Robert Bennett, 25, cum laude graduate of Harvard Law School, where he was member of *Law Review*, appointed to staff of FCC Commissioner Nicholas Johnson. Mr. Bennett, native of Chicago, was Phi Beta

Kappa at Harvard College and graduated summa cum laude. He recently completed year's study at London School of Economics, which he attended on Knox fellowship.

Richard J. Scholem, general manager of WRIG Massillon, Ohio, resigns to become radio-television coordinator at Kent State University, Kent, Ohio.

Gennaro D. Caliendo, with FCC's Broadcast Bureau, Washington, joins law firm of Lauren A. Colby, that city.

John V. Tranchitella, president of musicians union local 47 in Los Angeles, appointed to international executive board of American Federation

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TV Pittsburgh, joins WKBS-TV Burlington, N. J.-Philadelphia, as promotion manager.

Lt. Colonel Robert Cranston, U. S. Army, officer-in-charge of Armed Forces Radio and Television Service, Los Angeles, received Netherlands National Tourist Office award of merit, first time presentation has gone to American.

EQUIPMENT & ENGINEERING

William B. Kirkpatrick, marketing manager of RCA's communications systems division, Camden, N. J., named division VP, marketing department.

Art Robertson, general manager of KFML-AM-FM Denver, named VP and chief engineer of KMYR(FM) there.

Harley Engel, engineer at KMNS Sioux City, Iowa, named chief engineer.

Milton (Chris) Walker, with Lindsay Communications sales division of Anaconda Wire and Cable Co., Kansas

City, Mo., named territorial manager.

Robert H. Foley, with Delta Electronics Inc., Alexandria, Va., appointed sales manager.

Mike Selwyn, with Publication Engineers, Los Angeles, appointed field engineer for Cohu Electronics, Beverly Hills, Calif.

James J. Conway appointed staff assistant to Tyler Nourse, staff VP of Electronic Industries Association's parts division and staff director of EIA distributor products division.

William A. Beavers, product sales manager for Consolidated Electrodynamics Corp., appointed sales engineer for Memorex Corp., serving out of magnetic tape producer's new branch office in Birmingham, Ala.

ALLIED FIELDS

F. L. Peter White, former Army Air Force intelligence officer, named assistant director of Center for Advancement of Human Communication at

of Musicians, AFL-CIO.

Truman H. Walrod, director of community and public affairs for WWTV(TV) Cadillac, Mich., appointed managing editor of *The National Sheriff*, publication of National Sheriff's Association, Washington.

INTERNATIONAL

James Benson, assistant managing director of Ogilvy & Mather Ltd., London, named managing director, succeeding **Guy Mountfort**, who retires. Mr. Mountfort continues as consultant and director of parent company, Ogilvy & Mather International.



Mr. Benson

Fred L. Kost, with WRC-TV Washington, joins NBC International as chief engineer of Vietnamese TV network

being established for government of Vietnam.

Simon Kershaw, general manager at Granada's Manchester TV Center in England, appointed operating director of Film Producers Guild.

Charles Greenwell, film scriptwriter at Tyne Tees Television, London, leaves company Sept. 2 to freelance.

Robert B. Morin, president of Scandia Films, named resident representative for RKO General Productions, Rome.

DEATHS

Paul Archinard, 67, former correspondent for NBC and retired manager of that network's Paris bureau, died Aug. 18 in Paris of heart ailment. Mr. Archinard became newsmen for Radio-Diffusion Francaise in France in 1933, and joined NBC News six years later as correspondent. He covered German

entry into Paris and reported on Petain government in Vichy, France, from 1940 to 1942. Mr. Archinard was also assigned to Berne, Switzerland, for NBC News during World War II. He became bureau manager in Paris in 1952. Surviving are his wife and two daughters.

Francis X. Bushman, 83, matinee idol of silent film days and sometime character actor in television series, died Aug. 23 in his Pacific Palisades (Calif.) home as result of fall. He is survived by his fourth wife, Iva.

A. Leo Bowman, 63, radio timebuyer for many years at Reinhardt Advertising, Oakland, Calif., died Aug. 16 at Merritt hospital in Oakland after long illness. Surviving are his wife, Evelyn, daughter and son.

Komma Gudelsky, 79, father of Hilliard Gates, VP and general manager of WKJG-AM-FM-TV Fort Wayne, Ind., died Aug. 16 in Muskegon, Mich. He is survived by his wife and two sons.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 18 through Aug. 24, 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

ACTION

Jackson, Mich.—Jackson Television Corp.

Granted CP for new UHF on channel 18 (494-500 mc); ERP 39.8 kw vis., 7.94 kw aur. Ant. height above average terrain 271 ft., above ground 345 ft. P.O. address: c/o Walter Patterson, 15001 Michigan Ave., Dearborn, Mich. 48121. Estimated construction cost \$386,482; first-year operating cost \$206,844; revenue \$200,000. Studio and trans. both on outskirts of Jackson. Geographic coordinates 42° 11' 31" north lat., 84° 25' 57" west long. Type ant. RCA TFU-24DL; type trans. RCA TTU-2A. Legal counsel Robert M. Booth Jr., consulting engineers, Commercial Radio Equipment Co., both Washington. Principals: Jackson Broadcasting Corp. (51%), Southern Michigan Broadcasting Corp. (17%), Knorr Broadcasting Corp. (17%), Edwin R. Huse, Walter Patterson, Robert M. Booth Jr. (each 5%). Jackson Broadcasting is licensee of WKHM-AM-FM Jackson, and 35% owner of Jackson TV Cable Co. Southern Michigan Broadcasting is licensee of WKFR-AM-FM Battle Creek, Mich. Knorr Broadcasting is licensee of WKNR-AM-FM Dearborn, Mich. Messrs. Huse and Patterson are involved in management of above named broadcast companies. Mr. Booth is Washing-

ton lawyer with 33⅓% interest in WSAL-AM-FM Logansport, Ind. Action Aug. 24.

APPLICATION

Aurora, Ill.—Aljir Broadcasting Co. UHF channel 60 (746-752 mc); ERP 200 kw vis., 20 kw aur. Ant. height above average terrain 255 ft., above ground 300 ft. P.O. address: c/o Ronald L. Boorstein, 69 West Washington St., Chicago 60602. Estimated construction cost \$340,000; first-year operating cost \$273,750; revenue \$150,000. Studio to be determined; trans. to be located in Aurora. Geographic coordinates 41° 45' 29" north lat., 88° 18' 55" west long. Type trans. GE TT-56-A; type ant. GE TV-23-F. Legal counsel Welch & Morgan, consulting engineer David L. Steel, both Washington. Principals: Al Lapin Jr. (55%), Viola Lapin (25%), Ronald L. Boorstein, Herbert R. Morse, Irving A. Bernstein and Jud Holstein (each 5%). Mr. Lapin is in investments. Mr. & Mrs. Lapin are also in restaurant business. Mr. Boorstein is attorney. Mr. Morse is in restaurant business. Mr. Bernstein is attorney. Mr. Holstein is in life insurance business. Messrs. Lapin and Bernstein have interests in KIHPTV Santa Barbara, Calif.; WDUV-TV Jacksonville, Fla., and in new TV's in San Bernardino Calif., San Francisco and Minneapolis. Mr. Lapin also has interest in WOCN Miami. Ann. Aug. 23.

Existing TV stations

ACTIONS BY FCC

■ By letter, commission dismissed without prejudice application by Rust Craft Broadcasting Co. for new TV to operate on channel 54 in Toledo, Ohio. In response to request for further information concerning programming proposal and intent to construct, applicant informed commission that, without construction permit, no detailed exploration was conductable as to future network possibilities, that only after grant would it be able to determine whether it will receive network programming and requested that, in event application could not be immediately granted without hearing, it be dismissed without prejudice. Commission did not believe applicant's response evinced unconditional intention to construct if network programs are not available for proposed station. Commissioner Johnson abstained

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



from voting. Action Aug. 24.

KICU-TV, Visalia, Calif.—Waived secs. 73.614(a) and (b) (4) and 73.685(e) of rules and granted mod. of CP to increase vis. ERP to 155 kw and ant. height to 850 ft., and make equipment changes; conditions. Action Aug. 18.

■ By letter, commission waived sec. 73.682 of its rules to permit Bay Area Educational Television Association to transmit scrambled programs of medical nature over its non-commercial educational TV *KQED(TV) San Francisco, on experimental basis from Sept. 30, 1966 to June 30, 1967. Conditions include limiting scrambled operation to not more than one hour each week and for use specifically to medical educational programs. Action Aug. 17.

■ By memorandum opinion and order, commission (1) waived footnote 1 to sec. 73.614(b) of rules and granted application of South Bend Tribune to increase vis. ERP of WSBT-TV South Bend, Ind., to 2,175 kw and install new trans., subject to engineering condition and that authority to operate with vis. ERP in excess of 1,000 kw may be terminated by commission after April 30, 1967, in event Canada does not consent to further extension, and (2) denied opposing petition by Indiana Broadcasting Corp., Fort Wayne. Action Aug. 17.

NEW CALL LETTERS ASSIGNED

*KSHD(TV) Spokane, Wash.—Spokane School District No. 81. Assigned KSPS-TV. Owensboro, Ky.—Owensboro On The Air Inc. Assigned WVJS-TV.

Cheyenne, Wyo.—CCC Inc. Assigned KDWN-TV.

New AM stations

ACTIONS BY FCC

Martinsville, Ind.—Keister and Keister. Granted CP for new AM on 1540 kc, 250 w, D. P.O. address: 448 West Hallett, Hillsdale, Mich. Estimated construction cost \$20,352; first-year operating cost \$33,000; revenue \$40,000. Principals: David C. and Ruth A. Keister (each 50%). Mrs. Keister is freelance writer for Ionia County News, Ionia, Mich. Action Aug. 18.

Petoskey, Mich.—Harrington Broadcasting Co. Granted CP for new AM on 1110 kc, 10 kw DA-D, D. P.O. address: 303 Howard St., Petoskey. Estimated construction cost \$62,856; first-year operating cost \$48,000; revenue \$76,000. Principals: John Harrington (70%), William H. Maus, Allan McCune, Martin B. Breighner, Benjamin B. Blum, L. W. Fochtman and James F. Behan (each 5%). Mr. Harrington is licensee of WJML-FM Petoskey. Action Aug. 17.

Sandusky, Mich.—Sanilac Broadcasting Co. Granted CP for new AM on 1560 kc, 1 kw, DA-D, P.O. address: 89 North Howard Ave., Crosswell, Mich. Estimated construction cost \$37,200; first-year operating cost \$36,000; revenue \$45,000. Principals: George E. Benko, Robert P. Benko and Robert Cudney (each 33⅓%). George Benko is attorney. Robert Benko is urban renewal director for Port Huron, Mich. Mr. Cudney is teacher and news director of WTHM Ladeer, Mich. Action Aug. 19.

Lochart, Tex.—Heath-Reasoner Broadcasters. Granted CP for new AM on 1080 kc, 250 w, D. P.O. address: 124 Hankins Drive, Azle, Tex. Estimated construction cost \$22,604; first-year operating cost \$21,600; revenue \$27,600. Principals: Marion Reasoner and Dan Heath (each 50%). Mr. Reasoner owns electronic service firm in Azle. Mr. Heath was engineer for KVLB Cleveland, Tex. Action Aug. 24.

APPLICATIONS

Blue Ridge, Ga.—Robert E. Thomas and Ferris A. Maloof db/as Click Broadcasting Co. 1500 kc, 500 w, D. P.O. address: Box 624, Blue Ridge 30513. Estimated construction cost \$16,113; first-year operating cost \$33,600; revenue \$37,800. Messrs. Thomas and Maloof are each 50% owners. Mr. Thomas is owner of daily newspaper. Mr. Maloof is 50% owner of department store. Neither has any present broadcast interests. Ann. Aug. 23.

Springfield, Mo.—Stereo Broadcasting Inc. 1060 kc, 500 w, D. P.O. address: c/o E. K. Meyer, 907 Empire Bldg., Springfield 65896. Estimated construction cost \$18,175; first-year operating cost \$38,500; revenue \$70,000. Principals: Kenneth E. Meyers, Thomas A. Barneby (each 31.1%), Urso W. George (21.7%) and others. Stereo Broadcasting is licensee of KTXR-FM. Ann. Aug. 22.

Freehold, N. J.—Molly Pitcher Broadcasting Co. 1070 kc, 1 kw, DA-D, D. P.O. address:

c/o Norman Brenner, 93 Deerfield Lane, Matawan, N. J. 07747. Estimated construction cost \$78,970; first-year operating cost \$40,000; revenue \$40,000. Principals: Norman K. Brenner, Harold M. Michaels, Milton S. Greenwald, Joseph Morris and Charles Pasternack (each 20%). Messrs. Brenner, Michaels, Greenwald and Pasternack are all employed with WCBS-TV New York. Ann. Aug. 22.

Watchung, N. J.—John L. Kelly Sr. and John L. Kelly Jr. db/as Kel Broadcasting Co. 1070 kc, 500 w, DA-D, D. P.O. address: c/o John L. Kelley, M.D., 313 Hathaway Lane, Wynnwood, Pa. 19096. Estimated construction cost \$37,635; first-year operating cost \$35,000; revenue \$42,000. Mr. Kelly Sr. is psychiatrist. Mr. Kelly Jr. is in army. Ann. Aug. 22.

Geneseo, N. Y.—Oxbow Broadcasting Corp. 1140 kc, 500 w, D. P.O. address: c/o Wm. J. Bruckel, 3 Genesee St., Avon, N. Y. 14414. Estimated construction cost \$26,000; first-year operating cost \$56,000; revenue \$60,000. Principals: Lee J. Grills (42¼%), William J. Bruckel, Mary B. Cole (each 21¼%) and James H. Green (15%). Mr. Grills is sales manager of electrical equipment company. Mr. Bruckel is lawyer. Mary Cole is 50% owner of farm and 100% owner of milk hauling service. Mr. Green is communications engineer. Ann. Aug. 19.

Warsaw, N. Y.—John B. Weeks. 1140 kc, 1 kw, DA-D, D. P.O. address: 47 North Main St., Warsaw 14569. Estimated construction cost \$37,332; first-year operating cost \$42,000; revenue \$60,000. Mr. Weeks is owner of general office and stationery supplies company. He has no other broadcast interests. Ann. Aug. 19.

Monroe, N. C.—Monroe Broadcasting Co. 1190 kc, 500 w, D. P.O. address: 109 South Main St., Monroe 28110. Estimated construction cost \$30,075; first-year operating cost \$38,000; revenue \$42,000. Principals: Joe N. Ross, Paul J. Helms (each 40%) and H. David Hedrick (20%). Mr. Ross is owner of furniture stores. Mr. Helms is owner of ladies clothing shop. Mr. Hedrick is station manager of WDOG Allendale, S. C. Ann. Aug. 22.

Rose Hill, N. C.—J. M. Farlow and William Mills db/as Duplin County Broadcasters. 710 kc, 250 w, DA-D, D. P.O. address: c/o J. M. Farlow, Route 2, Asheboro, N. C. 27203. Estimated construction cost \$35,000; first-year operating cost \$80,000; revenue \$65,000. Principals: J. M. Farlow (90%) and William D. Mills (10%). Mr. Mills is attorney. Mr. Farlow is owner of bakeries and has interests in two supermarkets. Messrs. Mills and Farlow are applicants for new AM in Midway Park, N. C. Mr. Farlow is applicant for new AM in Asheboro, N. C. Ann. Aug. 22.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission (1) approved agreement whereby Heath-Reasoner Broadcasters will pay Medina Broadcasting Co. \$500 as part of latter's expenses in seeking new AM to operate on 1080 kc at Hondo, Tex., and Medina amending to specify 1460 kc, and, in consequence, (2) granted Heath's application for new AM on 1080 kc, with 250 w, DA, at Lockhart, Tex., and placed in processing line Medina's amended application which will be assigned new file number. Action Aug. 24.

■ By letter, commission granted request of Charles Smithgall, controlling partner in North Atlanta Broadcasting Co., North Atlanta, Ga., for waiver of duopoly rule in sec. 73.35 to permit him to serve on board of regents, University System of Georgia, which governs Georgia Institute of Technology and controls WGST Atlanta. Smithgall will abstain from participation in any decision made by board which might affect operation of WGST. Commissioner Bartley dissented. Action Aug. 24.

■ By letter, commission denied request by Childress Broadcasting Corp., West Jefferson, N. C., for acceptance for filing its retendered application to change facilities of WWSK West Jefferson, from 1600 kc, 1 kw, D, to 580 kc, 500 w, D, and returned same. Action Aug. 24.

■ By letter, commission denied request by Tri County Broadcasting Co. for expedited consideration of its application for new AM to operate on 1380 kc, 500 w-N, 5 kw-L, DA-N, in Safford, Ariz. Commissioner Johnson abstained from voting.

Action Aug. 24.

■ By letter, commission granted request by Sundial Broadcasting Co. for waiver of sec. 73.37 of overlap rules and accepted for filing its application for new AM to operate on 1000 kc, 500 w, DA, in Parma, Ohio. Action Aug. 17.

■ Commission waived sec. 73.37 of overlap rules and accepted for filing following applications: Eastern Carolina Broadcasters Inc. for new AM to operate on 1490 kc, 250 w-N, 1 kw-L, in Florence, S. C., and William D. Stone to change facilities of WRDS South Charleston, W. Va., from 1410 kc, 1 kw, D, to 1450 kc, 250 w-N, 1 kw-L. Commissioner Cox abstained from voting. Action Aug. 17.

■ By letter, commission granted request by Golden Triangle Broadcasting Inc. for waiver of sec. 73.37 of overlap rules and accepted amendment to its application to change facilities of WEEP Pittsburgh, on 1080 kc, D, from 1 kw to 50 kw, 25 kw-CH, DA-2. Action Aug. 17.

NEW CALL LETTERS ASSIGNED

KFDA Amarillo, Tex.—Lone Star Broadcasting Co. Assigned KPUR.

KHEB Heber Springs, Ark.—Newport Broadcasting Co. Assigned KAWW.

WORL Boston—Pilgrim Broadcasting Co. Assigned WRYT.

Wellington, Kan.—Sumner Broadcasting Co. Assigned KLEY.

Hot Springs, Ark.—Christian Broadcasting Co. Assigned KXOW.

*Window Rock, Ariz.—Navajo Bible School & Mission. Assigned KHAC.

APPLICATIONS

KXLW Clayton, Mo.—CP to increase power from 1 kw to 5 kw; install DA-D; install new trans. Ann. Aug. 22.

WGOK Mobile, Ala.—CP to change frequency from 900 kc to 960 kc. Ann. Aug. 18.

New FM stations

ACTIONS BY FCC

*Conway, Ark.—Arkansas State Teachers College. Granted CP for new FM on 91.5 mc, channel 218, 10 w, Ant. height above average terrain 411 ft. P.O. address: c/o Don Garnett, ASTC Speech Dept., Conway 72032. Estimated construction cost \$3,423; first-year operating cost \$3,000; supported by funds supplied by college. Administered by board of trustees. Action Aug. 19.

Swainsboro, Ga.—Radio Station WJAT Inc. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 283 ft. P.O. address: c/o John J. Bailes, P.O. Box 371, Swainsboro 30401. Estimated construction cost \$17,250; first-year operating cost \$24,000; revenue \$26,000. Principals: Webb N. Pierce and estate of James Denny, Dollie D. Denny, John Denny, J. William Denny, Thomas Evans and Mary Rhodes, executors, (each 50%). Radio Station WJAT Inc., licensee of WJAT Swainsboro, is 100% owner of WSNT Sandersville, and 99.8% owner of WBRO Waynesboro, both Georgia. Mr. Pierce and estate of Mr. Denny are both 1% owners of WBRO Waynesboro. Action Aug. 18.

Danville, Ill.—Northwestern Publishing Co. Granted CP for new FM on 102.1 mc, channel 271, 11 kw. Ant. height above average terrain 377 ft. P.O. address: 17 W. North St., Danville 61833. Estimated construction cost \$43,490; first-year operating cost \$20,600; revenue \$27,400. Northwestern Publishing is wholly owned by Gannett Co. Gannett Co. also owns the following companies that have broadcast interests: Binghamton Press Inc., licensee of WINR-AM-TV Binghamton, N. Y.; WHEC Inc., Rochester, N. Y., licensee of WHEC-AM-FM Rochester, N. Y., and WREX-TV Inc., Rockford, Ill., licensee of WREX-TV Rockford, Ill. Northwestern Publishing Co. is licensee of WDAN Danville, Ill. Gannett Co. also has interests in several CATV systems, and owns newspapers in New York, New Jersey, Connecticut and Florida. Action Aug. 17.

Maquoketa, Iowa—Dennis W. Voy tr/as Maquoketa Broadcasting Co. Granted CP for new FM on 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 110 ft. P.O. address: 136½ S. Main St., Maquoketa 52060. Estimated construction cost \$12,674; first-year operating cost \$2,600; revenue \$5,200. Maquoketa Broadcasting is licensee of KMAQ Maquoketa. Action Aug. 18.

*Collegeville, Minn.—Order of St. Benedict Inc. Granted CP for new FM on 80.1 mc, channel 211, 37.2 kw. Ant. height above average terrain 480 ft. P.O. address: c/o William H. Kling, St. John's University, Collegeville 56321. Estimated construction

cost \$47,016; first-year operating cost \$18,693. Station will be governed by St. John's University. Action Aug. 18.

Oklahoma City—Electronic Broadcasting Co. Granted CP for new FM on 94.7 mc, channel 234, 36 kw. Ant. height above average terrain 195 ft. P.O. address: c/o Ronald T. Tutor, 1445 Southwest 34th St., Oklahoma City. Estimated construction cost, first-year operating cost and revenue not given. Principals: Ronald T. Tutor, E. Earl Decker, Harley G. Wingate and Bill L. Hines. Action Aug. 17.

Portland, Ore.—Contemporary FM Inc. Granted CP for new FM on 99.5 mc, channel 258, 35 kw. Ant. height above average terrain 940 ft. P.O. address: 4636 S.W. Council Crest Dr., Portland 97201. Estimated construction cost \$7,550; first-year operating cost \$28,000; revenue \$22,000. Principal: Bernard D. Seitz (100%). Mr. Seitz has no other business interests. Action Aug. 18.

Austin, Tex.—Capitol Broadcasting Association Inc. Granted CP for new FM on 89.5 mc, channel 208, 1.32 kw. Ant. height above average terrain 878 ft. P.O. address: c/o Noyes W. Willett, P.O. Box 7158, Austin 78712. Estimated construction cost \$27,023; first-year operating cost \$17,346, to be provided for by fund drive. Administered by board of trustees. Action Aug. 22.

APPLICATIONS

Leesburg-Eustis, Fla.—Heard Broadcasting Inc. 106.7 mc, channel 294, 40 kw. Ant. height above average terrain 231 ft. P.O. address: c/o H. James Sharp, 615 Lake Shore Dr., Leesburg 32748. Estimated construction cost \$35,398; first-year operating cost \$9,000; revenue \$12,000. Principals: Edwin Mead, Arthur Dennis Pepin, Harold James Sharp (each 25%), D. Richard Mead Jr. (16.87%) and Robert E. Warfield Jr. (8.33%). Principals are owners of WLBE Leesburg. Mr. Pepin is also 1/3 owner of WXPY Perry, Fla. Ann. Aug. 18.

Davenport, Iowa—St. Ambrose College. 90.1 mc, channel 211, 10 w. Ant. height above average terrain 48 ft. P.O. address: 518 Locust St., Davenport 52803. Estimated construction cost \$2,120; first-year operating cost \$500. To be supplied by individual donations and existing college budget. To be administered by board of directors. Ann. Aug. 24.

Sioux Center, Iowa—Dordt College Inc. 91.3 mc, channel 217, 47.09 kw. Ant. height above average terrain 290 ft. P.O. address: Dordt Campus, Sioux Center 51250. Estimated construction cost \$25,000; first-year operating cost \$18,000. To be administered by board of trustees. Ann. Aug. 19.

Columbus, Miss.—Birney Ines Jr. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 289 ft. P.O. address: c/o C. O. Whitlock, 224 Idlewild Rd., Columbus 39701. Estimated construction cost \$32,594; first-year operating cost \$45,984; revenue \$72,576. Mr. Ines is 20% owner of WONA Winona, Miss., and is also owner of daily newspaper in Columbus. Ann. Aug. 18.

Cleveland—Western Reserve University. 91.1 mc, channel 216, 10 w. Ant. height above average terrain 195 ft. P.O. address: c/o John D. Cremer, 2040 Adelbert Rd., Cleveland 44106. Estimated construction cost \$3,449; first-year operating cost \$2,416. To be supported by student activities fees. To be administered by board of directors. Ann. Aug. 18.

Memphis, Tex.—Jerry L. Hooser, Dick Fowler and Frank I. Guess db/as M.W.C. Broadcasting Co. 103.7 mc, channel 279, 53.5 kw. Ant. height above average terrain 136 ft. P.O. address: Box 1130, Memphis 79245. Estimated construction cost \$23,100; first-year operating cost \$6,000; revenue \$15,000. Messrs. Hooser, Fowler and Guess are each 1/3 partners. They are licensees of KBGH Memphis, Tex. Ann. Aug. 23.

Existing FM stations

NEW CALL LETTERS ASSIGNED

Kirksville, Mo.—Community Broadcasters Inc. Assigned KRXL(FM).
Carlsbad, N. M.—Radio Carlsbad Inc. Assigned KCNM(FM).
Xenia, Ohio—Baker Broadcasters Inc. Assigned WBZI(FM).
Monticello, Ind.—Fidelity Broadcasting Co. Assigned WVTL(FM).

Ownership changes

ACTIONS BY FCC

KYA-KOIT(FM) San Francisco—Granted transfer of control of licensee corporation,

Churchill Broadcasting Corp., from Clinton D. Churchill, Clinton H. Churchill, estate of Edythe E. Churchill, Lewis H. Avery and Edward H. Kavinoky to Avco Broadcasting Corp., wholly owned subsidiary of Avco Corp., Cincinnati. Avco Broadcasting is licensee of WLW, WLWT Cincinnati; WLWC Columbus; WLWD Dayton, all Ohio; WLWI Indianapolis; WQAI-AM-TV San Antonio, Tex., and WWDG-AM-FM Washington. Consideration 4,400,000. Action Aug. 24.

KPLS Santa Rosa, Calif.—Granted assignment of license from Producers Inc. to KPLS Inc., owned by Joseph Stamler (67%) and Ruth Stamler (33%). Mr. Stamler, until April of this year, was executive vice president and chief executive officer of Polaris Broadcasting. Neither he nor Mrs. Stamler have other broadcast interests. Consideration \$120,000. Action Aug. 23.

WDSR Lake City, Fla.—Granted assignment of license from Alfred H. Temple and Alma Horn Temple db/as Deep South Radioways to Deep South Radioways Inc., owned by Joe L. Duckett, Miles H. Ferguson and W. C. Woodall Jr. (each 33 1/3%). Mr. Duckett is sales manager of WRLL West Point, Ga. Mr. Ferguson is 98.1% owner of WRLL, and 20% partner of WJHO Opelika, Ala. Mr. Woodall owns 50% interest in WDWD Dawson, 25% interest in WGRA Cairo, 25% interest in WFPM Fort Valley, 51% interest in WBBK Blakely, all Georgia, and 34 1/4% interest in WGSW Greenwood, S. C. Consideration \$140,000. Action Aug. 17.

WYND Sarasota, Fla.—Granted transfer of control of licensee corporation, Radio WYND Inc., from John T. Rutledge, Richard L. Baird and Gene Stuart to Republic Investments Inc., owned by 103 investors of which William F. Nave owns 9.58%, Leonard K. Nave 7.6% and Owen L. Range 2.9%. Republic Investments has interest in application for new TV in Sarasota, Fla. Consideration \$104,683. Action Aug. 22.

WBJA-TV Binghamton, N. Y.—Granted transfer of control of Empire Television and Radio Inc. (parent corporation of licensee WBJA-TV Inc.) from Alfred E. Anscombe and James E. Greeley (together 63.5% before, none after) to Oliver Lazare, Gerald Arthur and J. J. L. Hessen, (none before, 63.5% after). Mr. Arthur is officer, director and stockholder of Sunrise Press Inc. (and its majority stockholder, Horizon Broadcasting Co.), which publishes weekly newspapers on Long Island, N. Y. Mr. Lazare is in textile business. Mr. Hessen is New York lawyer. All three men are officers, directors and stockholders of Mercury Media Inc., licensee of WEEE Rensselaer, N. Y. Consideration \$656,000. Action Aug. 17.

KCND-TV Pembina, N. D.—Granted assignment of license from Pembina Broadcasting Co. to The McLendon Corp., principally owned by B. R. McLendon, Gordon McLendon and Dorothy M. Manning. The McLendon Corp. is licensee of KLIF, KNUS (FM) Dallas; KILT, KOST (FM) Houston; WYSL-AM-FM Buffalo, N. Y.; KABL-AM-FM Oakland, Calif.; WNUS-AM-FM Chicago, and KGLA (FM) Los Angeles. It also has pending before commission assignment of license of KBVU Bellevue Wash. Consideration \$850,000 for 68 months' lease with option to buy for \$500,000. Action Aug. 24.

WBXX Berwick, Pa.—Granted assignment of license from Columbia County Broadcasters Inc., principally owned by John S. Booth and Harry J. Daly, to Berwick Broadcasting Corp., owned by Edward R. Newman (50%), Roy H. Cohn and Thomas A. Bolan (25% each). Mr. Newman is executive and 40% stockholder of WRNJ (FM) Atlantic City, N. J., and 50% owner of WRLC (FM) Palmyra, Pa. Mr. Bolan is also 50% owner of WRLC (FM) Palmyra. Mr. Newman is also owner of advertising agency. Mr. Bolan is in fight promotion. Messrs. Bolan and Cohn are lawyers. Mr. Cohn was counsel during Senator McCarthy's investigations in 1950's. Consideration \$125,000. Action Aug. 19.

WEPA-TV Erie, Pa.—Granted transfer of control of Empire Television and Radio Inc. (parent corporation of licensee WEPA-TV Inc.) from Alfred E. Anscombe, and James E. Greeley (together 63.5% before, none after) to Oliver Lazare, Gerald Arthur and J. J. L. Hessen (none before, 63.5% after). See above WBJA-TV Binghamton, N. Y.

WICU-AM-TV Erie, Pa.—Granted assignment of license from Dispatch Inc. to Lamb Enterprises Inc., both of which are owned by Edward Lamb and family. Realignment of properties; no consideration. Action Aug. 18.

WENZ Highland Springs, Va.—Granted relinquishment of negative control of licensee corporation Baron Radio Inc., from Ralph J. and Judith M. Baron (50% before each, each 40% after) through sale of stock to Neill McMillan and George J. Lund (none

before, each 10% after). Consideration \$5,000. Messrs. Lund and McMillan are both employees of WENZ. Action Aug. 22.

KNDX (FM) Yakima, Wash.—Granted assignment of license from The Cater Corp. to Corporation of The Catholic Bishop of Yakima. Consideration \$20,000. Action Aug. 18.

WDTV Weston, W. Va.—Granted transfer of control of WJPB-TV Inc., licensee corporation from J. P. Beacom, Thomas P. Johnson and George W. Elby to Medallion Pictures Corp., N. Y. Consideration \$571,720. Action Aug. 24.

WMGZ (TV) Mayaguez, P. R.—Granted transfer of permittee corporation Telesanjuan Inc., from Julio Morales Ortiz and Clement Littauer (each 50%) to Radio San Juan Inc. Radio San Juan is wholly owned by Transportation Communications of America Inc., which is principally owned by O. Roy Chalk, transportation magnate. Radio San Juan is licensee of WRJS (AM-FM) Bayamon, P. R. Transportation Communications also owns Trans-Caribbean Airways Inc. Consideration \$669,825 plus 27,900 shares of Trans-Caribbean Airways stock and assumption of \$245,372 obligations. Action Aug. 24.

WPSJ (TV) Ponce, P. R.—Granted transfer of permittee corporation, Telesanjuan Inc., from Julio Morales Ortiz and Clement L. Littauer (each 50%) to Radio San Juan Inc. Radio San Juan is wholly owned by Transportation Communications of America Inc., which is owned principally by O. Roy Chalk, transportation magnate. (See WMGZ [TV] Mayaguez, P. R. above.)

WTSJ (TV) San Juan—Granted transfer of permittee corporation, Telesanjuan Inc., from Julio Morales Ortiz and Clement L. Littauer (each 50%) to Radio San Juan. Radio San Juan is wholly owned by Transportation Communications of America, Inc., which is principally owned by O. Roy Chalk, transportation magnate. (See WMGZ [TV] Mayaguez, P. R. above.)

APPLICATIONS

KAIL-TV Fresno, Calif.—Seeks assignment of license from B. L. Golden and L. W. Fawns to Tel-America Corp. owned 100% by A. J. Williams. Mr. Williams is licensee of KTYM-AM-FM Inglewood, Calif. Consideration \$236,500. Ann. Aug. 23.

KSFR (FM) San Francisco—Seeks assignment of license from KSFR Inc. to Metro-media Inc. Metro-media is licensee of KEWB Oakland Calif.; KLAC Los Angeles; KMBC-AM-TV and KMBR (FM) Kansas City, Mo.; KMET (FM) and KTTV (TV) Los Angeles; WCBM-AM-FM Baltimore; WHK-AM-FM Cleveland; WIP and WMMR (FM) Philadelphia; WNEW-AM-FM-TV New York, and WTTG (TV) Washington. Consideration \$380,000. Ann. Aug. 22.

KXFM (FM) Santa Maria, Calif.—Seeks assignment of license from KXFM Inc. to KXFM Stereo Inc., owned by Clark B. Smith, Wilma W. Smith (each 23.33%), Norman R. Adair and Betty Adair (each 26.66%). Mr. Smith is president and chief engineer of KXFM. Mr. Adair is mechanical engineer with Boeing Co. Consideration assumption of long term obligations, wage claims and other scheduled liabilities. Ann. Aug. 19.

KFKA Greeley, Colo.—Seeks assignment of license from The Mid Western Radio Corp. to RG Inc., owned by Publishing Enterprises Inc. (51.25%), Joseph J. Tennesen (11.25%), Peter M. Macdonald, Robert Wells and William W. Hansen (each 9.375%). Consideration not available. Ann. Aug. 23.

KBGN-AM-FM Caldwell, Idaho—Seeks assignment of license from F. Demcy Mylar and Gene K. Shaw, executrix of estate of Harold W. Shaw, deceased, db/as Christian Broadcasting Co. of Idaho to Gene K. Shaw. Mrs. Shaw was 50% owner and now wishes to purchase remaining 50%. Consideration \$6,000. Ann. Aug. 19.

WGCL-AM-FM Mendota, Ill.—Seeks assignment of license from Jeanne V. Morgan tr/as Vanco Broadcasting Co. to Mendota Broadcasting Corp., owned by Hugh Hill, Frank J. Reynolds (each 33.05%), Richard Goldberg (17.35%) and Harris Burnam & Silets (16.66%). Mr. Hill is reporter with WBKB-TV Chicago. Mr. Reynolds is news correspondent with ABC Washington. Mr. Goldberg is news director with WBKB-TV Chicago. Harris, Burnam & Silets is Chicago law firm. Consideration \$125,000, including 10-year noncompete agreement. Ann. Aug. 19.

KLGR Redwood Falls, Minn.—Seeks assignment of license from Eugene George Randolph to Redwood Broadcasting Co., owned by Eugene Randolph (51%) and Alver Leigh-

PROFESSIONAL CARDS

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Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

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Hopkins, Minnesota 55343
Phone (Area code 612) 935-7131

Service Directory

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103 S. Market St.,
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(203) 354-9055

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213/478-7751

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 24

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,064		20	76	404
FM	1,493		29	261	211
TV-VHF	473		21	23	185 ¹
TV-UHF	91		31	99	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 24

	VHF	UHF	Total
Commercial	518 ²	221	739
Noncommercial	70	77	147

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 ⁴
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.

ton (49%). Consideration \$7,000. Ann. Aug. 19.

WLBS Centreville, Miss.—Seeks assignment of license from Benton O. Bickham tr/as La-Miss Broadcasting Co. to E. Al Robinson. Mr. Robinson is employee of state of Louisiana. Consideration \$20,000. Ann. Aug. 19.

WSLE Wallace, N. C.—Seeks acquisition of negative control of licensee corporation, Duplin Broadcasting Co. by H. E. Kramer and Samuel Leder (each 45.45% before, 50% after) through sale of stock from Vivian Kramer (9.10% before, none after). Consideration not given. Ann. July 25.

KRAE Cheyenne, Wyo.—Seeks assignment of license from Louis C. Erck, Walter E. Nagel and J. B. Shockley db/as Radio Cheyenne to Radio Cheyenne Inc., owned by Louis C. Erck (47%), Walter E. Nagel (33%) and J. B. Shockley (20%). Assignment is for legal reasons; no ownership change or consideration. Ann. Aug. 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Hornig issued initial decision looking toward granting applications for new FM's of (1) Huntingdon Broadcasters Inc. to operate on channel 292 (106.3 mc), ERP 2 kw, ant. height minus 153 ft., in Huntingdon, Pa., (2) WDAD Inc., channel 276 (103.1 mc), ERP 3 kw, ant. height 86 ft., in Indiana, Pa., and (3) Clearfield Broadcasters Inc. channel 228 (93.5 mc), ERP 3 kw, ant. height minus 241 ft., in Clearfield, Pa.

These applications, for only FM channels in their respective communities, by inter-related interests which, directly or indirectly, control 5 AM's, 1 FM and 5 newspapers in Pennsylvania, were designated for consolidated hearing on issues to determine whether grant would create concentration of control of mass media communication and whether Huntingdon proposal represents efficient channel use.

Examiner held that grant of Huntingdon application would not result in local concentration of communications media con-

trary to public interest, that Section 307(b) efficiency considerations do not preclude grant of that application, and that grant of all three applications would not create regional concentration of control of mass media contrary to public interest. Action Aug. 23.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Highwood Service Inc. for new UHF TV to operate on channel 27 in Topeka, Kan. Conditions. Action Aug. 23.

FINAL ACTION

■ By order, commission denied application by Wilkes Broadcasting Co., licensee of WKBC-AM-FM North Wilkesboro, N. C., for review of June 23 action of review board which (1) granted joint petitions of Wilkesboro Broadcasting Co. and Wilkes County Radio, applicants for new AM's to operate on 1240 kc, 100 w, U, in Wilkesboro, N. C., for approval of agreement whereby latter would reimburse Wilkesboro \$3,000 for expenses incurred in return for its withdrawal, (2) dismissed Wilkesboro's application and (3) granted Wilkes County leave to amend its application as to transmitter site, retain file number and remain in hearing status. Action Aug. 17.

DESIGNATED FOR HEARINGS

The Fox River Broadcasting Co. and Radio Oshkosh Inc. Oshkosh, Wis.—Designated for consolidated hearing applications for new AM's to operate on 690 kc with DA—Fox River with 250 w, and Radio Oshkosh with 1 kw, DA-CH; made Federal Aviation Agency party to proceeding. Commissioner Cox issued statement concurring in part and dissenting in part, in which Commissioner Bartley joined. Action Aug. 17.

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Branch Associates Inc. and Ascension Parish Broadcasting Co. for new AM's to operate on 1090 kc with DA, in Houma and Donaldsonville, both Louisiana—Branch with 5 kw, and Ascension with 500 w. Action Aug. 17.

OTHER ACTIONS

■ By separate actions in Homewood-Birmingham, Ala., TV proceeding in Doc. 15461 et al., review board granted petitions by Birmingham Broadcasting Co. to extend time to Aug. 29 to file opposition to petitions by Alabama Television Inc., and Birmingham Television Corp. to enlarge issues. Action Aug. 22.

■ Review board granted motion by Midwest Television Inc., San Diego, to extend time to Sept. 2 to file responsive pleadings to petition by Mission Cable TV Inc., Pacific Video Cable Co. and Trans-Video Corp. for enlargement and clarification of issues in proceeding on Midwest's petition for relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area. Action Aug. 19.

■ In Syracuse, N. Y., TV Channel 9 proceeding in Doc. 14368 et al., review board granted petition by Syracuse Television Inc. to extend time to Aug. 24 to file reply to remaining applicants' opposition pleading to Syracuse petition to enlarge issues. Action Aug. 18.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ In proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, granted motion by Huntley for extension of time to Aug. 29 to file opposition to petition by Cosmopolitan for review of two actions of July 29 by review board. Action Aug. 19.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearings in proceeding on applications of 1400 Corporation for renewal of license of KBMI Henderson, Nev., and for assignment of license of KBMI to Thomas L. Brennen, and of Joseph Julian Marandola for new station in Henderson; scheduled prehearing conference for Sept. 12 and hearing for Oct. 24. Action Aug. 17.

By Hearing Examiner Thomas H. Donahue

■ On examiner's own motion, continued indefinitely hearing scheduled for Sept. 1 in proceeding on applications of Lafayette Broadcasting Co. and State Line Broadcasting Co. for new FM's in Lafayette, Tenn., and Scottsville, Ky., respectively. Action Aug. 22.

■ On examiner's own motion, continued hearing scheduled for Sept. 1 to date to be determined at conference and further ordered that in lieu of hearing conference will be held Sept. 1 in proceeding on applications of Century Broadcasting Co. and RKO General Inc. for new FM's in Memphis. Action Aug. 22.

■ Granted request by Broadcast Bureau to extend time from Aug. 18 to Aug. 26 to file proposed findings in proceeding on AM application of Naugatuck Valley Service Inc., Naugatuck, Conn. Action Aug. 17.

By Hearing Examiner H. Gifford Irion

■ Changed hearing on nonengineering issues from Sept. 14 to Oct. 3 in proceeding on applications of Porter County Broadcasting Corp. and Northwestern Indiana Radio Co. for new FM's in Valparaiso, Ind. Action Aug. 18.

By Hearing Examiner Jay A. Kyle

■ Granted request by Wilkes County Radio and scheduled evidentiary hearing for Sept. 20 in proceeding on its application for new AM in Wilkesboro, N. C. Action Aug. 22.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Tri-State Broadcasters Inc. to extend time to Aug. 25 to oppose petition by Emmet Radio Corp. for leave to amend in proceeding on their applications for new AM's in Sioux Center and Estherville, Iowa, respectively. Action Aug. 22.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of August 23

Granted renewal of licenses for following main stations and co-pending auxiliaries: WATR Waterbury, Conn., and WQTV Latrobe, Pa.

Actions of August 22

KHVN Honolulu—Granted CP to change ant.-trans. location
WAMG Gallatin, Tenn.—Granted mod. of

(Continued on page 93)

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.
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RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer. Top salary. Box H-247, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Sales manager material. If you have strong personal sales background including competitive market experience, have the desire and ability to move up to top 20 market and hungry for big money potential, send us your story immediately. Include all, as this is one of the industry's top deals! Replies confidential. Box H-298, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

\$7,500.00 salary plus commission. If you have successfully sold C&W radio, here is a secure, profitable spot for you in middle Atlantic metro market. Send resume. Box H-241, BROADCASTING.

Local sales manager for mid-west, fulltime, adult station in attractive, booming market. Stable and successful operation. Excellent opportunity for proven salesman to move up. Good salary plus. Send resume and earning record. Box H-266, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-272, BROADCASTING.

Five figure income for sales pro. Massachusetts. You could be our number one salesman. Good base of active accounts to get you started. Send resume to Box H-299, BROADCASTING.

Experienced, young and ambitious salesman for a rapidly growing station. Drawing account plus commissions. Box H-347, BROADCASTING.

Real opportunity for young man with experience in time sales. Contact Bud Webster, WAIK Galesburg, Illinois.

Sales manager—WGNU Granite City, Illinois, C. Norman.

Madison Wisconsin—Number 1 music/news station has career opportunity for young creative type salesman on way up. Seven station Midwest Group seeks man with management ability. Opening result of promotion. We offer best pay, living conditions, opportunity for future management and stock interest. Consideration for Ill. and Mich. stations very possible. WISM Madison, Wisconsin.

Rare opportunity for a sales account executive in the sound recording field. We are looking for a man in the 25-40 age bracket who has working familiarity with advertising agencies and thoroughly enjoys selling. Knowledge of the film business helpful but not essential. Base salary and generous commission for the right person. Send details to Manhattan Sound Company, 480 West 54th Street, New York 10019 or telephone Jack House at (212) PL 7-9800.

Announcers

Good music station wants experienced 1st class combo announcer. Must have superior voice, delivery & be able to follow strict format. Station located 60 miles from New York City. Salary starts at \$175 a week. Box H-214, BROADCASTING.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box G-227, 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.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

Experienced first phone . . . beautiful Utah . . . #1 station. Tape, resume. Box H-143, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Within 150 miles NYC. Some station experience. MOR. Salary open. Box H-211, BROADCASTING.

Experienced morning man who can also handle play-by-play and sports. Salary on experience and ability. Box H-228, BROADCASTING.

Southern new england, good music station. Growing organization. License for second station pending. Qualifications in order of importance: Announcer, first phone, news-sports man. Tapes and resume to: Box H-254, BROADCASTING.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box H-283, BROADCASTING.

Announcer-dj, 3 yrs experience, family, responsible, salesman, not floater, or prima donna. Box H-286, BROADCASTING.

Announcers for new FM operators in New England. Must have rich, mellow voice, and broad range of music knowledge. Send resume, photo, and audition tape. Box H-301, BROADCASTING.

Personality for middle-of-road medium market Ohio station. Good pay with extra benefits. Send tape, photo, resume. Box H-308, BROADCASTING.

Announcer—first phone required for metro market contemporary music format on all night shift. Good salary and working conditions. Send tape and details to Box H-310, BROADCASTING.

Wanted: Announcer and combo man, in college and resort community. Send tape, picture & resume. Position available immediately. Salary above average. Combo man must have 1st ticket. Box H-316, BROADCASTING.

Announcer for future opening. Must be experienced in copy writing and production and have stable employment record. Submit air check, resume and references. Want draft exempt man to settle in nice California town. Box H-318, BROADCASTING.

Announcer—sales, aggressive, metro. FM—top money. Ohio-Kentucky area. Box H-320, BROADCASTING.

Announcers—(cont'd)

Midwest! Swinger! Market of quarter of million desiring to restaff. Three-state coverage. If you like promotions, excel in production can be yourself and smile on the air, we're looking for you in our young growing chain of stations. Send tape, containing production and air work along with resume/photo to Box H-331, BROADCASTING.

Expanding midwest fulltimer needs pro midwestern announcer with interest in news, and endorsed third. Will provide thorough news training to accompany basic interest. Salary open—to \$150. Replies to Box H-336, BROADCASTING.

Happy sound for morning shift. Good salary with opportunities open. South Texas daytime station. Rush tape and references. Box H-348, BROADCASTING.

Announcer/newsman for middle of road station with bright sound. Major southern market. Air check, pix and resume to Box H-351, BROADCASTING.

Wanted: Two announcers for progressive station. Replacements needed for expanded operation. Send tape, resume, and salary, all in first letter. Box H-357, BROADCASTING.

New Mexico-Arizona . . . need announcer—first phone, Santa Fe, New Mexico, KAFE, 2 announcers, Flagstaff, Arizona, KAFF. Southwesterners preferred. If you have personal and money problems don't apply. No collect calls.

Wanted: Young announcer willing to learn all phases of proven successful radio in beautiful resort community in Colorado. Salary between \$400.00 and \$600.00 per month, depending upon length and broadness of experience. First ticket desirable but not necessary. Send tape, resume and snapshot to Mrs. Marcie Fitch, KGLN, Box 70, Glenwood Springs, Colorado.

Announcer—sales—3rd class—or first. \$425 mo. plus incentive. KHIL, Wilcox, Arizona.

Professional top 40 morning man with 1st phone. Salary plus hops will gross you between \$500 and \$600 per month. Contact Tom Elkins, KKJO, St. Joseph, Mo.

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 51103 or Call Ted Lauris, at 712-258-0628.

AM and soon FM radio station in a beautiful Minnesota valley needs additional announcer. Must have first-phone, but no maintenance required. Good music-man type of announcer. A shift that would be flexible, late morning, early afternoon preferred, or nighttime FM announcer. A good salary. Send tape and info to: Dan Sehafer, KREI St. Peter, Minnesota.

WAUK-AM/FM—Milwaukee metro. Immediate opening. 1st phone announcer M.O.R. Send tape, resume, salary. WAUK Waukesha, Wis.

Announcer-copywriter who can service accounts. Good opportunity to break into sales. Established station in a good small market. WBYS Canton, Illinois.

Immediate opportunity. 1st phone announcer/dj. Evening shift with respected A-1 operation. Middle-road, adult oriented. Good salary for mature sounding responsible, all-around announcer. Send tape and resume WCMB, Box 3433, Harrisburg, Pa. 17105.

Announcers—(cont'd)

Immediate opening for morning man capable on news, sports and announcing. Permanent position. Send tape and resume: WDDY Gloucester, Va.

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.

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.

Immediate opening for play-by-play announcer. We are still looking for the right man to work afternoon shift and do play-by-play sports. Good pay and good hours. Send tape, references, and salary expected to William M. Winn, Program Director, WESB, Bradford, Pa.

Staff announcer with first class ticket. Light maintenance, growing organization. Good pay, liberal benefits. Excellent opportunity in single station market. WFRL Freeport, Ill.

If you have a first class license and if you have a voice, you may have the opportunity of a lifetime by answering this advertisement. A 5000-watt daytimer with FM facilities in Kingston, N. Y., has an immediate opening. Salary can range from \$100 a week to \$135 depending upon experience and qualifications. Regular salary increases assured. Three-week vacation, paid medical and hospital plan, paid life insurance. Excellent chance for advancement in either radio or TV owned by parent organization. Will pay part of moving expenses. Apply Harry M. Thayer, President, WGHQ Kingston, N. Y. Send tape.

Down-state Illinois kilowatt, in modern, prosperous city has desirable opening for shewmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for top notch man. Write WKAN Kankakee, Illinois with details of tape, WSKW-AM-FM Platteville, Wis.

Combination announcer - engineer (first phone), no maintenance, WRBN, Warner Robins, Georgia.

Sports man needed to assist in play-by-play football and basketball. One of Kentucky's most sports minded station in small market. Last season, did over 90 basketball games. CBS affiliate with heavy local programming concept. Production copy experience also helpful news writing too. Send tape and resume to: Paul G. Fyffe, President, WSIP Radio, Paintsville, Kentucky.

Sportscaster-announcer needed for expanding station moving into FM facility. Need solid reliable experienced announcer with sports play-by-play experience. Send resume, tape, WSKW-AM-FM Platteville, Wis.

DJ to work day-time shift. Call collect WSLB Ogdensburg, New York, (315) 393-1100.

Expansion creates need for announcers at leading CBS affiliate. Mature, bright, experienced staff announcers for new FM programming and challenging drive-time show. Rush tape, resume: WSOY, Box 2250, Decatur, Illinois 62526.

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.

Midwest openings for announcers, engineer and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Wanted: Announcer, first-phone, desire to learn maintenance. Sept. 1st opening in northern lower Michigan. Call Norm Pike, 517-366-5364.

Opening now for mature, experienced first phone announcer at 5 kw central Washington fulltimer. Good ability—good pay. Call Moses Lake 509-765-3441.

Announcers—(cont'd)

Experienced announcing staff wanted for new tall tower one hundred thousand watts FM station opening in early October. Extra good salaries with fringe benefits for variety of people who can help out-program AM stations with an AM format on an FM frequency. Especially need a country music announcer with format approach rather than "howdy friends and neighbors." No bluegrass. Also especially need mature MOR announcer with desire to do part news gathering looking toward more development in news. Salaries are open and dependent on experience and ability but will range upward from \$110 per week. This separately programmed and sold FM is part of group ownership with financial ability to operate with best programming regardless of income for next few years. Mostly interested in people from Oklahoma, Kansas, Missouri, Arkansas and Western Tennessee. Will personally interview before final employment. Contact J. A. Shepherd, Box 309, Moberly, Mo. Phone 816-AM 3-1230.

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.

Need assistant chief engineer for 50,000 watt stereo FM and directional AM. Also two first phone holders. (Beginners trained). University city—excellent chance to work while attending school. 304, 292-9488. No collect calls. Box H-215, BROADCASTING.

AM-FM operation—upstate New York—needs experienced first class ticket. Strictly engineering, with definite plan to replace retiring chief if you qualify. Box H-224, BROADCASTING.

If you are a first phone combo man looking for an interesting job with good security and good annual income, contact me at once. Box H-233, BROADCASTING.

5 kw, DA 3 needs 1st phone for night-time transmitter watch. Beginners considered. Contact Chief engineer, KMPL Sikeston, Missouri.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

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.

First class licensed operator for 5 kw AM operation. Must have experience in fast control board operation. No announcing. Hitchcock, WDEC, P.O. Box 1360, Hartford, Connecticut 06112.

Pittsburgh station needs chief engineer, present chief retiring. Desire experienced man to assume full maintenance non-directional AM/FM. Excellent future possibilities for man with administrative ability. Fine salary dependent upon experience. Contact Myron Jones, WEEP Pittsburgh, Penna.

Staff announcer with first class ticket. Light maintenance. Growing organization, good pay, liberal benefits. Excellent opportunity in single station market. WFRL Freeport, Ill.

WKVA Radio is seeking experienced first class operator to serve as chief engineer. Top salary plus fringe benefits. Excellent opportunity for right man. Send resume and references to Robert L. Wilson, Box 432, Lewistown, Pa.

Seek good 1st license strong on maintenance and engineering for chief engineer position. Call or write: WMWM, P. O. Box 1, Wilmington, Ohio 45177, 513-382-0000.

Washington, D. C. area—WQMR, 1000 watts non-directional and WGAY, 50,000 watts stereo, is losing it's 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.

Technical—(Cont'd)

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.

Wanted immediately. Studio/transmitter technicians, FCC first class license. Good wages, vacation, benefits. AM-FM, with television opportunity. Contact George Hillier, WVEC-AM-FM, 110 North Third Street, Norfolk, Virginia.

NEWS

Northern New Jersey station with active and established news department seeks working newsmen—gather, write and deliver. Send tape, resume, and salary expected. Box H-226, BROADCASTING.

Immediate opening for experienced news director in N.Y.S. Start \$150 weekly. Box H-281, BROADCASTING.

Major east coast R&B outlet looking for all-around newsmen now. The men we want are equally adept at writing, gathering and getting the news, as well as airing it. Send tape, resume, minimum salary expected to Box H-333, BROADCASTING.

News director. \$540.00 plus per month. Prefer experience, but will consider all. Tape and letter to KBRZ Freeport, Texas.

Immediate opening for local newsmen for WELV Ellenville, N. Y. Call or write Al Dresner, 914-831-1260.

Additional news editor for 5 kw fulltimer, WHWH Princeton, N. J. Consider #2 or #3 man in larger department or recent graduate with journalism background. Fine opportunity at 1965 "Community Service" winner in New Jersey. Excellent opportunity to grow with high rated station . . . work with pros . . . not afraid to experiment. Must have good voice no regionalisms. Send tape, resume and salary requirements to David A. Moss, General Manager, Box 1350, Princeton.

Radio Journalist. Writer, reporter, and outside general assignments reporter/asst. news director. If you speak, write & report clearly and colorfully, have creative curiosity and like to be challenged, apply for either of these positions with tape, copy and resume. WICC Bridgeport, Connecticut. Attn: Steve Young.

News director for award-winning Ohio single station market where news comes first. Complete responsibility for one-man news department. News your first love, first-person reports your approach, digging and reporting hot news your forte . . . excellent opportunity awaits you with top pay. Previous news director after 5 years going to metro market ad director of 5-man operation. Air tape, photo, resume General Manager, WMVO Mount Vernon, Ohio.

Strong newscaster. We need mature delivery and sharp writing for prime time slot on news-minded group station. Send resume, photo, tape to Daryl Sebastian, Fetzter Television, Cadillac, Michigan 49601 —Dial 616-775-3478.

Capable newsmen with good voice, to write local news, in-depth reports and editorials. New station. Five and one-half day week, good pay, fringe benefits. Write Communion Incorporated, Box 237, Sterling, Illinois.

Production—Programing, Others

Operations manager—To take complete charge of inside operations. Midwest, long established AM/FM. Must have 1st class license and be capable of effectively supervising all operating personnel. State detailed experience and salary requirements first letter. Box H-302, BROADCASTING.

Wanted—Experienced writer. Announcer/writer combination possibility of fulltime writer for AM & TV. Send copy samples and full resume including picture. Box H-344, BROADCASTING.

Complete new staff for swinging top 40! P.D.—DJ's traffic—copy—salesmen. Rush tapes & resume—WWOW Conneaut, Ohio.

RADIO

Situations Wanted—Management

Aggressive, professional radio/advertising executive seeks management opportunity with investment possibilities. Solid radio/agency background. Box H-297, BROADCASTING.

40+family—now 6 profit years FM, radio—formerly TV-radio sales manager—complete broadcast experience—College prof.—want TV or radio managership or sales managership. Box H-300, BROADCASTING.

Station manager—one of New York cities top radio and television announcers for 14 years. Later manager for one of New York's most successful radio stations. Currently executive Vice-President in charge of sales of large firm. Box H-319, BROADCASTING.

"Feel better . . . Solve problems." Available December. 10 years radio-TV sales, announcing, programing, production. 6 years top management, management/sales training, promotion, advertising. Box H-341, BROADCASTING.

Sales

Outstandingly successful sales manager presently employed by leading top 40 station in major market, now ready to move up to general manager. Box H-311, BROADCASTING.

Situations Wanted—Announcers

Negro dj/announcer. Real swinger. Broadcast school graduate. Will relocate. Box H-149, BROADCASTING.

First phone announcer looking for position with MOR station upon completion of military service in January. Four years commercial experience. Prefer Seattle, Portland or San Diego. Box H-230, BROADCASTING.

If you're looking for a nice, mellow style talk man then I don't qualify! If you're looking for a talk man with enthusiasm, life, zest, guts, dynamic style and controversial appeal, then I do qualify! People like and dislike me but, people listen to me. Box H-246, BROADCASTING.

Rare bird—Modern morning personality. First phone. Major experience. Box H-284, BROADCASTING.

Talk is hot! Nationally known speaker. Intelligently articulate in hundreds of subjects. 500 appearances coast-to-coast. Pulled unbelievable 60% total tune-ins on daily talk program. Tops straight talk—interviews—beeper. 20 year veteran. Minimum \$15,000. Box H-287, BROADCASTING.

Broadcasting school grad, DJ/news, would like position in east or south. M.O.R. or top 40. Box H-292, BROADCASTING.

Bright personality: DJ-announcer, authoritative newscaster, cooperative, dependable, nonfloater, professional attitude. Box H-294, BROADCASTING.

Jock 7 yrs: experience—Production, dj, PD, metro market. Worker. \$165 min. want to settle. Box H-295, BROADCASTING.

DJ-announcer-sportscaster. Talented, well-trained beginner. Opportunity for play-by-play. Box H-312, BROADCASTING.

Attractive personality pro broadcaster, female, can write, perform, news, dj, your right hand if need be. Available immediately. Box H-313, BROADCASTING.

DJ—Broadcast school graduate—with happy sound—fast, tight board. Authoritative news. Will relocate. Box H-314, BROADCASTING.

Announcer, 25, married, draft exempt, seeks top-40 in midwest. College, radio school, one year experience in rock and M.O.R., good news. Honest, sober, steady. Box H-317, BROADCASTING.

DJ-announcer, authoritative newscaster—experienced—willing to travel. Box H-321, BROADCASTING.

Negro announcer—All around experienced one year. Strong on news, commercials. Operates tight show. Pleasant positive attitude. Seeking station who wants an announcer who will give his last. Third phone. Draft exempted. Box H-322, BROADCASTING.

Announcers—(cont'd)

1st phone, 4 years experience, desires evening shift or weekend show in southern California. Box H-323, BROADCASTING.

Moving, exciting, basketball-baseball play-by-play. First phone. 5 years experience. Want stable organization. Box H-324, BROADCASTING.

Reasonably well informed. Pleasant sincere sound. 3½ years radio announcer. TV experience. Service completed, 25, single. Wants to associate with good music or affiliate radio/TV station in populated area in east. Box H-329, BROADCASTING.

Large market station willing to give experienced small market man first chance in competitive market, middle of road, top 40 and play-by-play. Prefer personal interview but have tapes. Box H-332, BROADCASTING.

First phone rocker personality. Equally strong, engineering-announcing. Ambitious. Married. Box H-337, BROADCASTING.

Major market Negro dj . . . College degree. Good production, ratings builder, any slot, young, highly qualified, R&B, pop, jazz . . . Box H-339, BROADCASTING.

N.Y.C. experienced dj, third endorsed. Strong, bright personality for top 40, but versatile. Tight board, authoritative news. Tapes or I will travel immediately. Box H-342, BROADCASTING.

Will go anywhere for play-by-play job with future: combo with board shift, news, married, stable. Box H-343, BROADCASTING.

DJ—Talented top 40 or middle road. Want California—from east. Some experience 5000 watt AM regional. Broadcast Grad—3rd. Box H-350, BROADCASTING.

Surely somewhere there is a permanent location with decent working conditions and wages for one who cannot play jungle stuff but who offers thirty years experience with first phone, play-by-play, news editing and presenting, prefer Florida but will consider all offers. Sober, sincere adult. References. Box H-359, BROADCASTING.

Combo-man . . . Announcer interested in top 40 station. First class license. Available immediately. Limited experience. Ron Sobczak, 418 E. Pearl St., Toledo, Ohio 419-726-9940.

Available immediately—immediately—immediately—five years experience in play-by-play of sports, dj and news. Small market preferred with security. Personal interview preferred. Married 8 years, 30 years old, willing to relocate anywhere in USA. Station must have possibilities for advancement. Telephone Gene—944-7120, Baltimore, Md. anytime. Salary open.

Technical

Top-notch chief with full management potential. Directionals; construction, maintenance. Good announcer. Can sell. Box H-338, BROADCASTING.

Experienced engineer AM, FM, microwave, directional, studio, transmitter experience. Available immediately. No location preferred. Box H-346, BROADCASTING.

Engineer experienced first class ticket AM and FM. Richard Roeder, 504 Benner Street, Highland Park, New Jersey.

1st phone recent vacation relief experience DA, 2 years amateur experience. Desires part time work leading to steady. Near retirement civil service. L. I., N. Y. area. 212-539-0553.

NEWS

Experienced newscaster/reporter wishes to join station in metro market. Aggressive. College grad. Box H-232, BROADCASTING.

Intelligent, imaginative, articulate, stable newsmen, now in prime time slot with top AM-TV station in 4th market. Married, Master's degree. Seeking challenging on-air news work with aggressive metropolitan station. Resume and tapes upon request. Box H-234, BROADCASTING.

NEWS—(Cont'd)

Young aggressive newsmen/dj with network news experience looking for right place to raise a family. Resume sent on request. Will give full days work and more for full days pay. Box H-259, BROADCASTING.

Radio newsmen looking for future. Experienced—gathering, writing, editing, airing. College grad. Box H-277, BROADCASTING.

Sportscaster—with sensational credits. N. Y. Yankees—Rangers, Ivy League football . . . Am looking for important sports director spot. Will do all sports . . . Top connections and sponsor credits. Rush letters to Box H-349, BROADCASTING.

Production—Programing, Others

Larger market serious music and talk FM—Need the best in announcers, PD, publicity, copy, management assistance? All this and first ticket too! And one man yet! Write Box H-274, BROADCASTING.

Success depends on leadership. Professional broadcaster ready for program director. Must have living salary with dynamic and interested station. Florida or southeast. Box H-285, BROADCASTING.

Graduate with BA in radio and television. Emphasis in advertising and management. Young, talented and frank. Would like chance. Draft exempt. Too tall—6'9". Box H-305, BROADCASTING.

Film director—experienced. Supervisory, administrative. Booking, scheduling, programing, editing. Available now. References. Box H-330, BROADCASTING.

Production manager 14 years experience all phases production including color. Desires northwest location. Married. Best references. Box H-334, BROADCASTING.

Announcer/copywriter. Deep voice best suited to commercials, news, better music. Quality copy. Box H-345, BROADCASTING.

Dependable, combo-pd. Experienced all formats. North Texas, consider other. Box H-355, 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.

Announcers

KWTV-TV seeks mature, experienced, on-camera announcer for staff duties. Prefer man with southwest background and adequate knowledge of area sports. Mail letter of application and recent photo along with audition tape and/or sound on film to Ralph Webb, P. O. Box 7128, Waco, Texas.

Need good stable young man to take over our sports department and work TV booth shift. Excellent opportunity for radio man wanting television experience. Must have good appearance and be able to deliver commercial copy. Send tape, photo & resume to: Al Rowe, Production Director, WRBL-TV Columbus, Georgia.

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.

Technical

Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-166, BROADCASTING.

Florida TV needs film lab technician to take charge of new color and b/w film lab. Some experience needed in either ME4 or B/W. Contact Chief Engineer. Box H-283, BROADCASTING.

Help Wanted

Technical—(Cont'd)

Wanted: Experienced television technician with 1st phone. Send detailed resume to: Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Wanted immediately: Studio/transmitter technicians, FCC first class license. Good wages, vacation, benefits. Large market VHF. Contact George Hillier, WVEC-TV, 110 North Third Street, Norfolk, Virginia.

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.

NEWS

KOLO-TV Reno—The man we are looking for must be able to report the news. Film stories, rewrite, process and edit newfilm. Immediate opening at Nevada's No. 1 radio-television news operation. Send VTR or 16mm SOF audition, plus resume to: Bob Carroll, News Director, KOLO-TV Reno, Nevada.

Production—Programing, Others

Sports director for radio-TV in big 10 city. Experience in sports writing and covering local sports for daily TV and radio shows a must. Send resume, photo, football play-by-play tape to Box H-243, BROADCASTING.

Publicity and promotional director for mid-west CBS affiliated television and radio station. Creative writing, sales promotion, merchandising experience essential. Attractive salary and working conditions with many fringe benefits. Administrative responsibility as department head. Send complete experience resume and samples of work to Box H-244, BROADCASTING.

Television director needed to fill position of creative, imaginative, production minded, professional telecaster. Excellent opportunity for advancement. Please send resume, references and salary requirements to Box H-340, BROADCASTING.

Production manager to supervise on-the-air operations, studio crewmen, video taping, switching and demands of position for expanding station. Creative, varied, professional background and experience and college degree in television on theatre required. Send photo, resume, references and minimum salary to Jeff Pemberton, Program Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

TELEVISION—Situations Wanted

Management

General manager of station or group. Thoroughly experienced in administration, sales, programing, production and promotion. Television—12 years. radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, prestige station or group. Box H-30, BROADCASTING.

Technical

EE engineer looking for chief or assistant. 14 years experience, xmtr., studio operation, maintenance, installation. Also microwave. Sober nondrinker. Not a floater. Box H-356, BROADCASTING.

NEWS

Intelligent, imaginative, articulate, stable newsman, now in prime time slot with top AM-TV station in 4th market. Married. Master's degree. Seeking challenging on-air news work with aggressive metropolitan station. Resume and tapes on request. Box H-235, BROADCASTING.

NEWS—(Cont'd)

Authoritative, literate newsman; 41. Top copy, editing, thorough background every phase radio and TV, VTR, tape available. Box H-264, BROADCASTING.

13 years experience can be at your disposal. Now directing AM, FM, and TV news department. To arrange interview at R.T.N.D.A. Convention write Box H-290, BROADCASTING.

Responsible, dedicated young newsman; Masters; gathers, writes, reports, shoots; seeking feature, documentary work. Box H-304, BROADCASTING.

Production—Programing, Others

Producer-director ten years color experience in live, remote and closed circuit work. Excellent background in news, special events and documentaries. Immediately available—salary open. Box H-291, BROADCASTING.

TV graphic artist desires to relocate in northwest. 14 years experience all phases TV production including live color, slide and set design. Excellent references. Box H-309, BROADCASTING.

Presently employed, married, college graduate, 7 years TV experience, film director, program operation & production—administration. Film buying. Seeks challenge in programing with opportunity for advancement. Box H-325, BROADCASTING.

Creative position for imaginative art assistant/photographer. Production background. Box H-352, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

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.

We buy worn-out oscillating tubes, 10 kw and up. We pay freight. Sharon Machinery Company, 49 Gilbert, Quincy, Mass. 02169.

FOR SALE

Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYX-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Real live money-maker. Flying saucer that actually carries passengers about six inches off ground. Ideal to stimulate or replace radio remotes. Great for kiddie shows, grand openings, advertiser promotions. Trailer, orbital path and flying machine. Excellent condition. For details call Howard Wolfe, WKNX Saginaw, Michigan 753-4471.

Gates remote control—model M-4589 for any non-directional AM or FM transmitter. All essential functions. Good operating condition. First \$300.00. P. O. Box 231, Petersburg, Va. 23803.

Audio equipment—Whatever your needs, check us first. New and used. Ampex, Altec, AKG, EV, Fairchild, Neumann, Langevin, Rek-O-Kut, Uher, Viking. Send for equipment list. Box E-121, BROADCASTING.

General Electric BF-2-A FM transmitter in good condition. Has Moseley direct FM exciter, ready for stereo and MPX. Has 4CX5000A final tube. Calibrated micro-match. Factory tuned to your frequency including harmonic trap \$2,500. Good set of working tubes plus some spares. Box H-286, BROADCASTING.

FOR SALE—Equipment

Continued

Duplicators-recorders, (2) concertone model 90 mono and stereo 1/2 & 1/4 track, rack mount, 15-30 IPS. Like new. \$1,500.00 for pair, FOB. Contact M&M Tape Corporation, Birmingham, Alabama.

Portable battery tape recorder (4 lbs.) with broadcast quality, solid state, for salesman selling air time or covering news events at the scene. Tested and used at our station. Ten day money back trial, 90 day warranty. After hearing this machine, you'll purchase a half dozen. Price \$39.95 pre-paid. Will be the best buy you ever made in radio equipment. Send check to: W.L.V.P. Electronics, Franklin, New Jersey.

Collins 550 A, 500/250 watt xmtr—\$2,100., Gates Levil Devil—\$225., RCA mod 76 Mod mon (just rebuilt) \$160., Gates 1 kw ant. tuning unit \$125., two new Budd 5' racks \$90. both, 220 ft. guyed tower \$700. Remote amplifier (2 channel) \$100. F.O.B. Gene Wells, Box 5297, Fayetteville, N. C. 919-485-3342.

ATC PC-2 and AC-2 tape cartridge units, RCA BN-6B portable mixers, LC1A speakers and housings with BA-34B amplifiers. Box 136, Rowayton, Conn.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

For sale: Model BF2A General Electric FM transmitters; includes one 3 kw complete; one complete 1 kw; one 1 kw amplifier; one four-bay Andrews antenna. Call Webster at 615-388-4127; write Middle Tennessee Enterprises, Box 142, Columbia, Tennessee.

1—TG 12 RCA sync generator. Very good condition. \$1,400. 1—TS 20 A RCA video switcher. Very good condition. \$1,400. Call Chief Engineer, WYAH-TV Portsmouth, Virginia, telephone 393-6001.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

If you are interested in a television remote bus for rent after January first, with four camera chain, monochrome, video tape. Contact Box H-289, BROADCASTING.

Attention top forty stations! Weekly idea service sparkles programing, one subscriber per market. All ideas fresh, money making, audience building. Write or call now Lee Abrams, 2038 Vardon Lane, Flossmoor, Illinois. 799-5270 (312).

"The Weekly Prompter." Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818—18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS

continued

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 October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Sept. 5—Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Be sure to write, BROADCASTING INSTITUTE, Box 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.

RADIO

Help Wanted—Sales

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

SALES OPPORTUNITY

Pepper Sound Studios
National Headquarters: 51 S. Florence
Memphis 4, Tennessee

is expanding their national field force and is interested in attracting executive caliber salesmen. Only applicants with a record of 5 figure income (or over) need apply.

If interested, send resume and picture.

Our employees are aware of this ad.

Announcers

RADIO ANNOUNCER

Wanted ambitious young DJ for drive time show on Finger Lakes leading Station. Must have 3rd class ticket, be strong on commercials. Send tape & resume immediately to:

PAUL DUNN
WGVA, GENEVA, NEW YORK
An Equal Opportunity Employer

NEWS

NEWSMAN

for major SE market. Good voice essential. Excellent salary, facilities and company benefits. Will consider training excellent voice. Our employees know of this ad. All replies confidential and will be answered. Box H-307, Broadcasting.

Production—Programing, Others

PRODUCTION MANAGER WITH FIRST TICKET

Must be skilled commercial announcer, with ability to create and produce top quality spots. \$8-10,000 PLUS COMPANY PAID INSURANCE, RETIREMENT PROGRAM and other FRINGE BENEFITS. Box H-303, Broadcasting.

Situations Wanted

Production—Programing, Others

Profitable Adult Variety or Kid Show?

- 1—A "winner" in vastly different markets
Mkt. "A"—Leading Kid Show
Mkt. "B"—Top variety show—4 sta.
mkt. top 15
- 2—Several yrs. delivering profit and station prestige
- 3—Personal friendships with many leading screen, TV, Club headliners. Over 200 name stars performed on my shows
- 4—Play dozens orig. comedy characters, M.C. and sing
- 5—My advertisers my best references—I'll list them, you check them.
- 6—Personal character and habits a credit to any station.
- 7—Interested in good station or group. Syndication potential.

Don Melvoian

4226 Kessler Blvd., North Dr.
Indianapolis, Indiana
Phone 317-AX 3-2855

TELEVISION—Help Wanted

SPORTS PERSONALITY, REPORTER

Top ten VHF station needs a young air personality with a sports background to dig out the stories and side bars, develop and present them on the air. Must be able to work with a film crew. 100 percent of the time devoted to sports with emphasis on reporting.

Send photo, detailed resume of reporting and air work experience, salary requirements and if available a sample film or videotape.

Box H-353, Broadcasting

Management

Top Three Market
TV station (UHF) looking for dynamic, experienced manager, and also a sales manager, well versed in all phases of TV selling.

Write Box H-326, Broadcasting
Full resume.

Announcers

Station Announcer/Weather Man

Top ten VHF market station needs a staff announcer capable of doing week-end weather programs on camera. Must be knowledgeable and experienced in weathercasting as person selected will back up staff meteorologist as necessary. Send detailed resume, photo, salary requirements and if available a sample film or videotape to:

Box H-354, Broadcasting.

TELEVISION—Help Wanted

Announcers

Continued

Large-market TV Station

Looking for intelligent personalities to handle controversial interview shows.

Write Box H-327, Broadcasting.
All Details.

Sales

TIGERS

NO PUSSYCATS HERE

We are hunting for tigers who want to explore a G-R-R-O-W-I-N-G phase of the television industry
M-A-T-V
C-A-T-V

or

SOUND AUDIO

Position open for aggressive individuals with strong following in a related field of communications.

Must have immediate sales following. Do not apply if background not as required. Electronic Distributor Salesman.

The limits of the demand for our products are beyond the horizon and a firm solid future lies ahead.

Based in:

- Protected territory
- Heavy travel
- Company car
- Full expenses paid

TOP SALARY

Generous company paid benefits
Investigate the potential of this exciting field.

We have a place for you!!!!
Send detailed letter to:
Box H-358, 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

Technical—(Cont'd)

EXPERIENCED TECHNICIANS

Because of our rapidly increasing volume, we need men with experience to fill jobs in the following areas:

Color Video Control
Maintenance
VTR Operation

If you want to work for the largest and fastest growing independent producer of color video tape commercials, contact Don Collins, Chief Engineer, Videotape Center, 101 West 67th St., New York, N.Y. 10023 (212) TR 3-5800

An Equal Opportunity Employer

Help Wanted

Production—Programing, Others

TV Station in

large mid-west market is looking for creative talent—writers, and producers with exciting new ideas and award-winning ambitions.

Write: Box H-328, Broadcasting

SITUATIONS WANTED

NEWS

With S.E. Minnesota's most viewed and listened to broadcast facility. 4-years experience. 27, single.

As newsman has won accolades from all associates. Desires permanent move to larger market. Excellent references.



Video tape available. University graduate.
Contact:
David Lee Olson
2116 36th St. NW., Rochester, Minnesota
(area code 507) 288-1668

Employment Service

TV-RADIO PLACEMENT SPECIALISTS

**WE CAN PROVIDE
THE RIGHT PEOPLE
FOR ANY OPENING!**

DIAL: 312-337-7075
**"THE DIRECT LINE TO
QUALIFIED PERSONNEL"**

We have placed key personnel with such leading companies as;
NBC, ABC, CBS, WESTINGHOUSE, STORER,
METROMEDIA, & RKO GENERAL!

Nationwide Broadcast Personnel Consultants

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"the professional employment service for broadcasters"

EMPLOYMENT SERVICE



A courteous confidential
service for Broadcasters
1615 California St., (303) 292-3730
Denver, Colorado 80202

BUSINESS OPPORTUNITIES

OPPORTUNITY FOR A CO-INVESTOR

who will also manage and operate a day-
timer in top southern market. Must be
experienced in all phases of management.
Rare chance to capitalize your experience
into equity ownership.
Box H-361, Broadcasting.

FOR SALE—Equipment

CUSTOM AUTOMATION SYSTEM (Monaural)

VERSATILE—EXCELLENT CONDITION

3—Ampex 450 Transports - 3 3/4 or 7 1/2 up
to 14" reels - Silence or tone sensing
1—Ampex 351 reel to reel
Complete master sequence selector system
- handles up to 8 tape decks.
Clock controlled memory system. All rack
mounted ready to operate.

ALSO

Harkins XC-1 sub-carrier generator
Ampex 450 playback rackmounted with
G.E. unilevel amplifier
14—SCA receivers (67kc)
1—CBS Audiomax R II Z (like new)
1—Gates S 39 B Limiting Amplifier

Lyle E. Richardson

KUDE Radio

P.O. Box K-1320

Oceanside, California 714-722-8294

WANTED TO BUY—Stations

TO BUY RADIO STATION

Anywhere east of the Missis-
sippi. Price can go from 100,-
000 to 300,000. Must be in
a growing market and making
money. All information in
strict confidence.

Write to:

Box H-335, Broadcasting

Experienced announcer/writer

management & sales background,
wishes to purchase interest
in AM or FM outlet U.S. or
Canada. Brokers' inquiries invited.

Box H-288, Broadcasting.

FOR SALE

BROADCAST SCHOOL FOR SALE

1965 Gross over \$76,000
Cash flow over \$30,000
Priced at \$75,000. 29% down-terms
Box H-315, Broadcasting

(Continued from page 86)

CP to change ant.-trans. location; condi-
tions.

Actions of August 19

WKAL Rome, N. Y.—Granted increased
daytime power from 250 w to 1 kw, con-
tinued operation on 1450 kc with 250 w-N,
and install new trans.; conditions.

*WSMC-FM Collegedale, Tenn.—Granted
CP to change ant.-trans. location, install
new type trans. and new type ant.; change
frequency to channel 214 (90.7 mc); ERP
70 kw, ant. height 570 ft.; remote control
permitted.

KMET(FM) Los Angeles—Granted CPs to
change ant.-trans. location, install new
trans. and ant.; and install auxiliary trans.
and auxiliary ant. at main ant.-trans. loca-
tion; remote control permitted.

WFLN-FM Philadelphia—Granted CP to
install new trans., make changes in ant.
at main ant.-trans. location.

KBCA(FM) Los Angeles—Granted CP to
install new trans., make changes in ant.
system, decrease ERP to 17.5 kw, increase
ant. height to 2,920 ft.; remote control per-
mitted.

*KFCA(FM) Phoenix—Granted CP to
change ant.-trans. and studio locations and
change frequency to channel 218 (91.5 mc).
*WHJE(FM) Carmel, Ind.—Granted CP to
install new trans.; ERP 350 watts, ant.
height 88 ft.

KLAC Los Angeles—Granted mod. of li-
cense to operate main trans. by remote
control; conditions.

WMPC Lapeer, Mich.—Granted mod. of

FOR SALE—Stations

FOR SALE BY OWNER

1KW daytime—Major south-
eastern city. 29% down, good
terms. Principals only.

Box E-360, Broadcasting.

NORTHERN CALIFORNIA FM

Major market. Excellent potential.
Asking \$55,000 with terms, but open
to offer from qualified purchaser.

Box H-306, Broadcasting.

Lia Rue Media Brokers Inc.

RADIO TV CATV

HUGH BEN LA RUE Suite 14N
265-3430 116 Central Park South
New York, N.Y. 10019

Fla.	small	daytime	\$ 40M	terms
Gulf	medium	fulltime	130M	cash
Miss.	medium	daytime	71M	SOLD
M.W.	metro	FM	128M	29%
N.E.	major	daytime	650M	terms



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

license to change specified operating hours
on 1230 kc, 250 w.

KRES(FM) Moberly, Mo.—Granted mod. of
CP to change type trans. and ant. and
make changes in transmission line; remote
control permitted.

KLAC Los Angeles—Granted mod. of CP
to operate alternate main trans. by remote
control (DA-N); conditions.

Granted renewal of licenses for following
main stations and co-pending auxiliaries:
WBBF-AM-FM Rochester, N. Y.; *WJRH
(FM) Easton, Pa., WKOP Binghamton,
N. Y.; WMNS Olean, N. Y., and WSAJ
Grove City, Pa.

Actions of August 18

*WUSF(FM) Tampa, Fla.—Granted CP to
change ant.-trans. location, install ant., in-
crease ERP to 21 kw and ant. height to
820 ft.

WCAO-FM Baltimore—Granted CP to in-
stall new trans.-ant. make changes in ant.
system, increase ERP to 50 kw, and ant.
height to 410 ft.; remote control permitted;
conditions.

*WBGU(FM) Bowling Green, Ohio—Grant-
ed CP to install new ant.

KRGV-TV Weslaco, Tex.—Granted CP to
change type ant.; ant. height 950 ft.

WBTM Danville, Va.—Granted CP to in-
stall new trans. as an auxiliary day and
alternate main night; remote control day.

WFMN(FM) Newburgh, N. Y.—Granted
mod. of CP to change type trans., install
ant., and decrease ant. height to 200 ft.;
remote control permitted.

WPDR-FM Portage, Wis.—Granted mod. of
CP to change type trans., type ant., and
decrease ant. height to 135 ft.

Following stations were granted extensions
of completion dates as shown: *WABW-TV
Pelham, Ga., to Feb. 18, 1967; *WDCC-TV
Cochran, Ga., to Feb. 18, 1967; *WCLP-TV
Chatsworth, Ga., to Feb. 18, 1967.

Actions of August 17

Remote control operation permitted KUOW
(FM) Seattle.

WONN Lakeland, Fla.—Granted license
covering change in ant.-trans. and studio
location and changes in ant. system.

KLCN Blytheville, Ark.—Granted license
for auxiliary trans.

WSJM St. Joseph, Mich.—Granted license
covering use of former main trans. at main
trans. location as alternate main nighttime
and auxiliary daytime.

KVET Austin, Tex.—Granted license cov-
ering use of main daytime trans. at main
trans. location as auxiliary nighttime trans.
and use of main nighttime trans. as auxil-
iary daytime trans. and license covering
increase in daytime power, change DA sys-
tem, installation of new daytime trans.
and specify type trans.; condition.

WRTH Wood River, Ill.—Granted license
covering installation of new alternate main
trans. at main trans. location.

WGNC Gastonia, N. C.—Granted license
covering change in ant.-trans. and studio
locations with remote control operation.

KBCH Lincoln City, Ore.—Granted license
covering change in ant.-trans. location and
change in ant. system; remote control per-
mitted.

KVOE Emporia, Kan.—Granted license
covering change in ant. system.

KSTP St. Paul—Granted licenses covering
installation of new trans. employing nondi-
rectional ant. system; and installation of new
auxiliary trans. employing daytime auxiliary
ant. system and nighttime directional ant.
system.

WAWK Kendallville, Ind.—Granted CP to
change frequency from 1570 kc to 1140 kc
continued operation with 250 w, D; condi-
tions.

WCBM Baltimore—Granted CP to make
changes in day and night DA patterns.

Granted licenses for following AM's:
WVMG Cochran, Ga., and specify type
trans.; KCCC Carlsbad, N. M., and specify
type trans.; and KSPR Springdale, Ark.,
and specify type trans., studio and remote
control point.

Granted licenses covering increase in day-
time power and installation of new trans-
mitter for following stations: KRBA Lufkin,
Tex., and specify type trans.; WRHC Jack-
sonville, Fla.; KEYY Provo, Utah, and
specify type trans.; and WJQS Jackson,
Miss.

Actions of August 16

Remote control operation permitted KPFA
Berkeley, Calif.; and WPJB-FM Providence,
R. I.

Remote control operation permitted WPXI
Roanoke Va.

Action of August 12

Remote control operation permitted WINS
New York.

Revocations

■ By memorandum opinion and order, commission denied motion by Carol Music Inc., licensee of WCLM(FM) Chicago, for stay of effective date of revocation order of July 27, 1964 (now effective Aug. 17) to permit continued operation through Nov. 4 to wind up its affairs, but permitted Carol Music, at its discretion, to operate through Aug. 27 to allow for orderly termination of operations; further ordered that effective Aug. 28 call letters WCLM and all its license records will be deleted. Action Aug. 17.

Fines

ORDER OF FORFEITURE

■ By memorandum opinion and order, commission ordered High Fidelity Stations Inc., licensee of KAHK Redding, Calif., to forfeit \$1,000 for rule violations including inaccurate meter readings, operation with improperly operating remote control equipment, and failure to have available complete equipment performance measurements. This action was taken after considering licensee's response to a Sept. 29, 1965 notice of apparent liability for \$2,000. Commissioner Johnson abstained from voting. Action Aug. 24.

NOTICE OF FORFEITURE

■ Commission notified Richmond County Broadcasting Co., licensee of WKDX Hamlet, N. C., that it has incurred apparent liability of \$500 for six violations of commission's rules including not having properly licensed operator on duty and in actual charge of transmitter and failure to provide proper supervision of transmitter. Licensee has 30 days to contest or pay forfeiture. Commissioner Johnson abstained from voting. Action Aug. 24.

RELIEF OF FORFEITURE

■ By memorandum opinion and order, commission relieved Arcadia-Punta Gorda Broadcasting Co. of liability for \$100 forfeiture of which it was notified June 28 for failure by its WAPG Arcadia, Fla., to keep maintenance log. In response to notice of apparent liability, licensee's chief engineer explained that required information had been logged in combined transmitter and maintenance log, but separate maintenance log is now being maintained. Action Aug. 24.

Rulemakings

AMENDED

■ By reports and orders, commission amended its TV table of allocations to (1) assign channel 59 to Waynesville, N. C. (2) add channel 16 to Somerset, Ky., and (3) add channel 21 to Bend, Ore. Action Aug. 24.

■ By report and order in Doc. 16714, commission amended its FM table of assignments to add second channel—296A—to Glens Falls, N. Y. Olean Broadcasting Corp., one of two applicants for sole channel—240A—had petitioned for additional channel to permit early institution of FM

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Milwaukee—Milwaukee Board of Vocational and Adult Education. \$229,806 for expansion and improvement of studio facilities of WMVS(TV), channel 10, and WMVT(TV), channel 36, both Milwaukee, and for purchase of color equipment. Total project cost \$306,408.

Morgantown, W. Va.—West Virginia University. \$835,599 total of two grants to activate new station on channel 24 in Morgantown. Television facilities grant of \$522,874 and \$313,725 grant under Appalachian Redevelopment Act. Total project cost \$1,045,748.

service to area without burden to parties and commission of comparative hearing and without adversely affecting any other station or assignment. Action Aug. 24.

PROPOSED

■ Commission invited comments to following proposals to change its TV channel assignment table:

(1) Assign channel *16 for noncommercial educational use at Norfolk, Neb. Nebraska Educational Television Commission petitioned for assignment on channel 19 or some other suitable UHF channel in Norfolk to provide adequate educational TV coverage of northeastern Nebraska; and

(2) on own motion, substitute channel *43 for *36 at Courtland, Va. This would provide flexibility needed by Virginia educational interests for site contemplated north of Courtland and would also resolve short spacing to pending applicant for commercial channel 35 at Richmond, Va. Action Aug. 24.

TERMINATED

■ By report and order, commission terminated rulemaking proceeding in Doc. 16622 which proposed assigning UHF TV channel 65 to Martinsville, Va. In comments to notice of proposed rulemaking filed by Martinsville Broadcasting Co., Martinsville, which had petitioned for channel 16 (not available for assignment to that city), indicated that it was unwilling to venture into operation on channel 65 in Martinsville. No other comments were filed, and commission concluded there is no basis for assigning UHF channel to Martinsville at this time. Action Aug. 24.

CATV REQUESTS FOR WAIVERS

Jerrold Corp., Lake Wales, Fla., requests waiver to carry WSUN-TV St. Petersburg-Tampa, WESH-TV Daytona Beach-Orlando, WLCY-TV and WEDU-TV Tampa, all Florida.

Monroe All Channel Cablevision Inc., Bloomington, Ind., requests waiver to carry WHAS-TV, WAVE-TV, WLKY-TV, all Louisville, Ky.; WGN-TV and WTTW-TV, both Chicago.

Huntington CATV Inc., Huntington, Ind., requests waiver to carry WTTW-TV, Bloomington, WSJV-TV, Elkhart, WFBM-TV, WISH-TV, WLWI-TV, all Indianapolis, WIAF-TV Marion, WSBT-TV and WNDU-TV, both South Bend, all Indiana.

Clearview TV Cable Inc., Russel, Raceland, Flatwood, Kenwood, Worthington and Bellefonte, all Kentucky, requests waiver to carry WLEX-TV and WKYT-TV, both Lexington, Ky.

New call letters requested

WKVK Virginia Beach—Sea Broadcasting Corp. Requests WVAB.

Sterling, Ill.—Communitron Inc. Requests WJVM(FM).

Salt Lake City—Holladay Broadcasting Co. Requests KRSP(FM).

*Lebanon, Tenn.—Cumberland College of Tennessee. Requests *WBES(FM).

Henderson, Nev.—Charles Vanda. Requests KHBV(TV).

*Wailuku, Maui, Hawaii—University of Hawaii. Requests *KMEB(TV).

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 24. 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.

■ North Port Charlotte, Fla.—William S. Hemminger Co. has been granted a 15-year franchise. The firm proposed to pay the city 3% the first five years, 4% the second five and 5% the last five.

■ Putnam county, Fla.—General Cablevision Co. has been granted a franchise. The firm will pay 6% of its annual gross receipts to the city of Palatka, Fla.

Gilman, Ill.—Cable Television Co. of Illinois has applied for a franchise. The firm proposes a \$5.95 monthly charge for 12 channels and will return 3% of gross revenues to the city.

Granville, Ill.—Television Cable Co., Peru, Ind., has applied for a franchise.

Elwood, Ind.—All Channel Cable Vision Inc. (Robert Tam, representative), has applied for a franchise to install 12 channels at a \$5 monthly charge. Powell Cable-Vision Inc., Barboursville, Ky., and Telesis Engineering Inc. (Group CATV owner), Evansville, Ind., are previous applicants.

Adrian, Mich.—Tahquamenon Cable Vision of Escanaba and General Telephone and

Electronics Corp. of New York, have each applied for franchises. Tahquamenon proposed a \$9.95 installation charge, a \$4.95 monthly charge, and 5.1% payment to the city. General Telephone and Electronics proposed an installation charge of \$10, a monthly charge of \$4.50, and would pay 5% of its annual gross receipts to the city.

Kansas City, Mo.—Kansas Telecable Inc. and the Milaine Corp. have each applied for a franchise. Kansas Telecable proposed to pay the city 5% of its annual gross receipts and to charge \$5.50 monthly to subscribers. Milaine proposed to pay the city 3% the first year, 4% the second and 5% thereafter. Both companies seek a 20-year franchise.

■ Haverstraw, N. J.—Rockland Cablevision Inc. has been granted a franchise. The firm will begin construction within the year and be in full service by July 1968.

LaGrange, N. Y.—Time-Life Broadcast Inc. (group CATV owner), WEOK Poughkeepsie, N.Y. (Paul Smullen, representative), and North East Cablevision Corp. (Lee Orlich, president), have applied for franchises. Time-Life proposes 12 channels; North East 10 channels and WEOK, the same transmittal service as the other companies, but would charge no installation fee and offer a discount on the \$4.75 monthly charge to senior citizens.

Tuxedo, N. Y.—Good-Vue CATV Inc. of Rockland County, is seeking a franchise. Better TV of Orange County, Monroe, N.Y. has also applied.

■ Woodbury, N. Y.—Better TV of Orange County, Monroe, N.Y., has been granted a nonexclusive franchise. Good-Vue CATV

Inc. of Rockland County is a previous applicant.

Ashtabula, Ohio—Total-Vue Inc., Chagrin Falls, Ohio, is an applicant for a franchise.

Parma City, Ohio—Total-Vue Inc., Chagrin Falls, Cleveland Area Television Inc., and Telerama Inc. (group CATV owner), Cleveland, all Ohio, have applied for franchises.

Elizabethtown, Pa.—Television Community Services Inc., Lancaster, Pa., (WGAL-TV) and United Transmission Inc., have applied for franchises.

■ Ellwood City, Pa.—Armstrong Utilities, Kittanning, Pa. (group CATV owner) has been granted a franchise for which it will give 10% of gross receipts to the city, a 4% discount to customers if they pay yearly and charge no installation fee for initial hookups.

■ Hanover, Pa.—Radio Hanover Inc. (WHVR) and the Hanover (Pa.) Evening Sun have been granted franchises.

Mountville, Pa.—WGAL-TV Lancaster, Pa., (Daniel W. Shields, representative), and United Transmission Inc. (group CATV owner), have applied for franchises.

Somerset, Pa.—Laurel Cable Vision is seeking a franchise.

Spearfish, S. D.—South Dakota Cable Inc. has applied for a franchise.

Freepore, Tex.—Brazosport Cable TV Inc. has applied for a nonexclusive franchise. The firm proposed a maximum rate of \$4.95 monthly.

Seattle, Wash.—Northwest Cablevision Inc. lost its bids to build a 100-ft. CATV tower because the construction would not be compatible with the residential complexion of the neighborhood.

FOR a man who jumped just a year ago from a role as a newsman for NBC to the top post at what ranks as the fourth largest radio network in the world, John Chancellor appears to have taken to his new job as head of the Voice of America as though it had been created for him.

"I used to complain about editors," he mused recently. "Now I complain about reporters." The transformation from hired hand to top man has also given the 39-year-old former newscaster a chance to philosophize about his role in communications in general and his job as head of the United States' international broadcasting arm.

"I've had to think a good deal about communications, where I had not before," he remarked, "and how you communicate and how to translate theory into practice."

This contemplation and the brass-tacks discussions that followed are about to result in a new orientation for the Voice's programing. The Voice will soon embark on extensive alterations in the content of its broadcasts to include more entertainment and feature material to supplement its traditional diet of news, music and discussion programs.

A Different Pattern ■ The need for such a change, he feels, results from changes in the past few years in the traditional listening relationship between the short wave broadcaster and the audience. "We have been questioning the assumptions and concepts on which such broadcasting is based," he said. In the early days of short wave international broadcasting, he went on, there existed a sense of participation and involvement on the listeners' part because there usually was only one broadcast a day at a specified time and the listener had to interrupt his routine and then often risk his life to listen to foreign messages.

"We don't want to be just American radio or foreign radio, but a different type of sound that just happens to come out of radio. We're trying to achieve a degree of intimacy on a one-to-one basis that allows us to talk to people instead of at people, with little of the theatrical in it, but mostly through conversation," he says, describing the new approach.

Being a former newscaster himself, he also places great stress on accuracy and news. "We try to take our place alongside the regular news services. Otherwise we'd be throwing tax money out the window. We must maintain accuracy and the respect of our audience or we'd lose that audience. In our news broadcasts we must grapple with race riots and the problems of our society. We broadcast them automatically as news and we must also broadcast criticism of the administration that

Newsman's new sound for America's voice

becomes news in the U.S. and abroad. As well as having the responsibility of explaining the U.S., we must also pay attention to the occurrences that give comfort to our enemies."

Mr. Chancellor is the first working newsman to head the Voice of America. His emphasis on news content and accuracy naturally stems from his more than 17 years as a reporter.

Before he went on to far-ranging international posts for NBC News, he spent two years with the *Chicago Sun-Times*. He joined NBC in Chicago in 1950 as Midwestern correspondent. In 1956 he covered presidential candidate Adlai E. Stevenson and the political conventions.

WEEK'S PROFILE



John Chancellor—director, Voice of America. b. Chicago July 14, 1927; U.S. Army 1946-47; University of Illinois 1947-1948; reporter rewrite man, feature writer, "Chicago Sun-Times," 1948-50; midwestern correspondent, NBC News 1950-58; chief, Central European correspondent, NBC News, Vienna, 1958-60; chief, Moscow bureau, NBC News, 1960-61; host "Today" program, NBC-TV 1961; covered Far West election campaigns, NBC News, 1962; studied European Common Market, chief Common Market bureau, NBC News, Brussels, 1963; Berlin correspondent, NBC News, 1963; reporter Republican, Democratic presidential conventions, NBC News 1964; chief White House correspondent, NBC News, 1965; director Voice of America, 1965. m. Barbara Upshaw.

Following other domestic assignments, he was appointed NBC's chief Central European correspondent in 1958.

Recalled for Elections ■ He was later assigned to the London bureau and in 1960 was named chief of the Moscow news bureau where he covered the trial of U-2 pilot Francis Powers and other top news stories. His stay in Moscow was interrupted by an assignment to aid in NBC's coverage of the 1960 elections. He traveled with the candidates, appearing with them on the television Great Debates and handling the Midwest desk on election night. After a brief return to Moscow, he was again recalled to this country for a one-year stint as host of the *Today* program. He spent the balance of 1962 reporting political developments on the West Coast during the election campaign.

He returned to Europe in 1963 to study the Common Market and later was named head of the team covering the European organization in Brussels. His last post overseas was as Berlin correspondent after which he returned to the U.S. in 1964 to prepare for the presidential nominating conventions.

When appointed to the Voice of America by President Johnson a year later, he was the chief White House correspondent for NBC.

Looking back on the year since then, he feels that perhaps his greatest accomplishment in office is not anything glamorous but merely overcoming one of the routine difficulties that face many administrators—getting more working space for his growing staff. He also dislikes to look upon any event as a setback or failure, because what might be today's setback could turn around and become tomorrow's achievement.

He also reflects upon his tenure as VOA director as an extremely rewarding experience. "A management job is rewarding and government service is also most rewarding," he concludes. "A government post gives a chance to take part in a decision-making role. It also always bothered me that in the past I never had to meet a payroll. All reporters should be involved with a budget for a while in their career."

He feels that in the future he will be better off for having had a good dose of high-level and decision-making experience. He does not foresee when he will return to the ranks of working journalists but predicts it will be when the "exciting, creative period" of his government service is over. But he says the end to the challenge of his new job is not even in sight because of the list of projects to be accomplished.

However, when he resumes his former career, he says he will insist on a newsman's job, not a vice president's or administrator's desk job.

Just a minute . . .

AS extensive stories in the past two issues of this magazine have reported, advertisers are getting more and more ingenious in their use of multiproduct commercials. They are teaming up in many ways to share minutes at the minute rate which, divided by two, comes to less than the rate for 30-second commercials.

As the multiproduct spot proliferates, it can only cause problems. Surely the mention of more products within conventional commercial intervals will add to what has been called the clutter of nonprogram elements on television. Also there would seem to be at least some danger to broadcasters' revenues in the swing toward multiproduct purchases at prices lower than would be paid for single-product exposure in equivalent lengths of time.

It may become as difficult for broadcasters to reject the new generation of multiproduct spots as it was for them to resist the piggybacks that caused so much fuss a few years ago. The piggyback is to be seen all across the schedules nowadays.

Maybe the answer resides in a reworking of rates.

Both sides of ETV's coin

TWO subjects that are inherently unrelated have been artificially joined in the current discussions of (1) the methods of distributing television network programing and (2) the financing of noncommercial and educational TV. If either subject is to be given the sensible consideration it deserves, it must be treated in its own context.

It was the Ford Foundation that originally got these things mixed up when it suggested a satellite system to serve both the commercial and proposed noncommercial networks (BROADCASTING, Aug. 1 et seq.). Ford's aim was to develop the financing of the noncommercial networking from the savings the commercial networks would realize by shifting from the facilities now provided by AT&T to the less expensive satellite system.

There is a good deal of superficial appeal in the Ford Foundation plan, but on closer inspection its unnatural mating of satellite TV and ETV becomes evident. The closer inspection has been provided by the Senate Communications Subcommittee in its hearing of the past two weeks.

So far the only broadcasting interests to appear before the Senate subcommittee have been the television networks and the ETV organizations. Yet the issues at stake are at least as important to the owners of commercial broadcast stations as to the networks. Implicit—but still not emphasized—in the dialogue of recent weeks is the growing belief in some quarters that commercial television—all of it, not just the networks—must eventually foot the bill for a national noncommercial television service. That belief is bound to be asserted with more clarity in the coming months.

There can be no question that the U. S. educational television system has gone about as far as it can go under present arrangements of financing. If it is to develop into anything like a force in the nation's family of communications media, it must be given vastly larger sums. But what kind of a force is it to be, and where is the money to come from? Those are pressing questions that are occupying the attention of many interests in and out of government—including a special commission, sponsored by the Carnegie Foundation, that has promised a report by the end of the year. They are not questions that have much if anything to do with the wholly separate problem of network distribution.

With advances in satellite technology, it may be that the

AT&T system now in use is obsolete and that satellite relay would be a more efficient and less costly means to connect networks and their affiliates. If that determination is ultimately made, it will be as applicable to the transmission of educational or noncommercial programing as to commercial networking. But the determination ought to be made on the comparative merits of the different distribution systems and without reference to the fiscal problems that are peculiar to ETV.

Wise appointment

APPPOINTMENT by President Johnson of John S. Hayes as ambassador to Switzerland is a tribute not only to the man but to the broadcasting profession.

Mr. Hayes, president of the Post-Newsweek Stations and chairman of the executive committee of the Washington Post Co., has spent his adult life in broadcasting—even during his World War II tenure as commanding officer of the American Forces Radio Network in ETO.

The Swiss assignment is a key diplomatic post at the crossroads of Europe. Moreover, the International Telecommunications Union is headquartered in Geneva.

Mr. Hayes's expertise will benefit the United States in the negotiations dealing with the allocation and regulation of global communications, notably in the highly sensitive space and satellite confrontations directly ahead.

Fulton Lewis's legacy

FULTON LEWIS Jr., who died last week at 63, ended a radio era. He was the last of the angry men among commentators. For three decades he had pleaded conservative causes using Mutual lines to feed networks of up to 600 stations, with his program available for local, as distinguished from national, sponsorship.

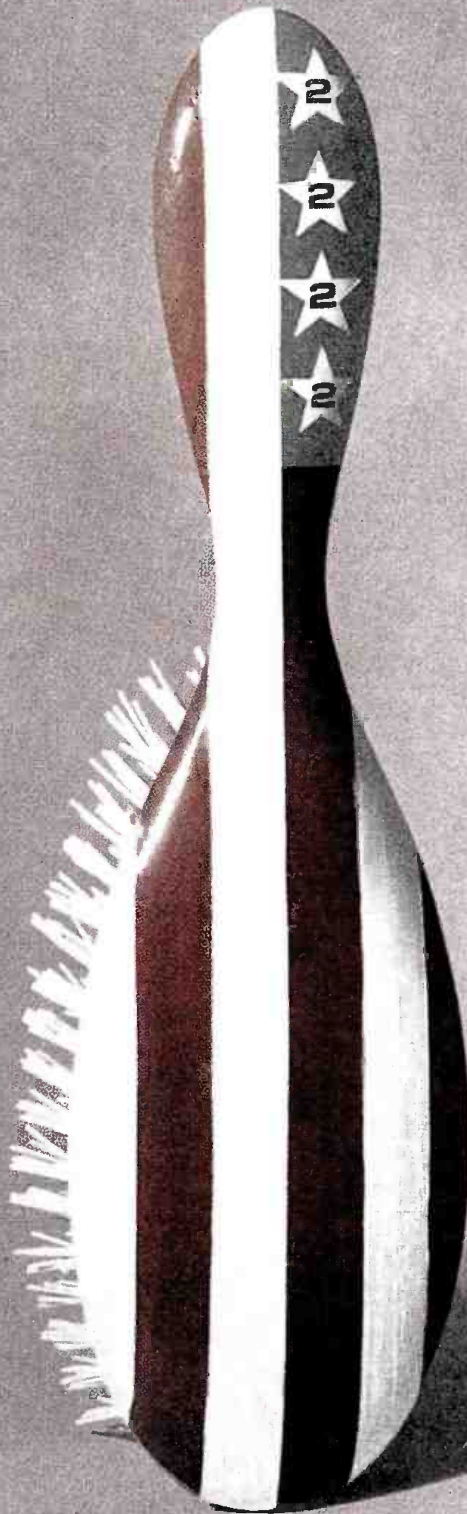
All but forgotten, except to old-timers, was Mr. Lewis's fight for recognition of radio reporters, who had been excluded from the press galleries of Congress and from the White House and other government agencies. In 1939, largely as a result of his crusade, Congress established radio galleries, and full accreditation soon came for radio reporters in the executive branch.

Recognition of radio journalism—even 30 years ago—was inevitable. It came about faster because Mr. Lewis made it his cause.



Drawn for BROADCASTING by Sid Hix
"OK, butterfingers, hold on to the house and car this time!"

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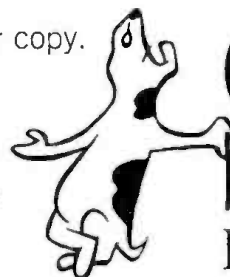
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performed by a cast that still has
Grauman's Chinese Cement between their toes.



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