

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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NEWSWEEK

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NAB guidelines put damper on youth smoking appeals. p30
Multiple-ownership rules: back to the drawing board? p46
FCC scratches 7-year itch, votes new TV program form. p58

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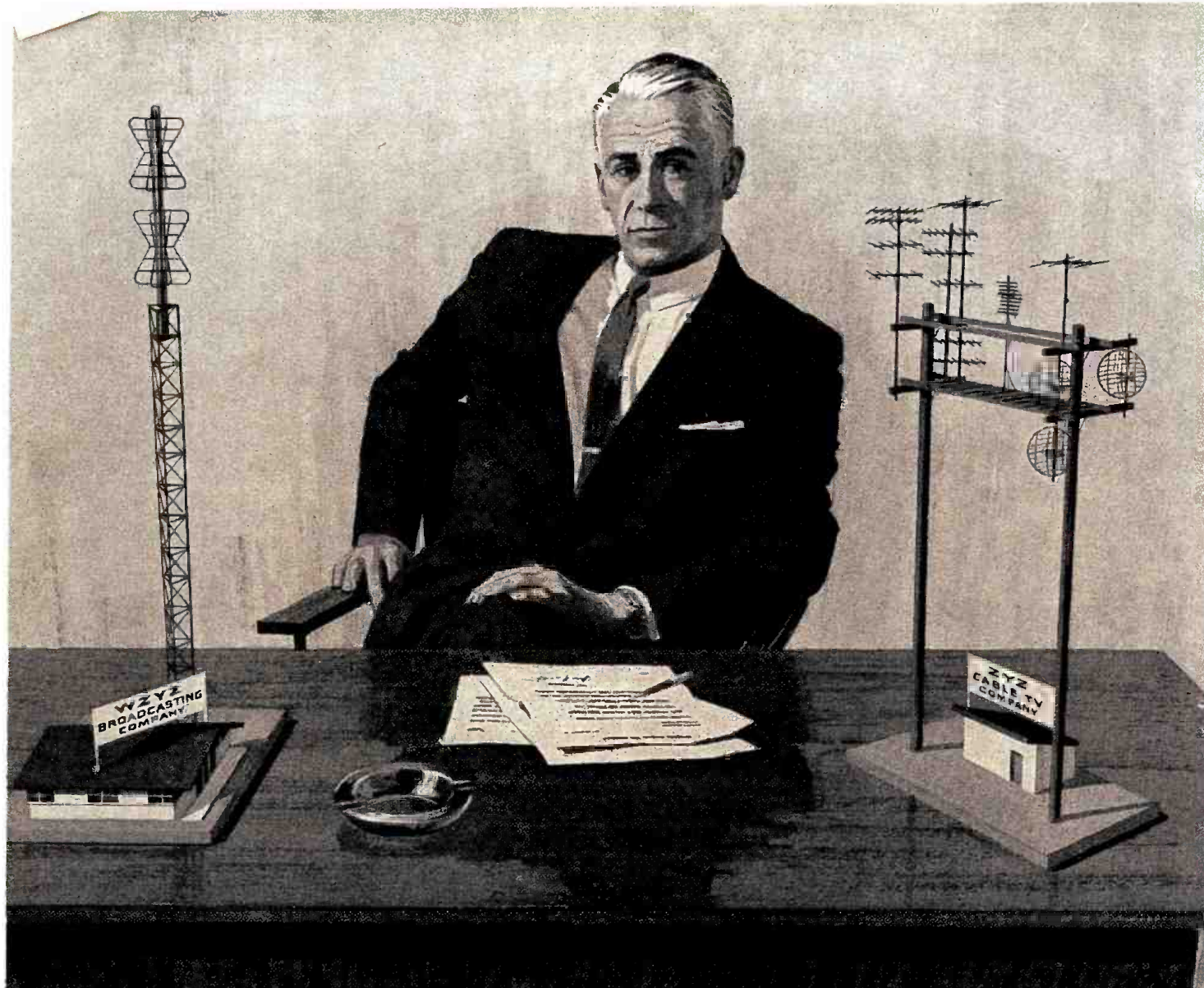


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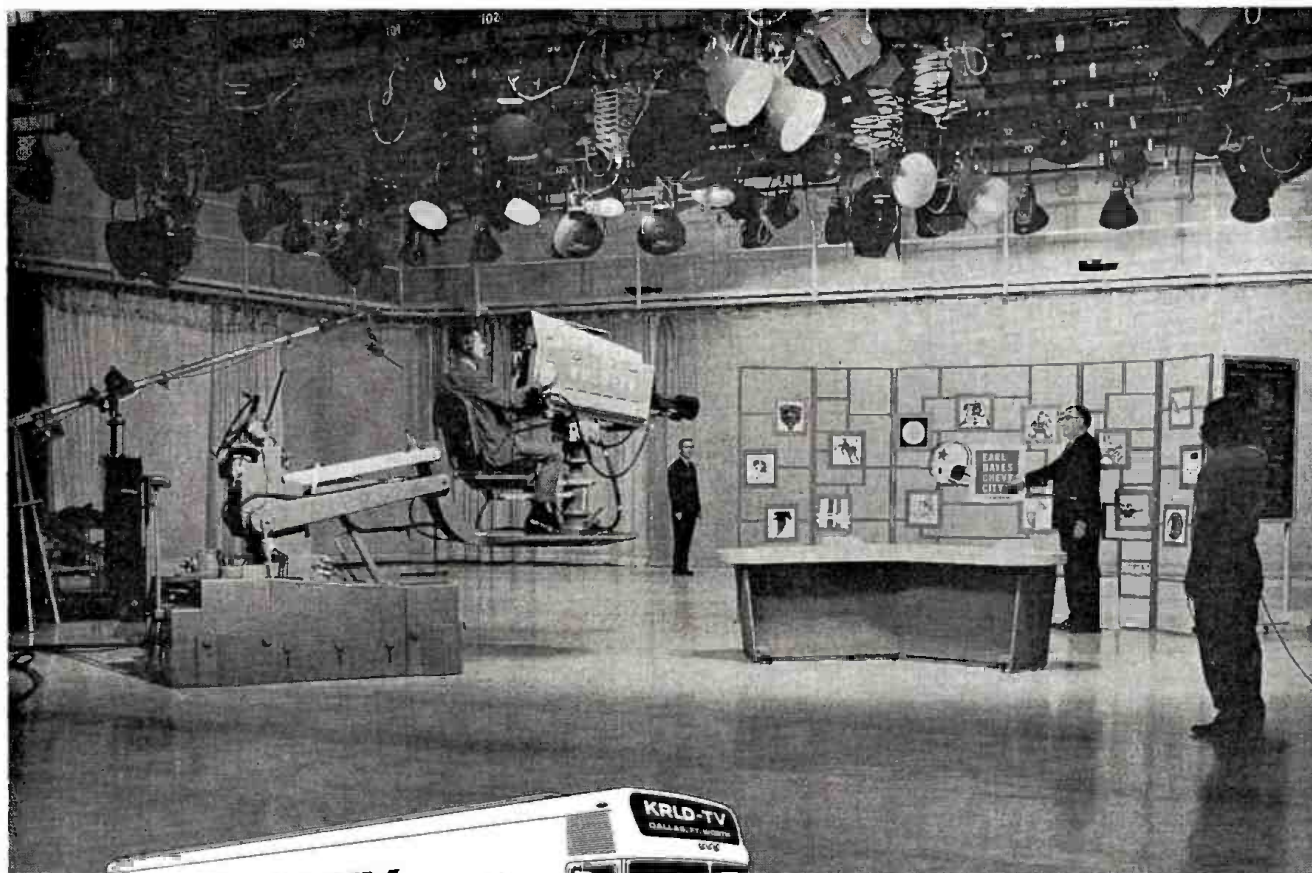
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The Dallas Times Herald Station

CLYDE W. REMBERT, President

Could be squeaker

FCC vote on merger of ABC and International Telephone and Telegraph Corp. may well be squeaker, after all. Majority of four (Chairman Rosel H. Hyde, Commissioners Lee Loevinger, Robert E. Lee, James J. Wadsworth) in favor of merger is expected. But whether Commissioners Kenneth A. Cox and Nicholas Johnson will swing over to majority, as some observers have predicted, remains doubtful. Indications last week were that they still had doubts about merger and might side with Commissioner Robert T. Bartley, only out-and-out opponent of merger, in show-down vote.

Commission is still aiming for early decision on matter, but no one will guess when final action will be taken. Commission deliberations, in fact, may be complicated by belated entry into case by Senator Gaylord Nelson (D-Wis.), who has asked commission to hold full-scale hearing on merger (BROADCASTING, Oct. 3). Commission has not yet replied to senator's letter.

The tab for rights

CATV worry about copyright fees if copyright bill goes through Congress as recommended (BROADCASTING, Oct. 3 also see page 66) has aroused interest in exactly how much TV spends for royalties and performance rights. From semiofficial government sources, these are figures for 1965: for music, \$30,280,141 by TV stations, \$5,802,586 by TV networks. For other performing rights, \$6,920,645 by TV stations; \$81,504,825 by TV networks.

Orientation

Dozen foreign newsmen spending month at U. S. stations to learn how they handle news (BROADCASTING, Sept. 26) also learned during indoctrination week in Washington that President Johnson depends heavily on broadcast media. Deputy White House News Secretary Robert Fleming told group that President is not above stopping meetings to catch special TV show he wants to see and often keeps sets on with video only to stay up on bulletin material.

Possible side benefit of visit by newsmen could come from exposure to growing U. S. color-TV operations. Most delegates come from nations still uncommitted in political-economic

CLOSED CIRCUIT

battle of color standards. Although in most cases they would have little say about standard their countries would adopt, their knowledge of NTSC system used here could be helpful.

Buying by the gross

Leo Burnett is establishing media plans by doing quantitative analysis of spot schedule and breaking out gross rating-point levels for specific advertisers for specific number of weeks. Agency may start out year saying it wants 100 gross rating points in market for Schlitz Brewing and then during peak of beer-selling season jump this level to 175 gross rating points. It amounts to cumulative spot schedule generating specific rating points in market. Gross rating points is common denominator. Burnett feels this system is excellent because agency can know exactly what level of spot TV advertising will be, is able to tell advertiser, for example, it has bought 10 weeks in Phoenix at 175 gross rating points.

Late night competition

There will be three old-line networks in competition for late night audience (aside from upcoming Overmyer Network Las Vegas show) beginning in 1968. CBS-TV has notified its affiliates it won't compete with NBC's Johnny Carson show or upcoming ABC's Joey Bishop show, but that it will have quality 90 minute-program (11:30 to 1 A. M., EST) beginning in spring of 1968.

Overmyer Network, which debuts its Las Vegas program April 3, already has commitments from substantial number of CBS-TV affiliates, and CBS announcement should make way for new clearances. Last Friday ON reported that WGN-TV Chicago would carry Las Vegas show. Other major markets reported committed last week (in addition to previously announced New York and Los Angeles) for initial ON program are Washington (WTTG-TV) and St. Louis (KPLR-TV).

Big hole to fill

Carleton D. Smith, 61, RCA staff vice president in Washington and 35-year veteran in RCA-NBC organization, plans to retire next spring at own request. He joined NBC-owned WRC

Washington as announcer in 1931, became manager of radio station 10 years later. In 1951 he became vice president in charge of NBC network station relations in New York, and in 1953 returned to Washington as vice president and general manager of WRC-AM-FM-TV. He was appointed RCA staff vice president in 1960.

Through the ceiling

Now that "Bridge on the River Kwai" has proved case for blockbuster movies on network TV, bidding is soaring on few such pictures not already sold to television. M-G-M is believed to have received record-shattering network offers for rental of champion box office hit. "Gone with the Wind," but so far has turned all bids down. Academy Award-winning movie still makes money each time it's reissued theatrically, but if network bids go much higher—and one report has them approaching \$8 million mark for one showing—even fabulous "GWTW" may succumb to TV's blandishments.

Land and air

Contrary to agitation in some congressional quarters, provoked by proponents of TV channel sharing by land-mobile users, FCC quietly has undertaken series of engineering and allocation studies looking toward what it hopes will provide solution. These are aside from projected tests in Los Angeles on TV channel sharing (BROADCASTING, Oct. 3). Representative John D. Dingell (D-Mich.) chairman of House Small Business Committee, among others in House, prodded by land-mobile users has accused FCC of dragging its feet in alleviating overcrowding of land-mobile channels.

Deals stirring

Although station sales are at what some brokers regard as post-World War II low, several transactions were in negotiation last week involving both TV and radio. One involves acquisition by major market single station owner (AM-FM-TV) of second VHF in Midwest. Another top-market VHF owner identified with major group is in negotiation for multi-million dollar acquisition of AM-FM combination in nearby market.

Only 19 more to go!



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

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

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

* ARB/65 TMA (avg. qtr. hr. 9 am-mid., M-S)

** Mar./66 ARB

*** ARB/65 TMA (ADC prime-time)

**** ARB/65 Coverage Study

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THE
BIG
ONE
WBTB**

WEEK IN BRIEF

Spot business is up at TV stations this fall, BROADCASTING survey finds, although compared to last fall fewer stations are reporting increases. Piggybacks and more network participations blamed. See . . .

SPOT TV UNEVEN . . . 27

NAB Code Authority issues cigarette advertising guidelines aimed at halting appeal to youth. New rules prohibit appearance of sports figures, uniformed persons; allows factual tar, nicotine statements. See . . .

CIGARETTE ADS . . . 30

American Bar Association's recommendations on limiting news on criminal proceedings brings torrent of criticism from all media. CBS's Stanton most vociferous; calls for 'more thorough' study. See . . .

FEAR OF SUFFOCATION . . . 70

There is little secrecy in research methodology, says Blair's Goldberg, so why not start methodology information bank to be drawn upon by all industry. Calls again for reduction in sample bias. See . . .

BANK FOR INFORMATION . . . 34

Giaquinto named director of affiliate relations, administrative head of department, in overhaul of ABC-TV affiliate relations department. Move aimed at putting division equal to sales and programing. See . . .

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FCC's present rule limiting station holdings and its proposed rule further restricting creation of group operations is under fire as Council for Television Development releases its mammoth study. See . . .

WANTED: NEW APPROACH . . . 46

FCC, after seven years of writing and rewriting, finally gets its TV program form passed, 6-0. Simplified logging rules and fewer details on programing should be bright spots for broadcasters. See . . .

FINALLY A TV FORM . . . 58

Two New York independents, WOR-TV and WPIX(TV), take issue with WNEW-TV promotion. They claim promo is aimed at Nielsen and ARB rating period and names come from Metromedia company. See . . .

RATINGS DISPUTE FLARES . . . 78

Telemeter urges FCC to establish national pay TV system since, firm feels, it is only path to improved TV programing. Also asks commission to consider pay TV origination by CATV. See . . .

GETS PAY-TV PLEAS . . . 47

Educational radio leaders contemplate dropping "educational" label since it doesn't accurately describe medium. Feel they should seek legislative, administrative aid to get federal funds. See . . .

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Broadcasting

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what is an **influencible?** A listener. Specifically, a Storz radio listener. Influencibles are the “in-touch” young moderns with ideas . . . buying ideas. It stands to reason that when you talk to the greatest number of people in a given market, your product or service gets known, and bought, faster. Got something to sell? Influence the influencibles.* On a Storz station you get action where it counts—in sales.

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(Blair)
KXOK St. Louis
(AM Sales)

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Code board delays action on time rules

National Association of Broadcasters television code board tackled massive subject of time standards Friday (Oct. 7) then called two-month time out for further study. Time standards are now scheduled as one-item agenda for special code board meeting Dec. 14-15 in Washington.

Meeting in New York, TV code board had concurred with code authority's decision to introduce cigarette guidelines at opening session Thursday (see page 30). All Friday morning was spent on time standards but it was felt subject was too big to be resolved that day.

Facing code board were proposals from staff, Corinthian Broadcasting (BROADCASTING, Oct. 3), other subscribers, Association of National Advertisers and American Association of Advertising Agencies.

Major staff proposal was to change section on billboards restricting their

use to single-sponsored programs and have them no longer than 10 seconds. Current code provision allows billboards no matter how many sponsors show has.

Both ANA and AAAA wrote to code authority expressing their concern with general subject of clutter. ANA felt nonprogram and nonadvertising elements detract from show and AAAA expressed view that nonprogram, nonadvertising elements dilute effect of commercials.

Although staff had expected major discussion on time standards, it was not prepared for all areas code board members brought up. Members got into station breaks, consecutive announcements, piggybacks and myriad of items that fall within time standards category.

Any change in code standards in this area would be in nature of amendment that would subsequently have to be approved by NAB TV board. If any action is to be brought before TV board at its January meeting in Mexico City, code board must act first; thus call for special December session.

Fast action

Following letter was received Friday (Oct. 7) by BROADCASTING's editor:

"As you will recall, the Oct. 3 edition of BROADCASTING contained the photographs and descriptions of Theodore Joseph Agnew and Frances Lorine Agnew, two fugitives being sought by this bureau. You might like to know these individuals were apprehended by my associates in Mobile, Ala., on Oct. 3 after Mr. Agnew was identified as an employe of a Mobile radio station by a reader of your publication.

"Your assistance in publishing the pictures of these fugitives was directly responsible for their subsequent arrest, and I want you to know of my appreciation in this regard."

Letter was signed by J. Edgar Hoover, director of FBI.

Viewing among upper classes up, not down

POLLS NONWITHSTANDING, NBC SAYS, CITING NIELSEN

Contrary to what "professional critics" contend, TV viewing among higher socio-economic groups is up, not down, NBC said Friday (Oct. 7).

NBC released figures compiled from A. C. Nielsen Co.'s latest NTI Full Analysis report, comparing July-August viewing this year with same period of 1965, to show that TV usage this past summer had increased in (1) homes with \$10,000 or more family income, (2) homes with college-educated heads of household and (3) homes with professional or white-collar household heads.

Viewing on total-homes basis remained unchanged, averaging 31.9 hours per week in July-August both years.

Figures pointed up by NBC contradict contentions of many critics and findings of some surveys, such as one made in New York by Louis Harris and Associates last winter and released few weeks ago (BROADCASTING, Aug. 15), that homes with higher incomes and more education are viewing less.

NBC said NTI Full Analysis showed that "not only are upper-class homes viewing more" but "they now do the same amount of viewing as does the

total population." In addition, NBC said, "The increase in viewing by well-to-do homes occurred at a time when total viewing remained constant."

Here are figures cited by NBC on July-August TV usage (hours per home per week) in U. S. TV households:

Type of Home	1966	1965	Pct. change
All homes	31.9	31.9	none
Income \$10,000 plus	33.3	30.9	+7
College educated head	31.1	29.1	+6
Professional or white collar	30.8	29.6	+4

Since total-homes averages remained unchanged, some homes had to be viewing less this past summer, and NBC authorities said this occurred at opposite end of socio-economic scale.

While middle-income homes and those headed by high-school graduates showed little change in viewing, they reported, those with incomes under \$5,000 and those whose household heads had only grade-school educations were both down 5%, and those headed by high-school dropouts were down 2%. Those headed by retired persons were down 9% and those headed by unskilled laborers were down 1%, while those headed by skilled workers were up 2%.

Another remedy for TV

Another hemorrhoid remedy is being readied for television by Whitehall Laboratories (division of American Home Products Corp., New York), which for years has been running radio-TV schedules for Preparation H hemorrhoid remedy—still running on some stations that are non-TV code members. It's permitted by code on radio providing messages are in good taste.

New product, now in development and not identified by name, has been assigned to Geyer, Morey, Ballard, New York.

Policy on commercials is target of FCC team

FCC effort to develop viable policy of policing "overcommercialization" on case-by-case basis is picking up steam.

Commissioner Lee Loewinger is attempting to draft criteria that would be applied by commission staff in determining whether to query license-renewal applicants.

Major objective of policy would be to extricate agency from what is at least appearance of enforcing commercial time standards of National Associa-

WEEK'S HEADLINERS

Charles Payne, VP and general manager of **KLIF** Dallas, joins headquarters staff of Westinghouse Broadcasting Co. in New York as general executive with responsibilities in radio, effective Nov. 1. Mr. Payne's background also includes corporate management functions for McLendon stations, sales manager of **KABL** Oakland, Calif., management positions in programing and sales for major-market stations and in station representatives field, and account executive with Bloom Advertising Agency, Dallas.

J. Alphonse Ouimet, president of Canadian Broadcasting Corp., is resigning after first of year. Effective date of resignation of Mr. Ouimet, who's occupied post for last eight years, is sometime next year when new legislation goes into effect providing for CBC board chairman responsible for overall policy, and new post of chief executive officer to deal with day-to-day operations.



Mr. Butler

John C. Butler, sales manager of Peters, Griffin, Woodward, New York, radio division, elected VP in charge of sales for radio. Other executive changes at PGW-radio: **George Goldman**, radio manager in San Francisco,

moves to Chicago into newly created post of Midwest sales manager for radio. **James W. Kumpf**, from **KBOX** and **KLIF** in Dallas, named radio manager of rep's Dallas-Ft. Worth office. **Robert Brokaw**, with Robert Eastman & Co. and Adam Young, succeeds Mr. Goldman in San Francisco.



Mr. Maffei

Rudolph Maffei named VP in charge of media and programing of Gardner Advertising Co., St. Louis. Mr. Maffei joined Gardner in 1963 as New York media director, and became VP in charge of media

for all offices. In programing area, he succeeds late **Roland (Chic) Martini** (**BROADCASTING**, Sept. 26).



Mr. Nyren

David O. Nyren, VP and director of television and radio programing at Dancer-Fitzgerald-Sample, New York, named senior VP. Mr. Nyren, who has been with D-F-S for 14 years, also is on agency's ex-

ecutive committee.

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

tion of Broadcasters Code.

Present thinking is that criteria ultimately adopted will "be made public, so that broadcasters would know amount of proposed commercial time that would flag commission attention. Commissioner Loevinger is member of special committee including Commissioners Robert E. Lee and Kenneth A. Cox.

Commission policing of overcommercialization, has been stalled since August. Commission hopes to be able to develop policy that will command healthy majority vote on permanent basis.

Color spot impact falls as set ownership rises

Effectiveness of color commercials vs. black-and-white is falling off, Alabama Broadcasters Association was told Fri-

day (Oct. 7).

Donald H. McCollum, executive vice president of Schwerin Research Corp., New York, told ABA meeting in Tuscaloosa, Ala., that as number of color sets has risen to nearly 10 million, automatic effectiveness of polychrome spots to monochrome has dropped more than 20%.

In 1962-63, he said, Schwerin estimated color spot produced "automatic bonus averaging 33% . . . recent findings reduced this average to 12%."

Color's novelty, which amplified its automatic advantages, he added, "now has worn off for most people." Thus drop in color's effectiveness.

Mr. McCollum also noted that just adding color to commercial isn't enough or advertiser will face "danger of having a commercial which is even less effective than it would be in black and white."

Unions seeking 20% jump for film-tape TV spots

Proposals submitted by Screen Actors Guild and American Federation of Television and Radio Artists on new contract for film-taped TV commercials seek increases that range up to 20%, it was learned Friday (Oct. 7).

Neither union nor management sources would discuss proposals pending opening of negotiations in New York on Oct. 17 contract on replacing three-year pact that expires Nov. 15.

Joint SAG-AFTRA demands are reported to ask for rise in session fee for on-camera performers to \$125 from \$105 and wild spot on-camera, for 13-weeks in New York, Chicago and Los Angeles carrying fee to \$425 as against \$360.

Unions also are proposing that in event commercial mentions more than one sponsor or product, fees shall be payable for each additional name, product or service.

Unions also claim there has been increasing use of U. S.-produced commercials abroad and are asking for payment for such use of spots.

NBC claims it's leading in weekly ratings race

NBC reported Friday (Oct. 7) that multi-market Nielsen ratings report for week ended Oct. 2 showed it in ratings lead (NBC 18.8, ABC 17.3, CBS 17.1).

NBC said there were top 20 shows: ABC's Sunday movie; NBC's Saturday movie; NBC's *Bob Hope Show*; CBS's Friday movie; NBC's *I Spy*; ABC's *Rat Patrol*; CBS's *Jackie Gleason*; ABC's *Felony Squad*; ABC's *Peyton Place I*; ABC's *Pruitts of Southampton*; ABC's *Love On Rooftop*; NBC's *Occasional Wife*; NBC's *Get Smart*; NBC's *Bonanza*; CBS's *Lucy Show*; NBC's Tuesday movie; CBS's Thursday movie; NBC's *I Dream of Jeannie*; NBC's *Girl from U.N.C.L.E.*, and ABC's *The Fugitive*.

In wins by half-hour periods and nights of week, Nielsen MNA showed following, NBC said: NBC, 19 half-hours, Tuesday, Wednesday, Saturday; CBS, 13 half-hours, Thursday and Friday; ABC, 17 half-hours, Monday and Sunday.

Receives Fresno CATV nod

Fresno city council voted Friday (Oct. 7) to grant CATV franchise to Fresno Cable Television Co., joint venture of Triangle Stations and Time-Life Broadcasters Inc. Ten year, non-exclusive franchise calls for Fresno Cable to provide 12 channels.

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Timebuyers only! WTRF-TV is selling FULL COLORCASTING availabilities. Live color, film, tape or slides will impressively sell the audience you're after in the big Wheeling-Steubenville Ohio Valley Empire. Buy colorFULL WTRF-TV, Wheeling, West Virginia from Bob Ferguson or Cy Ackermann . . . or contact Blair Television.

Covering news is our business. Awards are secondary, but nice, especially when the recognition comes from our peers in the profession. We're grateful for the RTNDA Awards we received in 1955, 1960, 1965 and now in 1966.



THE 19TH ANNUAL AWARDS COMPETITION OF THE
RADIO TELEVISION NEWS DIRECTORS ASSOCIATION
IN RECOGNITION OF DISTINGUISHED ACHIEVEMENT IN BROADCAST JOURNALISM

HONORS

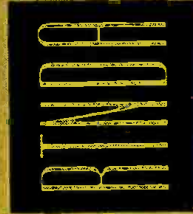
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Barth Jones
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Bob Hunter
President, RTNDA



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DATEBOOK

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

■ Indicates first or revised listing.

OCTOBER

Oct. 4-Nov. 29—Time Buying and Selling Seminar sponsored by the International Radio & Television Society (consecutive Tuesdays, excluding Election Day, Nov. 8). Chemical Bank & Trust Co., 59th Street & Madison Ave., New York.

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. Speakers include FCC Commissioner Lee Loevinger; Ben Waple, FCC secretary; Governor Richard J. Hughes of New Jersey; and Paul Zur, president, Turnpike Broadcasting Co.

Oct. 10-12—Management/programming seminar of TV Stations Inc. Speakers include Donald H. McGannon, president of Westinghouse Broadcasting Co.; A. Louis Read, president, WDSU-TV New Orleans; Richard A. Borel, president, WBNS-TV Columbus, Ohio; Eldon Campbell, vice president, WFBM-TV Indianapolis and George Comte, vice president, WTMJ-TV Milwaukee. New York Hilton hotel, New York.

Oct. 11—Annual meeting of stockholders of Meredith Publishing Co. to elect 10 directors and to transact other business. Des Moines, Iowa.

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

Oct. 11-14—First World Congress of the International Writers Guild. Beverly Hilton hotel, Beverly Hills, Calif.

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

Oct. 13-14—Annual fall meeting and election of officers of Missouri Broadcasters Association. Speakers include Neal Spelce, KTBC-TV Austin, Tex.; Dotty Abbott, WHER Memphis; John H. Norris, Red Lion Broadcasting; Bob Eunson, Associated Press, and Frank N. Magid of Frank N. Magid Associates, 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 10017.

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. Barabon Plaza hotel, New York.

Oct. 14—"Grand Casino Ball" sponsored by New York chapter of The National Academy of Television Arts and Sciences. Evening will feature cocktails, continental buffet, special show and gambling, proceeds from which will be used to further the educational projects of the chapter. New York Hilton hotel, New York.

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.

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. 16-19—1966 Western Region Convention of the American Association of Advertising Agencies. Speakers include Robert Keim, president, The Advertising Council Inc.; John R. Caples, vice president, BBDO; Gordon Webber, vice president, Benton & Bowles Inc.; Sherwood Dodge, president, Advertising Research Foundation; Robert Ross, vice president and creative director, Leo Burnett Co.; Charles T. Lipscomb Jr., chief executive officer, Bureau of Advertising, American Newspaper Publishers Association; and William A. Marsteller, board chairman, Marsteller Inc. Hotel del Coronado, Coronado, Calif.

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. 19—Pulse Inc. "Man of the Year" award luncheon honoring William Bernbach. Doyle Dane Bernbach. Plaza hotel, New York.

Oct. 19—Annual meeting of the Connecticut Broadcasters Association. Park Plaza hotel, New Haven.

Oct., 20-30—The 10th annual San Francisco International Film Festival. Masonic Auditorium, 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.—Second National FM Sales Seminar sponsored by the National Association of FM Broadcasters. Key Largo hotel, Fort Wayne, Ind.

Oct. 21—Annual college conference of IBS-Southern, the southern region of the Intercollegiate Broadcasting System. Program participants include Richard Compton, IBS; Elmo Ellis, WSB Atlanta; A. T. Cline, FCC; Dr. E. J. Arnold, Protestant Radio-TV Center and Jack Williams, Georgia Association of Broadcasters. Emory University, Atlanta.

DEATHLESS DIALOG from MANY MOVIES ... #3 of a series

*“It’s mighty quiet
out there...
maybe too quiet!”*



That's something you'll never be saying
when you play any of UAA's WARNER
BROTHERS and RKO features ... Your
viewers will be shouting for "more"!



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APRIL-MAY '66 Pulse, Call:

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RADIO 1320

WILS

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5,000 WATTS / 24 HOURS A DAY

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. Speakers include Paul Comstock, vice president for government relations, National Association of Broadcasters. Holiday Inn, Tallahassee.

Oct. 23 — Meeting of the Education TV stations affiliated with National Educational Television. N.E.T. President John F. White will be principal speaker. Hotel Muehlebach, Kansas City, Mo.

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

Oct. 23-26 — The 57th annual meeting of the Association of National Advertisers. Neil H. McElroy, chairman of the board, Procter & Gamble Co., is keynote speaker. Prime subjects of meeting: advertising's role in the economy, the effects of government regulation and the social responsibilities of business. Also on program: Jules Backman, economist and research professor, New York University, who at ANA's request is examining the role and contribution of advertising to the economy; John Hobson, chairman, Hobson, Bates & Partners Ltd. Workshops for industrial products, consumer durables and services and consumer package products to be held concurrently on Oct. 24 afternoon; session Oct. 25 morning: "Our customers and our media for reaching them," with Julian Goodman, NBC president; Milton Rokeach, professor of psychology at Michigan State University, and Hobart Lewis, president and executive editor, *The Reader's Digest*. Sessions Oct. 26 morning on creative ideas include company case reports, Liggett & Myers Tobacco (Samuel White, vice president-marketing, and H. C. Robinson Jr., director of brand management), Allis Chalmers Manufacturing (Charles W. Parker Jr., vice president-public relations and marketing division) and Mattel Inc. (Herbert Holland, vice president-marketing, and Jack Jones, vice president-advertising), and Stan Freberg on "How Good Are Today's Ads?" Broadmoor hotel, Colorado Springs.

■Oct. 23-26 — Forty-second annual convention of the National Association of Educational Broadcasters. Keynote speaker is Fred Friendly, consultant to the Ford Foundation and Edward R. Murrow professor at the school of journalism of Columbia University. Muehlebach hotel, Kansas City, Mo.

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

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

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).

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Oct. 10-11 — Northland Inn, Detroit.

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

Oct. 26-29 — Nineteenth annual convention of the Tennessee Association of Broadcasters. Speakers include FCC Commissioner James Wadsworth; Robert Pauley, president, ABC Radio; Miles David, president, Radio Advertising Bureau; Arthur Meyerhoff, president, Arthur Meyerhoff & Associates; Paul Comstock, vice president for government affairs, National Association of Broadcasters; Governor Frank Clement. Sheraton-Peabody hotel, Memphis.

■Oct. 27 — Luncheon meeting of the Federal Communications Bar Association. Speaker will be FCC Chairman Rosel H. Hyde. Willard hotel, Washington.

■Oct. 27-30 — Meeting of the West Virginia-Mid Atlantic Community TV Associations. Greenbrier hotel, White Sulphur Springs, W. Va.

Oct. 28-29 — Fall meeting of the Maryland-D. C.-Delaware Broadcasters' Association. Speakers include Vincent Wasilewski, president of the National Association of Broadcasters. Marriott/Twin Bridges, Arlington, Va.

Oct. 29-31 — Bible Communication Congress sponsored by the Educational Communication Association. Bud Collyer, of CBS-TV's *To Tell The Truth*, will speak at the broadcasting and film luncheon. Hotel Washington, Washington. Registration details may be received from ECA, P. O. Box 7712, Washington.

NOVEMBER

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

Nov. 2-13 — 4th (International Film Trade Fair) Film forum sponsored by Czechoslovakian Filmexport. Brno, Czechoslovakia. For information contact Jerry Rappoport, 630 Ninth Ave., New York.

■Nov. 3 — Third annual FM Day of Georgia Association of Broadcasters. Riviera motel, Atlanta.

Nov. 4 — Fall meeting, Mid-America CATV Assn. Skirvin hotel, Oklahoma City.

Nov. 8-10 — Seminar on computers in marketing and market research, spotlighting computer-based forecasting and sales analysis, sponsored by Computer Usage Education Inc., New York, educational subsidiary of Computer Usage Co. Marketing seminar will be led by Henry Stone, technical director, Computer Usage Co. Waldorf-Astoria hotel, New York.

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

Nov. 10 — New deadline for reply 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. Former deadline was Oct. 1.

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

Nov. 14-16 — 1966 convention/seminar of the Broadcasters' Promotion Association. Chase-Park Plaza hotel, St. Louis.

Nov. 15-18 — 12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

■Nov. 28-Dec. 2 — Second engineering/man-

Our old name was AM Radio Sales Co.

But we weren't selling radios.



We were
selling something else.

Our new name is Radio Advertising Representatives, Inc. It's a perfect description of the business we're in. We're radio advertising representatives with a limited and selected list of outstanding radio stations in key markets. The selling opportunities we offer

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**Today's interns,
Tomorrow's pros**



Where does the exciting, challenging broadcasting industry find today's workers and today's learners who will be tomorrow's professionals?

WGN Continental's answer is the WGN Programs for Professional Broadcast Education. They are—

First, the Pierre Andre Memorial Scholarship Program offering selected university students three months' on-the-job training as part of their regular college curriculum. Students are paid for their work and receive twelve hours' university credit. Since it was initiated in 1963, there have been thirty-three Pierre Andre interns.

Second, the WGN Program offering part-time jobs to full-time high school and university students, who fill a variety of positions ranging from clerks to ushers.

This phase involves an average of twenty students per year.

Third, the WGN Program providing students with summer vacation jobs. An average of twelve students are assisted in this program every year. During the past three years, 129 full-time students attending 25 Midwest educational institutions have participated in the WGN job/training programs.

The WGN Programs provide professional on-the-job training, encouragement, and financial help as a preparation for the student's future and ours.

Eight of these student participants have become full-time WGN employees.

Developing new talent for the industry is another group service of WGN Continental.

WGN CONTINENTAL BROADCASTING COMPANY

Serving Chicago: WGN Radio, WGN Television and WGN Continental Productions Company/Duluth: KDAL Radio and KDAL Television/Denver: KWGN Television/Michigan: WGN Televents, community antenna television
New York and Chicago: WGN Continental Sales Company.



**BLACKHAWK BROADCASTING,
WATERLOO — CEDAR RAPIDS**

Iowa's first full-color station KWWL-TV

KWWL-TV, Big Chief of the Kombo-TV combination for Iowa and Minnesota, goes full color this month to give you another Iowa first. KWWL-TV, serving Cedar Rapids, Waterloo and Dubuque with the finest in viewing from NBC, ranks at the top of the Totem Pole for your wampum in cost per thousand. Base your Eastern Iowa and Southern Minnesota spot buys on these figures: (1965 ARB March report)

	Net Weekly TV Homes
KWWL-TV*	200,900
KMMT-TV**	111,900

KOMBO-TV	312,800
Station A	226,600
Station C	261,900

*Full-Color service for Cedar Rapids, Waterloo, Dubuque.
**Serving Austin, Rochester and Mason City.

This huge 312,800 net weekly home market is yours for only **\$1.63**
Average Per Thousand—Prime 3 Plan

KWWL-TV's \$1,000,000 EXPANSION
New equipment purchased this year to better serve both the advertiser and viewer includes: New color film chain • New color corrected video tape recorder • New Harward film editor • New video switching equipment • Two new color cameras • New audio equipment • New RCA projectors. KOMBO-TV has increased its Net Weekly Homes served by nearly 20,000 in this period.

BLACKHAWK BROADCASTING COMPANY

KOMBO-TV is:

KWWL-TV — Cedar Rapids, Waterloo, Dubuque

KMMT-TV — Austin, Rochester, Mason City

Ask your AVERY-KNODEL, Inc., representative to give you all the details.

agement seminar sponsored by the National Association of Broadcasters. Purdue University, Lafayette, Ind.

Nov. 29-30—Executive committee, National Community Television Assn. Madison hotel, Washington.

Nov. 30—New deadline for reply comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems.

OPEN MIKE®

Industry support

EDITOR: Writing the Monday Memo (BROADCASTING, Sept 26) was indeed a privilege for me. Judging from the very complimentary mail already in my hands the day after publication, the essay must have supported the feelings of a good many in the industry.—*Paul Keller, vice president, research and media, Reach, McClinton & Co., N. Y.*

Hands across the sea

EDITOR: I saw your BROADCASTING YEARBOOK in the Amerika Haus (USIS Library) in Vienna and I found it very interesting. What does the 1967 edition cost when you send it direct from Washington to Vienna (seamail), and when is the publication date? Many thanks for your efforts in advance and best greetings from Vienna. — *Hans Georg Harl, Rinnboeck Str. 49/47, A-1110, Wien (Vienna) Austria.*

(The 1967 BROADCASTING YEARBOOK will be published in late December 1966. Copies of this "one-book library of television and radio information" are \$5.00 via seamail to Austria.)

Going, going

EDITOR: Please send 1,000 reprints of the Spanish Market Special Report (BROADCASTING, Sept. 19). — *Ralph Amatrucci, WNJU-TV Newark-Linden, N.J.*

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

BOOK NOTE

"American Popular Songs" by David Ewen. Random House, 457 Madison Avenue, New York 22. 507 pp. \$10.

David Ewen, biographer of such composers as George Gershwin, Jerome Kern and Richard Rodgers, has provided an encyclopedia of all types of music dating back to the Revolutionary War. Sandwiched into the listing of more than 4,000 songs are human-interest anecdotes of the songs, providing one of the more comprehensive and helpful reference works to anyone in any phase of music.

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EDITOR AND PUBLISHER
Sol Taishoff

Editorial

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Publications and Circulation

DIRECTOR OF PUBLICATIONS
John P. Cosgrove

SUBSCRIPTION MANAGER
Richard B. Kinsey

James J. Bruno, William Criger, David A. Cusick, Edith Liu, Roy Mitchell.

Bureaus

New York: 444 Madison Avenue, 10022. Telephone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti, John Gardiner; STAFF WRITERS: James G. Barrett, Phil Fittell, Judith Ordovery; NATIONAL SALES MANAGER: Warren W. Middleton; INSTITUTIONAL SALES MANAGER: Eleanor R. Manning; EASTERN SALES MANAGER: Robert T. Fennimore; ADVERTISING ASSISTANT: Sherry Gluck.

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*Reg. U. S. Patent Office
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BROADCASTING, October 10, 1966



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A cloud of evil robot eagles is swooping down on your city. They are electronically controlled by vicious villains trying to take over the world. What, oh what, do you *do*?

Call on Gigantor, the world's *mightiest* robot! This jet-propelled knight-of-shining-armor makes mincemeat out of evil eagles. Smashes armies of invading space monsters. Saves your city from villainy... and, incidentally, wreaks havoc on your competition!

"GIGANTOR" is a real go-getter... running away with kid-show ratings in such key markets as New York, Los Angeles and Detroit. This action-packed half-hour series has just the mixture of crimebusting and science fiction that today's kids are looking for. Control Gigantor and you control your market!

"GIGANTOR!"
Why don't *you* go get *him*!

Call, wire or write for

GIGANTOR
52 1/2-hr adventure cartoons

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A fresh look needed at the freshest market

People in marketing, sales and communications have been shotgunned with facts and figures on the size and spending power of the teen-age market—the youth market. This has been going on for years, yet the question persists: What should be done about this market, and how do we go about doing it?

There is a difference in youth marketing today distinguishing it from other marketing approaches, and the difference makes a strong case for radio and TV as the media to move the youth market—the teen-ager and the young adult.

The biggest barrier most companies have to hurdle in becoming successfully involved with the young market is the attitude of the people who have to make things happen. There are too many closed minds, personal prejudices and pre-formed judgments.

To sell this market, to make young people "feel" the product or the company, entails far more than adding "go-go" to the product name or larding the copy with "teen-age" words or grabbing on to what appears to be a teen-age trend. To make contact, it is necessary to take a fresh and careful look at teen-agers: a look that has understanding and sympathy.

First Step ■ If we realize how different the world has become since World War II, if we acknowledge that these differences have changed the character and responses of the people who grew up in it, we'll be taking the first and very important step toward understanding our teen-agers. And without understanding there can't be any meaningful contact.

Today's teen-agers are part of a complex of new conditions, of population explosion, of a new transportation-communications way of life, of highly developed technology. They have been encouraged to think for themselves, to reason rather than memorize, and to question what they see around them. When much of our world doesn't look right, they resist, or rebel or protest.

Today's young people have no depression complex. They have seen the economy and opportunities expand every year so they assume they will continue that way. Money has a different meaning. They've witnessed sweeping changes in social attitudes, perplexing changes in religious attitudes. Change, in fact, has been the most constant part of their life.

Higher Tastes ■ These boys and girls are wondering and thinking. They have had exposure to a wide range of cul-

tural activities and their education and knowledge make them more discriminating. They respond to a much higher level of taste because they've already achieved it. They have grown up on a steady stream of new products and improvements of old ones. And they are engulfed by a flood of advertising.

This has great meaning to us, as businessmen, who must satisfy all these young people who know what's fresh, new, good, "in," and exciting. And there are very many young people. Last year half the population of the United States was 25 years old or younger. Moreover, young adults (35 years old or younger) make up a tremendous segment of our population.

Because of the fascination of America with what is new and young we can say that the "youth market" is everybody 35 years old and younger plus most people more than 35. (We all know people 60 or 70 or older who discuss a friend who is "getting old.")

Ten years ago, even five years ago, differences between teen-agers and young adults were much sharper than they are today or will be in the future. But a major difference perhaps is adult responsibility instead of the relatively care-free attitude a teen-ager can still afford to have.

Besides TV, radio, newspapers, magazines, and motion pictures, there are hundreds of specialized publications for every group, lodge, sect, area of interest, or cult. Everybody wants to be part of a cult of some kind or other, especially the "cult of youth."

Music is everywhere and every youngster is a musician or wants to be one. Music is in every corner, live or canned. It's another national phenomenon with meaning for us in the business of marketing, selling or communicating.

For teen-agers, the language is music and radio is their medium. Most of our

current crop of middle-class teen-agers have been transistorized since they were old enough to turn on the switch. When we use music to sell them, however, we have to do it *right* or they'll know it's very wrong. Rock 'n' roll (a term teen-agers resent almost as much as they resent the term "teen-ager") is constantly changing.

These changes are often very subtle and of short duration, but it is that subtlety and momentariness of change that makes the young audience know it is its sound.

The Medium That Can ■ TV is the dynamic medium that can communicate "feeling" in addition to a specific product message. It can produce a quick customer reaction. It takes only 60 seconds of the viewer's time. And no effort. Used *right*, that is. TV provides a great opportunity for easy humor, for unlimited nuances, for the subtle emphasis of a word, a small chuckle, an unexpected sound, musical underscoring on one end of the opportunity spectrum all the way to an exotic setting, exciting motion, an electronic or cinematic trick on the other. TV can make you feel involved, TV can be empathic, warm and very human.

It is important to keep your marketing target clearly defined. The young adult, particularly male, is more likely to be reached by TV than is the teen-ager for very practical reasons. The adult is home and free in the evening. The teen-ager is studying then and in school in the daytime. So you aim for the teen-agers on radio during after-school hours and before bedtime.

Take a look at your product, decide which age group it fits best, and aim it there. The media to reach each of these teen-age groups—the message to motivate them—is different. Just as their interests, activities, and the products they buy are different.



Edward Gorman has newly joined the J. C. Penney Co. in New York as marketing assistant to the general sales and merchandise manager after nearly 18 years with the Thom McAn Shoe Co. where he was vice president in charge of marketing and a director of the company. His experience as a TV advertiser began with McAn in 1949. In 1954 Mr. Gorman and teen-age radio joined up to bring about what is said to be a pioneer among radio jingles for the teen-ager.

what takes your pulse,
gets under your skin...
and gives you
the creeps?



DR. KILDARE



GIDGET



THE MUNSTERS

America's all-time heart-throb doctor, a pert and peppy teenager and TV's most monstrously funny family – that's the kind of top notch programming diversity that holds an audience and brings them back each week for more. Especially when they are joined by shows like *The Defenders*, *Rawhide*, *Patty Duke*, *Wackiest Ship*, *20th Century*, *Honey West* and *Perry Mason*.

They're all on our schedule this year, making WPIX TV/11 a one-station network. Proven programming has been added to award-winning news, first run movies, Notre Dame football, TV specials and special events, plus leadership in programming for children, young adults and sports fans. Just the place for your 60-second commercials.

NEW YORK'S ONE-STATION NETWORK **WPIX**



Represented by Peters, Griffin, Woodward, Inc. and in New England by Bill Creed Associates.



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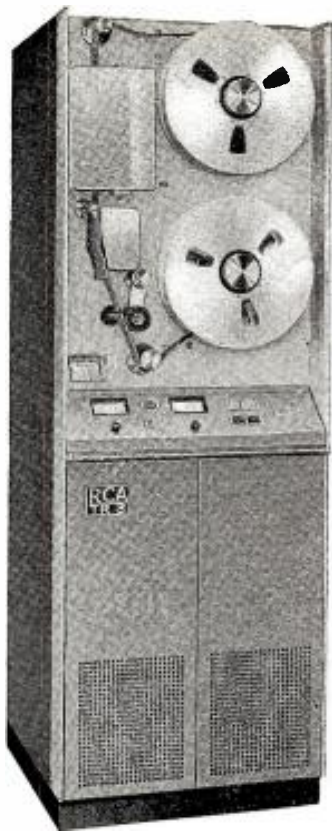
...here's the simplest system for making and playing



SYSTEM 1B ECONOMY RECORDER/PLAYER

With this machine you have a recording and playback facility. It contains built-in picture and waveform monitors and other provisions for good quality pictures. The TR-4 records and plays back in monochrome or in color. (High band accessory is available.)

- All this equipment is part of a matched line for broadcasters—matched in performance, features and appearance.
- All engineered and built by RCA, assuring single source responsibility.
- All designed for color television.



**SYSTEM 1A
COLOR PLAYER**

The easiest way to get into color is to acquire the TR-3 for airing color tapes. It's compatible with all quadruplex recorders. Plays in monochrome or in color—and is convertible to high band. Easily expanded by adding the record accessory as shown below (System 1B).

color tapes!



**SYSTEM 1C
RECORDER/PLAYER
WITH REMOTE RECORDER**

Here you have a recording and playback machine, with TR-5 mobile unit. The TR-5 provides for on-location recording of commercials and special events. It also gives another recording facility in the studio while the TR-4 is on the air. (Note: the TR-5 is for low band only.)



★ HIGH BAND COLOR

is optional accessory for TR-3 and TR-4 machines.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. for your copy of new Booklet.



THE MOST TRUSTED NAME IN ELECTRONICS



"When Van talks 40,000,000 people listen!"

Mutual Sports Director Van Patrick talks sports a lot. 17 times a week. And his 2,500,000* listeners consider Van something of a spellbinder. Multiply their numbers by Van's frequency—and it all adds up to this: Van Patrick is the most-listened-to sportscaster in all network radio. Are you listening, media types?

*2.5 million—average audience per program (16 reported time periods) —Sindlinger, Feb., 1966



Trends run unevenly in spot TV

Areas of softness that became evident last spring still show up in fall survey; network competition and growing use of multi-product spots are blamed

The ups and downs that marked the spot television business last spring were still evident last week in results of a fall survey of stations.

In the study, latest in a seasonal series that BROADCASTING has conducted since 1961, 64% of the respondents said their late-September business was running at higher levels than a year ago, and 22% reported business off.

While this tally reflected increases by almost two stations out of three, it was also the first time in five autumns that the number reporting gains had dropped below 70% or those with declines exceeded 13%.

Like Spring, Like Fall ■ This fall's findings were almost identical to those in a similar survey last spring, when a slowdown in national spot was easily apparent although the reasons for it were harder to find.

The stations' reports also were supported generally by a BROADCASTING sampling of leading station reps, although the reps as a group tended to be somewhat more optimistic than the stations. About 80% of the reps questioned reported current business up from last fall's levels, by margins ranging from 3% to 13%, and said they expected full-year gains of roughly the same order. Most of the rest said business is and probably will remain at or near last year's totals.

Last spring, as in the current study, 64% of the station respondents reported national spot sales up from the preceding fall. The number showing declines has dropped a little, from 25% of the respondents last spring to this fall's 22%, while the number reporting business holding its own has edged up from 11% to 14%.

There were other parallels between this year's spring and fall surveys. As this fall's set a five-year low-water mark in number of stations reporting gains, and a high-water mark in those showing drop-offs, last spring's was the first May-June study in which increases were

reported by fewer than 75% of the respondents, or declines by more than 14%.

Better Year ■ Despite the similarities in the spring and fall results, however, other findings suggested a brighter outlook for the year as a whole. While a number of stations predicted their full-year national spot business would drop below 1965 levels, the pessimism was neither as widespread nor as deep as that voiced in the spring study.

Among respondents offering predictions on their full-year spot business, 71% expected this year's to exceed 1965's, and among those who estimated the probable extent of their increases the range was from 5% to 50% and averaged about 18%.

About 18% of those forecasting full-year results said they expected to fall below last year's levels by margins that also averaged 18%. The rest, approximately 11%, thought they would come through 1966 with spot totals about equal to 1965's.

Many stations declined to speculate on the full year's outcome. One called 1966 the "most difficult year ever to predict—peaks and valleys seem to have no relationship to previous years or

guideposts."

The bulk of the blame for declining sales—or for their failure to move faster—was heaped primarily on the mounting use of piggybacks and other forms of multiproduct announcements and on the widespread sale of participating announcements by networks.

On the brighter side of the ledger, growing use of color by stations as well as networks was the most frequently mentioned harbinger of higher sales. Others cited were political broadcast business this fall and what one broadcaster called "efforts of individual stations and groups of stations and rep firms selling the fine points of spot."

Local Strong ■ Another encouraging factor noted by several stations was local business. Although the survey did not inquire specifically into this area, a number of stations with national spot sales running below par volunteered that local sales, on the other hand, were running ahead of their 1965 pace.

The study found agency interest in color for spot commercials at almost exactly the same levels indicated in last spring's survey. In the fall questionnaires 43% of the respondents said agencies "regularly" indicate an interest in color, 44% said they "frequently" do and 13% said they "occasionally" do. These answers were within two percentage points of those given last spring.

Unlike several previous surveys in the series, this fall's found substantially the same current-business picture in all market classes.

There are always variations from one market to another and even from one station to another in the same market and there was nothing to suggest that this phenomenon is any less prevalent now. But the ratio of stations reporting gains to those reporting declines was unusually consistent, regardless of the number of stations in the market.

Against an overall average of 64% reporting gains and 22% showing declines, the division in one-station and

TV test for Amazing

Hazel Bishop Inc., Union, N. J., is TV test-marketing Amazing, a new product, on WFIL-TV and WCAU-TV in Philadelphia. Amazing is lotion applied to razor blades and is said to be a substitute for shaving creams and lathers. Test will move with radio within the next few weeks, and be expanded to an additional four East Coast markets in near future. Plans are to put the product into national distribution via spot TV and radio as well as in print by year-end.

two-station markets was 62% to 24%; in three-station markets it was 65% to 23%, and in markets with four or more stations it was 64% to 18%.

The extent of the gains, where estimated, was also consistent. Many stations did not give a figure, but among those that did the overall average gain was 19%. In one- and two-station markets it was 18%; in three-station markets it was also 18% and in markets with four or more stations it was 20%.

Those Losing ■ Where declines were specified there was a little more variation. They averaged out to 12%, but in all of the categories except three-station markets—where the dropoffs averaged 6%—there were too few estimates to provide meaningful breakdowns. They ranged, however, from a low of 1% to 2%, to a high of 28%.

One point on which this fall's findings did not differ from those of previous studies in the series was the commercial length in greatest demand among agencies and shortest supply among stations. By long odds—as always—it was the 60-second availability.

This length was named more than 10 times as often as any other as being in greatest demand, and five times as often as any other as being in short supply. The 20-second availability usually ranked number two in both categories, followed by 15's and 10's.

For all three lengths, in virtually all principal day-parts, the highest levels of sales were achieved in markets with four or more stations. Exceptions were early-evening fringe time and prime time, where stations from one-and-two-station markets and those from three-station markets often reported sales levels rivaling and in some cases exceeding those from markets having more stations. Some typical comments of station representatives follow:

The sales vice president of a large rep firm indicated that business to date is running about 13% ahead of last year, but he attributed part of this substantial rise to the company's comparatively modest sales performance in 1965. In certain major markets business is averaging 35% ahead of 1965, but he noted that in medium- and small-sized areas, sales are up only slightly. He felt that color already has become such an accepted factor that agencies are not inquiring into capabilities of stations as they were last year.

Another major rep reported a spate of new business in the past three weeks and estimated 75% of his stations were running ahead of last year's pace. He thought overall his station list would finish 1966 5% to 7% ahead of last year's volume.

Little Notice ■ This rep noted that

business is being placed much closer to air dates than previously, sometimes with little more than a week's notice. He said agencies all seem interested in stations' color capabilities and estimated that 90% of his list is either equipped with color cameras or has them on order.

The sales director of a representative in middle-sized markets reported that business "is just about the same as last year at this time." Station business seems to fluctuate from month to month but in middle-sized areas the opportunities for growth are limited, he pointed out. There are numerous requests for availabilities for color com-

The line forms at the lab

Movielab Inc., New York, a major film-processing laboratory, has adopted a new policy calling for the production scheduling of color release TV spot prints on a first come, first served basis. Movielab's policy was outlined in a letter sent last week to TV producers and advertising agencies by Saul Jeffee, president, citing "unprecedented demands" placed on the laboratories. The new system, he said, would begin on Oct. 17. To eliminate the possibility of inequities to customers, Mr. Jeffee said, the new program requires all color spot release orders to be placed on a production schedule as soon as the laboratory receives approval of the answer print or sample print.

mercials and for information on the capabilities of stations, he added.

The president of a major representative company pointed to a bright third quarter and projected an equally attractive fourth quarter in a year that he said had been "spotty." He voiced the view that business in 1966 would be 4% to 5% over 1965.

He felt that the mushrooming of piggybacks was a "definite obstacle" to the growth of spot TV this year, but said he was pleased that spot TV had been able to enlist some advertisers new to the medium. Color is becoming "a real factor" in the spot business and more and more agencies are requesting information on the color facilities of stations, he reported.

One group station representative indicated business for his relatively short list of stations was running 12% to 13% ahead of this point last year and

estimated the same margin would apply to operations for the full year.

He said he thought the spot growth rate of his stations had been twice that of the industry for the year.

One of the largest station representation companies said business is exceptionally strong right now, that the full year would be "well ahead" of 1965, but refused to estimate a percentage increase. According to this rep all sales ground lost earlier in the year had been made up and an exceptionally strong final quarter was anticipated.

The same company said agency inquiries about station color facilities are plentiful, that only a few stations on its lists are without color-tape facilities although many are still awaiting delivery of color cameras for live presentations.

RAB meet told of ANA radio plans

Broadcasters attending the fourth session of the 1966 Radio Advertising Bureau management conference in Tarrytown, N. Y., last week were advised that the Association of National Advertisers plans to hold a special seminar on radio for the first time in recent history.

The disclosure was made by RAB President Miles David, who noted that the ANA special meeting is "just the latest indication that radio's momentum in terms of renewed interest and awareness is accelerating."

Mr. David added that seminar plans and the date will be announced later this fall by the ANA.

James A. Brown, general sales manager of KSFO San Francisco, warned broadcasters to guard against complacency during times when sales are good. He urged station officials to expand into the area of accounts new to the medium or to their particular outlet and not to rely on accounts they already have.

The Billion-Dollar Mark ■ The prediction that radio will crack the billion-dollar barrier if every major-market station builds a constructive presentation was expressed by Herb Mendelsohn, vice president and general manager, WMCA New York. He gave a condensed version of a WMCA presentation that emphasizes the station's personalities, its role in community projects, its local news coverage and its role as a leader in broadcast editorializing.

David Croninger, vice president and general manager of WTP Philadelphia, outlined six dimensions of a successful radio station. He listed them as strong on-the-air personalities, quality popu-

No more commercial scheduling by phone, SRA tells agencies

Station representatives are mounting a strong effort this week to help solve scheduling problems resulting from the growth of piggyback commercials on spot TV.

Advertising agencies are being placed on notice by the Station Representatives Association that they bear the prime responsibility for transmitting information in writing to stations on the scheduling of TV commercials.

In an announcement being released today (Oct. 10) by SRA, the association said letters have been sent to media directors of agencies advising them of the need to adhere to long-established procedures for the transmittal of commercial scheduling instructions.

The letter, signed by Hastings W. Baker, managing director of SRA, points out that the expansion in the 60-second piggyback commercial on network and spot TV has resulted in difficulty in scheduling. It reported that stations receive copy from various sources, including agency traffic; by phone from the agency; by phone from the representative, and, in some rare cases, from district salesmen or managers of the advertisers.

The problem often is complicated because there are "constant changes



Hastings W. Baker

in schedule, and there are no written records of all the transactions," Mr. Baker said. He added:

"The end result is billing discrepancies which cannot be resolved. Since the start of the year many stations have seen their unpaid balances double and most of the problem stems from piggyback accounts."

Write It Down ■ Accordingly, SRA members and other major representative companies, acting with the counsel and cooperation of represented stations, are advising ad-

vertising agencies that effective Nov. 1, all traffic, scheduling and film-rotation information must be in writing, Mr. Baker stated. This is prescribed in the SRA and American Association of Advertising Agencies "Spot TV Guide" for agencies and stations, issued in 1965.

"The original of such instructions should go to the station's operations desk, with a copy to representatives," Mr. Baker wrote. "All changes involving time, agency or representative will continue to be communicated directly to the representative. At the same time, we must emphasize that such instructions have to be at the station 72 hours in advance of telecast and stations point out that efficiency could be improved if instructions included film numbers in addition to product."

Mr. Baker notified SRA members that at least 48 hours in advance of schedules, stations must make final checks to make sure materials are on hand. If they are not, the station must notify the agency TV operations desk that the air date might be missed. He stressed that this basic rule applies not only to the initial mailing but also to schedule changes, film rotations and product switches during the course of the campaign.

lar music, outstanding news and sports coverage, extensive promotion, strong management control and an aggressive sales effort.

Stanley N. Kaplan, president of ways Charlotte, N. C., recommended that radio stations increase their sales staffs and institute sales-training programs to improve the efficiency of their operation and to compete more effectively with other media. He noted that competitive media usually have "far more sales people" than radio. Mr. Kaplan also suggested that at least one saleswoman be on the radio station staff because, he said, a woman can, on occasions, obtain accounts that men cannot land.

The 1966 RAB management conference will conclude this week with sessions in Detroit and Chicago.

Business briefly . . .

Borden Co., through Needham, Harper & Steers, both New York, has purchased a 10-minute participation in CBS Radio's *Arthur Godfrey Time* for Cremora

coffee additive. **Petersen Mfg. Co.**, De Witt, Neb., through Biddle Co., Bloomington, Ill., will be one-minute participating sponsor on CBS Radio's 5 p.m. news program for its Vise-Grip hand tools.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, has introduced Birds Eye Fruits Continental, premium line of frozen fruits, into national distribution with network and spot TV campaign using color commercials.

Craig Panorama Inc., Los Angeles, through Nides-Cini-Advertising Inc., same city, will sponsor NBC Radio broadcast of the Rose Bowl football game from Pasadena on Jan. 2, 1967. The network radio buy is part of Craig's Christmas and post-holiday dealer-support promotion for its full line of car stereos, tape recorders and radios. Craig has signed band leader Stan Kenton for series of commercials, relating company's sound equipment to "champion-sound" theme.

Campbell Soup Co., Camden, N. J., for

its new Golden Mushroom soup has begun campaign that includes network and spot TV. Agency is BBDO, New York.

Revlon Inc., through Grey Advertising, both New York, has bought sponsorship in NBC Radio's *Monitor*, *Emphasis* and *News of the World*.

RAB adds a division for Spanish radio

The Radio Advertising Bureau has formed a Spanish-language division to serve the needs of stations catering to this group, it was announced last week. Twenty Spanish-language stations have joined RAB as of Oct. 1.

Miles David, president, said RAB will compile marketing data on Spanish-language population groups as well as case histories on the sales efficiency of Spanish-language radio stations. Officials of these stations will be invited to attend RAB sales clinics and conferences along with English-language broadcasters.

Tighter rules on cigarette ads

New TV code guides admit tar and nicotine references but with out health claims, ban sports and athletes

A strong set of cigarette advertising guidelines, aimed principally at restricting the appeal of cigarettes to youth, were released last week. The six guidelines, announced by Howard Bell, director of the National Association of Broadcasters Code Authority and concurred in by the NAB TV code board, were described as "compatible" with the existing rules of the tobacco industry's cigarette advertising code.

Ordinarily guidelines are issued by the code director without first consulting either the radio or TV code board. However, the sensitivity of the subject suggested that the route followed last Thursday (Oct. 6) at the TV code board meeting in New York was the most prudent. The radio code board

had also been told of the intention to issue the guides.

In essence the guidelines ban commercials with a sports theme or featuring prominent sports figures; allow factual tar and nicotine content statements; ban statements that filters have health benefits; ban appearance of most uniformed individuals in spots; ban premiums aimed at youth, and ban using any children or young persons in commercials.

New Language ■ In addition, the code board approved amending the TV code's language on cigarette advertising, making it essentially the same as the radio code's. This language change will have to be passed on by the NAB TV board when it meets in January in

Mexico City. The guidelines require no board approval.

The present TV code language on cigarette advertising says material should not be presented "to convey the impression that cigarette smoking promotes health or is important to personal development of the youth of our country."

The proposed language, adopted last week, says such advertising "shall not state or imply claims regarding health and shall not be presented in such a manner as to indicate to youth that the use of cigarettes contributes to individual achievement, personal acceptance, or is a habit worthy of imitation."

Although the NAB guidelines in some areas are stronger than those in use by the cigarette advertising code, Mr. Bell said it would be "unfair to interpret" the code authority's action as "some criticism of CAC, which under Governor Robert Meyner has done a good job and fulfilled its responsibility to the best of its ability."

The CAC, he added, has instituted many reforms in cigarette advertising since it came into being in 1964. It was the creation of the CAC that led the NAB code authority to put aside its own guidelines that were about to be issued that year.

Right Time to Act ■ Now, two years later, Mr. Bell said the code authority felt the time was right to issue guidelines in light of new developments. Although he did not spell these out, it was known that the code authority felt the Federal Trade Commission's position change in allowing factual tar and nicotine content statements (BROADCASTING, March 28), the subsequent withdrawal of P. Lorillard from the CAC (BROADCASTING, April 4) and the attempt this summer by Senator Warren Magnuson (D-Wash.) to require notices of tar and nicotine content in ads and on packages (BROADCASTING, Aug. 1) made a new look at guidelines imperative.

The six cigarette guidelines make these points:

■ A commercial cannot use a person who is or was a prominent athlete (Mickey Mantle or Dizzy Dean), or persons participating in or who "appear" to be participating in sports activity. (One cigarette spot, no longer on the air, showed smokers in sports garb puffing away near a tennis court. This would now be taboo.)

■ Factual statements, provided they are documented, for tar and nicotine content are permissible (this follows the FTC's new position), but no statements are allowed claiming a benefit based on these statements.

■ The commercials shall not state that a filter or its construction is beneficial to health or well being. (In the early days of Lark it said the charcoal

Daytime billings help set new TV network record

Network TV billings were at a record high last summer with the sharpest growth in the daytime hours, the Television Bureau of Advertising reported last week.

The summer marks: August, \$88.1 million, up 11.8% from \$78.8 million in the same month a year ago; June, \$92.9 million, and July, \$86.9 million. The summer period comparisons were made possible by computation of August 1966 billing.

The three-month total comes to \$267.9 million, which compares to \$239.5 million for the same period in 1965.

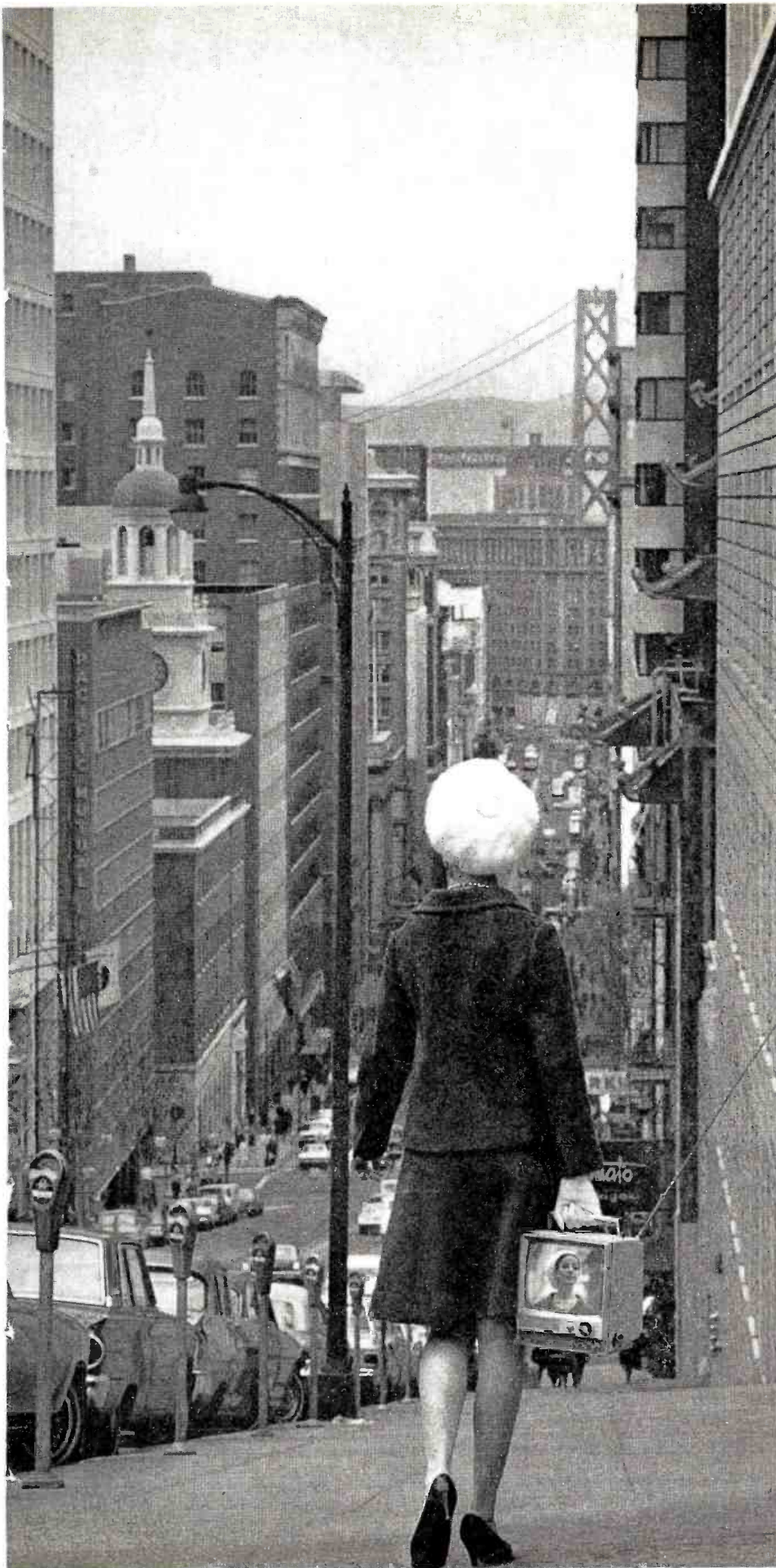
The rate of gain in August was 29.9% in daytime and 7.5% in nighttime periods. For January-August, network TV billing came to \$838.2 million, or a 12.1% gain (23.6% in day and 7.4% in night periods).

According to TVB, these were new (1966) "summertime" advertisers in network TV: Castle & Cooke Inc.; Combe Chemical Co.; Conwood Corp.; Crush International Ltd.; Dairy Queen National Development Co.; G. Heileman Brewing Co.; Kal Kan Foods; Kingsford Co., and Loral Corp.

Network Television Net Time and Program Billings
(Source: TvB/LNA-BAR)
(add 000)

	AUGUST			JANUARY - AUGUST		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$24,838.7	\$30,041.1	+20.9%	\$219,459.3	\$271,144.2	+23.6
Mon. - Fri.	18,972.8	24,651.1	+29.9	166,100.1	205,414.0	+23.7
Sat. - Sun.	5,865.9	5,390.0	- 8.1	53,359.2	65,730.2	+23.2
Nighttime	53,964.3	58,022.3	+ 7.5	528,054.5	567,149.9	+ 7.4
Total	\$78,803.0	\$88,063.4	+11.8%	\$747,513.8	\$838,294.1	+12.1%

	ABC	CBS	NBC	Total
January	\$34,097.8	\$45,317.2	\$43,132.5	\$122,547.5
February	32,090.8	39,737.7	37,216.4	109,044.9
March	35,165.5	45,911.3	41,835.4	122,912.2
April	32,974.5	41,023.8	39,317.3	113,315.6
May	27,484.6	39,571.8	35,505.1	102,561.5
June	25,014.8	35,603.5	32,291.9	92,910.2
July	24,320.0	32,108.9	30,509.9	86,938.8
August	24,734.8	34,608.8	28,719.8	88,063.4



Cover San Francisco- Oakland better with KTVU

32 counties in Northern California and Western Nevada! That's the coverage of KTVU—more counties* than any other San Francisco Bay Area television station. It's KTVU's unduplicated programming and superior channel position that result in the widest coverage of the country's number seven television market. And it's one more reason KTVU is the Nation's **LEADING** Independent Television Station.



SAN FRANCISCO-OAKLAND
Represented by H-R Television



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

*ARB/65 coverage study

in its filter was similar to that used to purify air in space capsules. Such a spot would not be allowed now.)

- Uniformed individuals—firemen, military, policemen, commercial pilots, and others—cannot be shown in commercials. The rule of thumb here is banning anyone whose uniform indicates a position of public responsibility. Such uniformed personnel as doormen and bellhops could be used.

- The spots shall not include offers of premium designed especially to appeal to youth. It would be permissible to mention a rocking chair but not a genuine Johnny Unitas football.

- Children or young persons shall not appear in the spots. (One commercial, no longer on the air, showed parents talking about cigarettes while driving. In the back seat were their children. Although the children were only background personnel, they would still be banned.) The only people to appear in cigarette spots are those who are and who appear to be adults.

Mr. Bell said the next move would be to contact the cigarette companies and discuss the guidelines.

The withdrawal of Lorillard from the CAC, more than any other single element, seemed to be responsible for the code authority's action at this time. When the CAC was created it spoke for virtually the entire cigarette industry. When Lorillard withdrew so it could promote its True cigarettes as having relatively low tar and nicotine content, the CAC rules were no longer universally followed.

The code board was also given a report on the new code of the Motion Picture Production Association in terms of how it would relate to and affect television. The new MPPA code, which classifies pictures within broad categories, will be watched to see how it would relate to TV.

Commerce secretary calls advertising 'indispensable'

Secretary of Commerce John T. Connor has described advertising as an "indispensable" element in this country's prospering economy. In a speech to the Cleveland Advertising Club, Secretary Connor said that "without advertising, we most certainly could not have had the unprecedented prosperity of the past 67 months."

Without advertising, he said, the nation would not have had a 7.5 million rise in employment, a decline in unemployment from over 7% to less than 4%, a doubling in corporate profits after taxes, and an increase of almost \$180 billion in personal income.

Mr. Connor said that advertising is

No comment on guarantee

NBC-TV declined to comment last week on a report that it had offered advertisers a guaranteed circulation in the prime-time presentation of three feature films scheduled to be telecast this winter. The features are "Stalag 17," (Dec. 3), "Bridges of Toko Ri" (Dec. 6) and "White Christmas" (Dec. 17).

It was said advertisers balked at paying first-run movie prices for these films that have been telecast before. It was reported that NBC-TV has agreed to give advertisers a rebate if the Nielsen ratings of the features do not approximate the average of first-run films carried in comparable prime-time slots this season.

a constructive social and economic force in our society, "a force for culture as well as growth, a force for progress as well as profits."

As an example of an important function advertising plays in the marketplace, he cited the use of brand names by consumers to identify quality products. Before advertising, he said, it was a fact of life that quality was hit or miss. The ability to identify quality, Mr. Connor said, created consumer confidence, which he called "the most precious ingredient in the marketplace."

New agency, client tell how to get along

Two speakers at the fifth district fall meeting of the Advertising Association of the West paid particular attention to each other's remarks. The subject: how an agency can best break in a new advertiser and how a client can best work with a new agency.

Speaking from an agency viewpoint at the meeting, held in Palm Springs, Calif. (Sept. 30-Oct. 1-2), was Montgomery McKinney, vice president, client services, for Doyle Dane Bernbach Inc., Los Angeles. Robert J. McMahon, vice president of the First Western Bank and Trust Co., Los Angeles, painted the client's side of the picture.

In a sense, Mr. McKinney and Mr. McMahon spoke as a team. For First Western recently made an agency change. Its choice: Doyle Dane Bernbach.

During his talk, Mr. McKinney stressed that "there's no right way to break in a *wrong* client." He pointed out that agencies sometime make the mistake of going after a client "that

has to be a loser." He cited as examples clients that are too big or too small to profitably meet an agency's capabilities, ones that don't really understand or agree with an agency's philosophies and ones that are using advertising for wrong reasons. "Better to be choosy and pick 'right' clients you can keep twice as long (or forever)—than to pick wrong clients you'll only have to replace in a year or two," Mr. McKinney said.

Instead of breaking in a new client, the agency executive prefers to think in terms of breaking out a new client. What he is seeking, Mr. McKinney indicated, was how to break clients "out of old patterns of thought and action, out of tired traditions and inefficient inertia, out of ruts and onto the high-ground of fresh, aggressive performance, marketing and advertising."

On the other side of the counter, Mr. McMahon said that the best way to break in a new agency is to treat that agency and its people "as if they were true partners," and by creating an "atmosphere of respect."

Commercials in production . . .

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

Focus Presentations Inc., 400 Park Avenue, New York 10022.

Westinghouse Electric Corp., New York (washer); three 60's for TV, live on film, color. Agency: McCann-Erickson, New York. Don Resnick and Al Bensusan, agency producers.

Pepsi-Cola Co., New York (Pepsi-Cola); one 60 for TV, live on film, color. Agency: BBDO, New York. Larry Berger, agency producer.

General Foods, White Plains, N. Y. (Gainesburgers); one 60 for TV, live on film, color. Agency: Young & Rubicam, New York. Drew Andriotta, agency producer.

Procter & Gamble, Cincinnati (Tide); four 60's for TV, live on film. Agency: Compton Advertising, New York. Dick Whitson, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Cumberland Brewing Co., Cumberland, Md. (beer); one 60 for radio, jingle. Ernie Bernhardt, production manager. Placed direct.

Queen City Brewery, Cumberland, Md. (beer); one 60 for radio, jingle. Ernie Bernhardt, production manager.

Nelson Brothers, Chicago (furniture chain); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Media Advertising Service, Atlanta. Charles Temkin, account executive.

Gordon Foods Division, Sunshine Biscuits Inc., Atlanta (food); one 60 for radio and TV, jingle. Hub Atwood, production manager. Agency: Harris-Weinstein Inc., Atlanta. Abe Weinstein, account executive.



Why do they love us like they do, **DO, DO**?

WE KNOW you're bored with all the rating claims you hear from broadcasters — but who tells you *WHY* people listen?

One reason our area is *mad* about us is that we spend more dough to produce truly BIG-TIME news, sports, weather and other local-interest stuff. For example, Norm Schrader, our News Director, just spent a month in Viet Nam, interviewing 127 Fargo-area servicemen, right up there in the fighting.

Another for instance, our twelfth Annual WDAY Band Festival on May 14 drew 86 high school bands to Fargo (nearly 6,000 bandsmen) — 80 girls in the beauty contest — *multiple* thousands of parents, teachers and friends for one of the biggest days Fargo ever saw.

We could go on and on. *It's a story of community leadership and vitality that you ought to hear. Ask PGW!*

WDAY-TV • WDAY-AM **WDAY-FM / Stereo**

The Know-How Stations in
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

A bank for rating information?

ARF conference hears suggestion that services use such a system to evaluate collected data

A researcher for a leading station-representative company called last week for creation of a central industry point for gathering and disseminating information on rating service methodologies and results.

Melvin Goldberg, vice president for planning and research at John Blair & Co., suggested that a methodology information bank be set up. All rating and research services could invest information in, and withdraw it from, the bank, which would use computers to correlate and evaluate data already collected.

Mr. Goldberg's proposal was made during the 12th annual conference of the Advertising Research Foundation in New York. He said he recognized the problem of trade secrecy arising from such an information pool, but asked: "In research methodology, how much secrecy is there?"

The problem in research, he continued, is more likely to be inadequate

call for a cooperative advertising effort, perhaps to be conducted by the Advertising Council, to increase cooperation among potential survey targets as a means of reducing bias in samples.

The Blair research official said the TV trend toward signal and audience segmentation, brought on by the growth of multiset homes, more UHF stations and CATV, would hit "with a vengeance" and could be expected to make the researcher's job still more difficult. He said he thought broadcast researchers have not kept pace with the technical developments in the media.

A proposed market laboratory for testing the one-time and cumulative effectiveness of two ad campaigns was outlined by ARF President Sherwood Dodge. The model, which might make use of split-cable facilities of CATV systems and split-run newspapers and magazines, is being studied for feasibility by an ARF committee.

He described a plan for small "arrow-

said he thought the ARF would be an ideal organization to undertake the project.

Mr. Langhoff revealed the results of some ARB studies conducted last summer in St. Louis and Washington that examined the attentiveness of radio audiences. The method was telephone coincidental. It found that one-sixth of at-home radio listening was in a "concentrated listening" group, half of the audience was "listening with incidental activity," "incidental hearing" encompassed one-fifth and the balance was characterized as engaged in "activity with incidental listening." There was relative stability between the first two of these groups in both cities, less correlation in the final two.

The ARB president advised that broadcast measurement should be considered in light of a total system of media decision making.

'Time' Studies ■ Another speaker at the ARF meeting dealing with audience involvement, Herbert Krugman, vice president and research director of Marplan, reported some results of pilot studies sponsored by *Time* magazine. Among the findings:

■ Involvement with advertising in TV or magazines tends to be highest when attention is directed to the pro-



Mr. Ule



Mr. Dodge



Mr. Langhoff



Mr. Krugman



Mr. Goldberg

analysis of what has been learned by a survey. Implementation of his plan, Mr. Goldberg said, would allow evaluation of a particular survey not only on its own merits, but in relation to the results of previous knowledge entered in the computer from earlier studies.

One advantage of such a system, he said, would be more accurate weighting techniques "for our not completely representative surveys.

"At least, we might be able to develop statistical weights beyond the obvious ones of age, sex and size of household, which affect viewing, listening and reading habits."

Better Samples ■ He suggested the system might even permit simulation of good samples from those proven less adequate.

Mr. Goldberg also renewed his earlier

head" projects, none of which would cost more than \$5,000, that might open up deeper investigation of such subjects as "television clutter vs. isolated positioning" and other basic questions of advertising research.

FACT Goes National ■ Mr. Dodge said the ARF's new Field Audit Completion Test (FACT), a service for verifying that interviewing has been done and for improvement in interview quality, would be operational by January on a national basis.

Peter Langhoff, president of the American Research Bureau, told the ARF meeting it was time to begin thinking about the cost of producing research data in terms of its ultimate value to media decision makers.

He spoke of an urgent need for researching the economics of research and

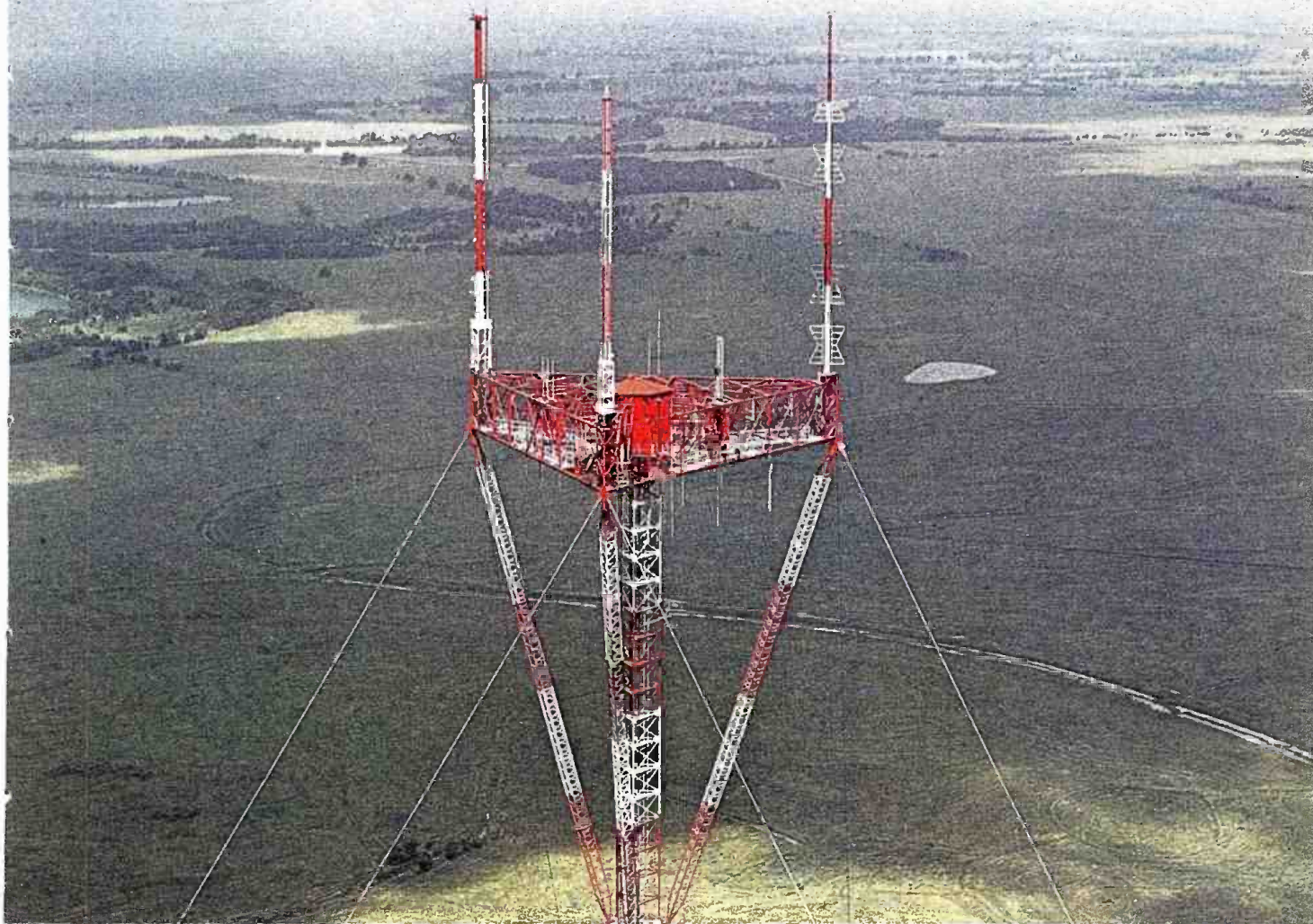
gram environment, less when directed to advertising and least when advertising is presented alone.

■ Stronger interest in editorial content carries over to create strong interests in the advertising around it.

■ Women register higher involvement with advertising than men.

Maxwell Ule, technical consultant of the Milwaukee Advertising Laboratory, an undertaking of the *Milwaukee Journal*, reported on the progress of the second year of the laboratory. It was established to measure the cumulative sales results of alternative advertising strategies and alternative promotional strategies and to offer diagnostic information explaining the workings of the different approaches.

In television, the laboratory controls the input of TV advertising into homes



They bought our complete antenna line.

KPRC-TV has a G-E Batwing antenna. KHOU-TV broadcasts with a G-E Helical. And KHTV owns a G-E Zig-Zag antenna.

These three Houston television stations didn't buy different General Electric antennas just to be different.

KPRC-TV, Channel 2, needed an antenna designed to very tight system specifications over the high percentage band-widths essential to a VHF Low Channel station. That's why they bought a G-E Batwing.

KHOU-TV, Channel 11, needed another kind of antenna for their VHF High Channel station. This antenna had to meet physical as well as electrical specifications. That's why they bought a G-E Helical.

KHTV, Channel 39, needed a UHF antenna with a radiation pattern tailored to the Houston-Galveston area. And a unique upper-and-lower dual input facility for more power in the future (ERP is now 2.58 megawatts).

That's why they bought a G-E Zig-Zag.

So take another look at this Candellabra®. You'll see three good reasons to contact your G-E Broadcast Equipment representative. General Electric, Visual Communications Products, Electronics Park, Syracuse, New York 13201.

GE-36

©Dresser Industries, Inc.

GENERAL  ELECTRIC



When to cover?

This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency

procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.

in the Milwaukee area by use of an electronic muter that is installed in the chassis of a TV set to mute the commercial. The laboratory uses two probability samples of 750 homes each, one representing the "A" market and the other the "B" market. TV sets in homes in one of the markets are muted for a period, and vice versa.

Sales Dropped ■ Mr. Ule reported on a test to determine whether incremental losses in sales resulted if a brand reduced its budget on TV significantly for a period of at least 32 weeks. It showed, he said, that sales began to decline immediately after the test started and continued in a fairly even manner throughout the test period.

Mr. Ule projected that for the period the brand would generate a loss of \$95,500 in factory sales dollars and an estimated \$19,000 in factory incremental profits. The total savings in advertising input would be \$4,600, leaving a net estimated loss of \$14,400 to the factory.

He predicted that the laboratory will offer opportunities to measure such elements as the economic value of color vs. black-and-white TV, color vs. black-and-white in other media and the "wear-out" value of commercials and print advertisements in terms of optimum number of reruns and reprints.

Charles R. DeCarlo, director of automation research for International Business Machines, told the researchers it was time for them to start thinking more about the nature of research in the future.

He said scientists at Kaiser Industries have suggested that 20 years from now it may be possible for laser beams to project three-dimensional images into the living room—images that people may be able to walk completely around. This technology, he said, may permit man to separate any "initial phenomenon in space and time" and give him a chance to re-experience the past.

Research Reports ■ The ARF conference ran a full day Wednesday (Oct. 5). A potpourri of reports and demonstrations by a number of research services followed on Thursday as an added feature to this year's meeting. Sessions ranged the advertising spectrum. Among those of broadcast interest:

R. H. Bruskin Associates, New Brunswick, N. J., which conducts continuing studies of the color-TV market, noted in its presentation that in March 1967 it would interview again respondents of a study made last March in which it found a relationship between actual buying and a previously stated intention to buy "to determine if such a relationship exists for color television."

A. C. Nielsen Co. talked about its new brand-testing of the TV audience. The new measurement survey (brand

1 FIRST

**SIGN-ON
TO SIGN-OFF**

AGAIN WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:
***32.3% More Than Station #2**
***83.6% More Than Station #3**

7-7:30 P.M.
MONDAY THRU FRIDAY
WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:
***26.4% More Than Station #2**
***56% More Than Station #3**

11-11:30 P.M. NEWS
MONDAY THRU FRIDAY
WSYR-TV is No. 1 IN HOMES

Delivered in the Syracuse Market:
***79% More Than Station #2**
***190% More Than Station #3**

*ARB for March, 1966.

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.

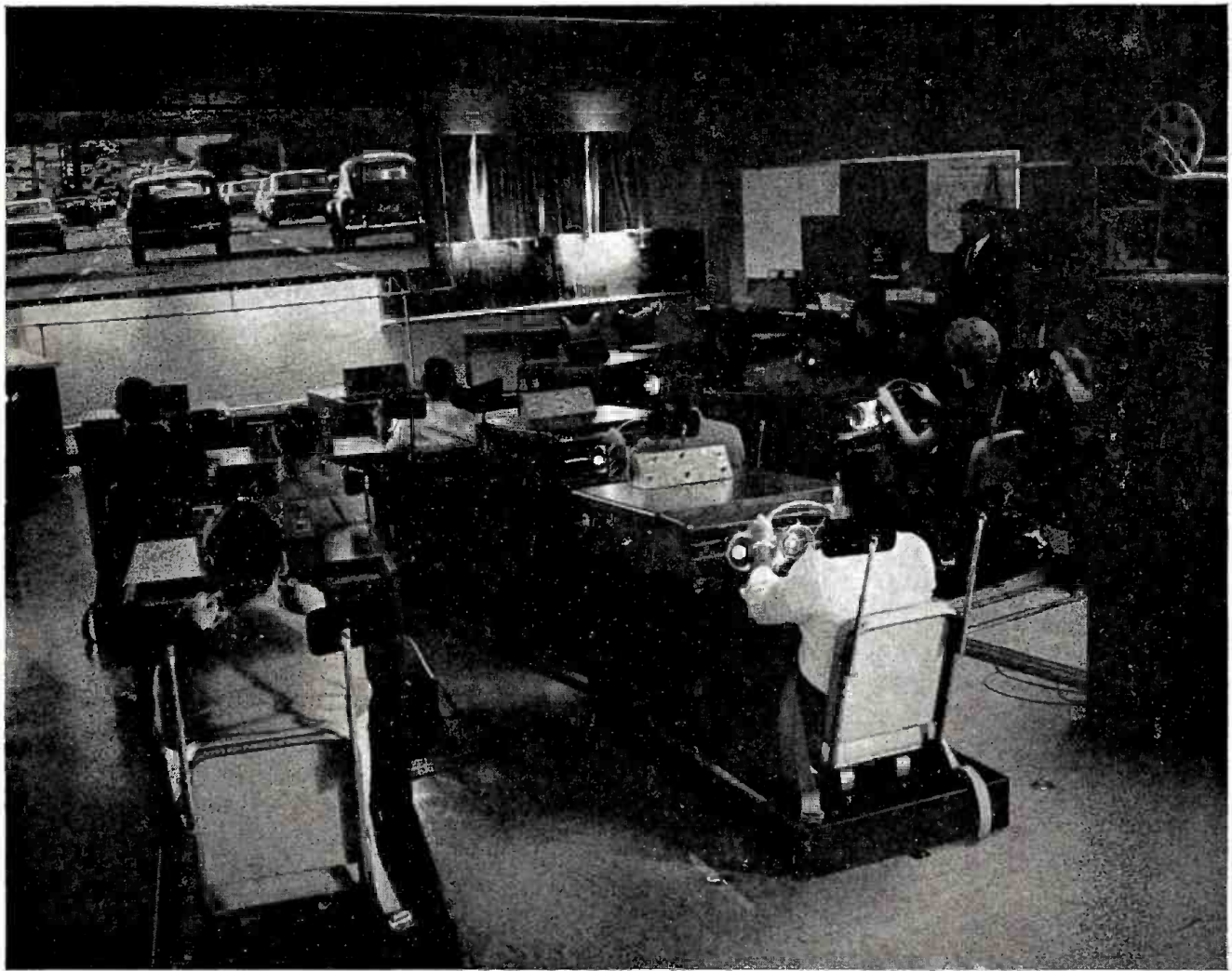
WSYR • TV

**NBC
Affiliate**

Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS



These students have their “accidents” before they drive on city streets

They're learning how to drive in Allstate's new Good Driver Trainers—the revolutionary combination of “Classroom automobiles” and realistic driving films.

The students pictured above attend Normal High School in Normal, Illinois.

Twice a week, inside a classroom, students sit behind the wheels of 15 classroom “mock-ups” of late model automobiles.

Then, for the next 50 minutes they will “drive” by watching color movies on a Cinemascope screen.



By the end of each class, they will have reacted to more than six dozen driving hazards—many more than they would experience in a whole day's driving in Normal.

And when they've finished the complete driver education course, their chances of having an accident will be cut exactly in half.

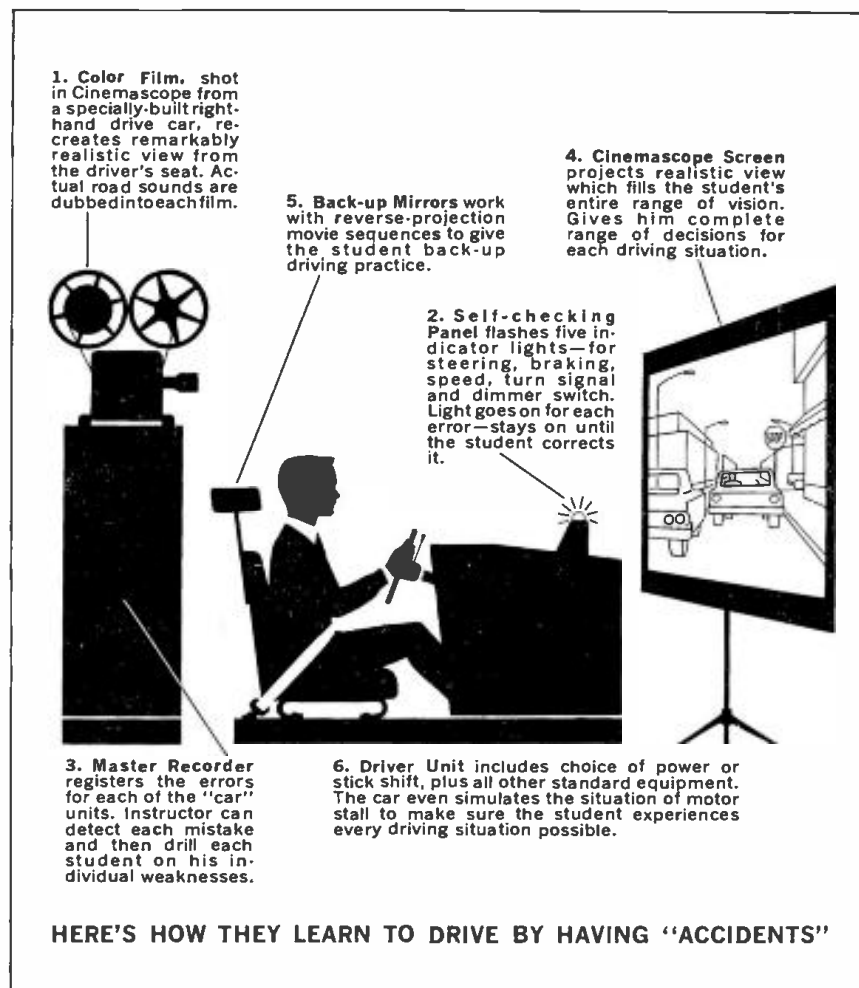
Fifty percent fewer accidents! Any wonder that Allstate has put a lot of money and effort behind the new Good Driver Trainer?

It has been an ambitious project, one from which Allstate doesn't get back a single penny. But regardless of cost, Allstate sees it as a public service project, with far-reaching benefits. Here's why:

Same number of instructors can train more students—The instructors at Normal High School can handle 15 students at one time, instead of one by one. This number can be increased where the program is set up in large classrooms. Naturally, actual road driving experience is still necessary—but only one-half as much.

Students get better training—Allstate's film library now contains 12 color films—a cross-country course which progressively takes the student through the simulated mechanics of driving—starting with basic turning, parking and stopping, then, via Cinemascope, out into quiet city streets. Then heavy traffic, and through sleet, past glaring headlights, and over jam-packed tollways and rutted country lanes. Each film gives the student dozens of situations and actual hazards to react to.

Good Driver Trainers Save Money—They can save up to $\frac{1}{2}$ and more compared to present behind-the-wheel techniques. Because only half as much actual on-the-road instruction is re-



quired . . . and because instructors can handle more students.

Future Unlimited—Sofar, Allstate has noted widespread satisfaction. Simulation has received enthusiastic endorsement from the National Safety Council, the National Education Association, and from schools where the units are in operation.

Besides Normal, there are now 140 high schools and training centers using the Good Driver Trainer program. 720 more units for 60 new installations are now in production and dozens more programs are being budgeted for.

Allstate sees the program as one sound hope for cutting insurance rates. But most importantly, the Good Driver Trainer offers a very realistic way to reduce loss of lives and property.

If all of America's 17,500 high schools could offer driver training, we could look forward to a potential 1,250,000 fewer accidents each year.

The Good Driver Trainers make

it possible for teen-agers to have their "accidents" in classrooms . . . not on highways and city streets.

The Allstate Good Driver Trainer is manufactured by the Link Group of General Precision, Inc., makers of World War II's famous Link Flight Trainer. It is marketed by Evans Industries. Educators and other interested groups may contact Evans Industries at 335 Gateway West, Los Angeles, California, or through their approved distributors.

The Good Driver Trainer is another reason why we can tell our customers, and mean it...

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

Insurance Companies

Home Office: Skokie, Ill.

Founded by Sears

Cigarette TV spending up 4.3% in first half of '66

The cigarette industry continues to rely on TV as its primary advertising tool. According to the Television Bureau of Advertising (TVB), the investment of the six leading TV advertisers hit a record \$88.6 million total in the first six months of this year—an increase of 4.3% over the same period last year.

Liggett & Myers Tobacco increased its TV budget 39.8% and moved from sixth to fourth place among the companies. L&M is the heaviest cigarette user of spot TV (in terms of both dollar volume and share of total TV spending) with 37.5% of its \$13.6 million TV budget in spot.

Four of the six leading companies showed a slight decline in TV spending, but this was more than offset by substantial increases on the part of Liggett & Myers and Philip Morris.

First place among TV cigarette advertisers is still held by the R. J. Reynolds Tobacco Co., Winston-Salem, N. C., with its \$20.4 million total six-month investment. Second is the American Tobacco Co., which spent \$17.8 million for TV in the first half of 1966.

The TVB report includes full-year

totals for 1965 as well as this year's six-month compilations. None of the six companies in 1965 allocated less than 61% of their budgets for four measured media to television. From the point of view of TV share, Brown & Williamson Tobacco was the leader, giving television 90.7% of its 1965 budget.

1966 (first-half report)
Cigarettes
(*TV investments for all cigarette brands by six leading companies)

Company	1966 Spot TV	1966 Network	1966 total	1965 total	Percentage change
R. J. Reynolds	\$ 3,824,300	\$16,435,500	\$20,259,800	\$20,410,100	- 0.7
American Tobacco	3,765,900	13,232,400	16,998,300	17,811,200	- 4.6
Philip Morris	3,541,100	10,764,000	14,305,100	12,767,700	+12.0
Liggett & Myers	5,135,900	8,489,500	13,625,400	9,747,600	+39.8
Brown & Williamson	3,391,000	9,031,400	12,422,400	12,583,500	- 1.3
P. Lorillard	3,210,600	7,736,300	10,946,900	11,605,400	- 5.7
Totals:	\$22,868,800	\$65,689,100	\$88,557,900	\$84,925,500	+ 4.3

1965
Cigarettes
Ranked by leading TV advertisers for cigarette brands only*

Company	Network TV	Spot TV	1965 Total TV	1964 Total TV	Change	Magazines	News- papers	Radio	Total Media	TV Share
R. J. Reynolds	\$ 29,782,700	\$12,950,200	\$ 42,732,900	\$ 44,083,900	- 3.1%	\$ 7,780,400	\$ 998,500	\$12,586,000	\$ 64,097,800	66.7%
American Tobacco	28,983,700	6,448,800	35,432,500	35,738,800	- 0.9	10,469,700	3,566,500	6,012,000	55,480,700	63.9
Brown & Williamson	23,828,300	4,999,800	28,828,100	24,084,800	+19.7	2,557,900	395,300	—	31,781,300	90.7
Philip Morris	19,271,300	5,774,700	25,046,000	23,886,200	+ 4.9	3,815,300	475,300	—	29,336,600	85.4
P. Lorillard	12,492,500	7,682,800	20,175,300	22,649,700	-10.9	4,972,900	309,600	6,773,000	32,230,800	62.6
Liggett & Myers	14,423,800	5,325,900	19,749,700	21,117,700	- 6.5	5,843,600	1,548,900	5,242,000	32,384,200	61.0
Totals:	\$128,782,300	\$43,182,200	\$171,964,500	\$171,561,100	+ 0.2%	\$35,439,800	\$7,294,100	\$30,613,000	\$245,311,400	70.1%

*Sources: Network TV—TVB/LNA-BAR (net time & program costs) Spot TV—TVB/N. C. Rorabaugh (gross time)
Magazines—PIB. Newspapers—Bureau of Advertising. Radio—RAB (published data)

cumulative audience) rates brands in terms of their television commercial impact. Nielsen indicated it intends to issue reports on a four-week basis with tabulations showing average audience and frequency, along with demographic data. The study would become available at first on a basis of households and later would be extended to encompass individuals, cover separately network and spot with cost-per-thousand break-outs for specific target groups.

Schwerin Research Co. showed ARF members its "channel choice" method of testing commercials before a theater audience. Two pretested programs are shown at the same time on separate screens spaced apart in the theater. Commercials are inserted into the action and measurements made on the basis of the audience switching audio feeds. Among the uses: to compare commercials used in a particular campaign for differences in attentiveness; to study commercial impact after repetition and to determine the preferred order of two messages that make up a single piggy-

back commercial.

Telpex Inc. demonstrated its recently introduced service of pretesting TV commercials in the form of rough drafts on special tapes. ARF members were guided through Telpex's simulated TV studio, equipped with four cameras, related equipment and a wall-length projection screen for filmed location setting effects. In the Telpex system, audiences fill in questionnaires giving reactions to various commercials viewed on TV monitors.

The Pulse Inc. took note of its 1967 plans for a nationwide radio circulation study in 48 continental states (BROADCASTING, May 16). The coming study, Pulse said, will include a separate FM report. Results are expected by January 1968.

Rep appointments . . .

- KCTV(TV) San Angelo, Tex.: National Television Sales Inc., New York.
- WRIG Wausau, Wis.: Stone Representatives Inc., New York.

Chicago ETV expands commercial production

Noncommercial educational WTTW-TV Chicago has announced a new production service available to advertisers and agencies throughout the U. S. The station's recording services subsidiary claims it has scored a "first" in the color market by offering a comprehensive tape-film transfer service in positive, negative and double system recordings.

WTTW Recording Services began operation eight years ago supplying black-and-white transfers to agencies in the Midwest but since then has expanded to supply the TV production trade throughout the nation. The new color operation includes video tape to video tape as well as video tape to film transfers. Duane M. Weise, WTTW's director of engineering, explained that the conversion to color was made after a year of experimentation with equipment design.

**If you know
a time buyer who still
believes there's a larger metro
market in North Carolina
than the WSJS
Golden Triangle...**



Give him this.

If you want to see who's out ahead in North Carolina today . . . count the tally. You'll find the WSJS Television market is the one and only number one. First in population. First in households. First in retail sales. WSJS reaches right into the heart of North Carolina, cuts out a Golden Triangle, and covers it for you—totally. Gives you 3 big metro cities plus surrounding counties. All in the rich, heavily industrialized Piedmont country, the fabulous tobacco-textile-furniture-electronics center. More than a million citizens with a total spendable income in excess of one and one-half billion dollars. You're in, when you buy WSJS Television.

WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television 

Represented by Peters, Griffin, Woodward

WCVS uses FCC form to promote itself

FCC form 314, section IV-A, "Statement of AM or FM Program Service," is normally filled out and sent to the commission by applicants for new stations, license renewals and transfers of control, but Roger A. Neuhoﬀ, president of Eastern Broadcasting Corp., says the form may also be an effective means of presenting a radio station's credentials to advertising agencies, their clients and national sales representatives.

Mr. Neuhoﬀ's idea is embodied in a document called "Commitment," which Eastern is currently distributing to various media representatives. The presentation contains photostats of an FCC section IV-A for Eastern's wcvb Springfield, Ill.

Mr. Neuhoﬀ says that a completed section IV-A tells a "substantial part of a story which must concern advertising agencies and their clients. It tells about the depth of a

station's involvement with the public it serves. Untouched by the promotion manager's puffery, this information is significant because it offers an insight into the ability and integrity of a radio station's management."

Section IV-A is a new FCC form adopted only last year and requires radio broadcasters, among other things, to assess in detail the public's needs and interests, list past and proposed programming percentages, review past and proposed commercial practices and submit facts relevant to a station's news operations. The commission also warns broadcasters that willful misuse of the form is punishable by fine and imprisonment. A similar form for TV was adopted last week (see page 58).

"Commitment" has already been "enthusiastically" received by sales representatives and agency time-

buyers, Mr. Neuhoﬀ says. He attributes the presentation's success among media executives to "psychological" factors, namely: "(1) Sincere, hardworking, ambitious media executives feel that their own judgment-ability is stifled by the present preponderance of ratings as the yardstick for assessing radio stations. (2) As a result, their progress to better jobs and greater responsibility is slowed down. (3) By employing the section IV-A as a new yardstick, this situation could be reversed; their personal judgment would become more important and their mettle more obvious, therefore, to their supervisors."

Mr. Neuhoﬀ and his wife, Louise are the principal owners of Eastern Broadcasting, which, in addition to wcvb, is the licensee of wchv and wccv(FM), Charlottesville, WHAP Hopewell, both Virginia, and WALT Tampa, Fla.

Truth in packaging compromise remote

What is generally considered to be a skeleton version of the much-debated truth-in-packaging bill passed the House of Representatives last week but a House-Senate conference that would negotiate on the difference between it and the tougher Senate bill may be delayed.

Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and sponsor of the House bill, has vowed he would insist on the House version in the conference. In response, it now appears the Senate backers are in no hurry to settle for the half-loaf passed by the House and have shown no desire to even discuss the differences with Representative Staggers.

The bill was described by Representative Staggers as a package of mandatory and discretionary provisions. Under the mandatory provisions the Department of Health, Education and Welfare and the Federal Trade Commission would assure that labels on consumer products state plainly the size and contents of the package. The agencies would also have the discretion of obtaining a definition of such terms as "small," "medium" and "large;" the size of "servings" mentioned on packages and could regulate such promotions as "cents-off" sales and "economy size" labels. The Secre-

tary of Commerce could also ask manufacturers to adopt voluntary remedial action when he feels that proliferation in packages in certain products handicaps the consumers' selection. If the manufacturers fail to react, he could then seek corrective legislation from Congress.

It was the last provision replacing mandatory regulation by the secretary of commerce in the Senate bill that has aroused the most controversy. Backers of a tough bill say the House measure is meaningless and opponents have fought tenaciously to eliminate the Senate controls.

Two rep firms consolidate

The consolidation of Adam Young Inc. and Broadcast Time Sales Inc. was announced jointly last week by the two companies. Under terms of the merger, which was effective immediately, BTS became a division of the Adam Young companies.

The BTS division of Adam Young will continue to specialize in radio representation and will be operated as a separate unit. Carl L. Schuele, BTS president, and Stanley I. Feinblatt, BTS vice president, will continue in these capacities.

Mr. Young, president, founded his representation firm in 1944. Broadcast Time Sales was established in Los

Angeles 15 years ago and since that time has sold more than \$20 million worth of time for its stations, the announcement stated.

The BTS division will be located at Young's office at 3 East 54th Street, New York.



The principals in the Adam Young Inc.-Broadcast Time Sales Inc. merger are (l to r): Carl L. Schuele, BTS president; Stanley I. Feinblatt, BTS vice president and Adam Young, president of the station-representative organization bearing his name.

IRTA plans 'Media Concepts Seminar'

An advanced "Media Concepts Seminar" to begin Nov. 7 was announced last week in New York by the International Radio and Television Society. The seminar has been planned for media executives with several years' experience, according to Erwin Ephron,

**wmca turns people on.
Just ask The American
Oil Company,
American Express
and 286 other sponsors
who advertise on the
Joe O'Brien Show.**

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

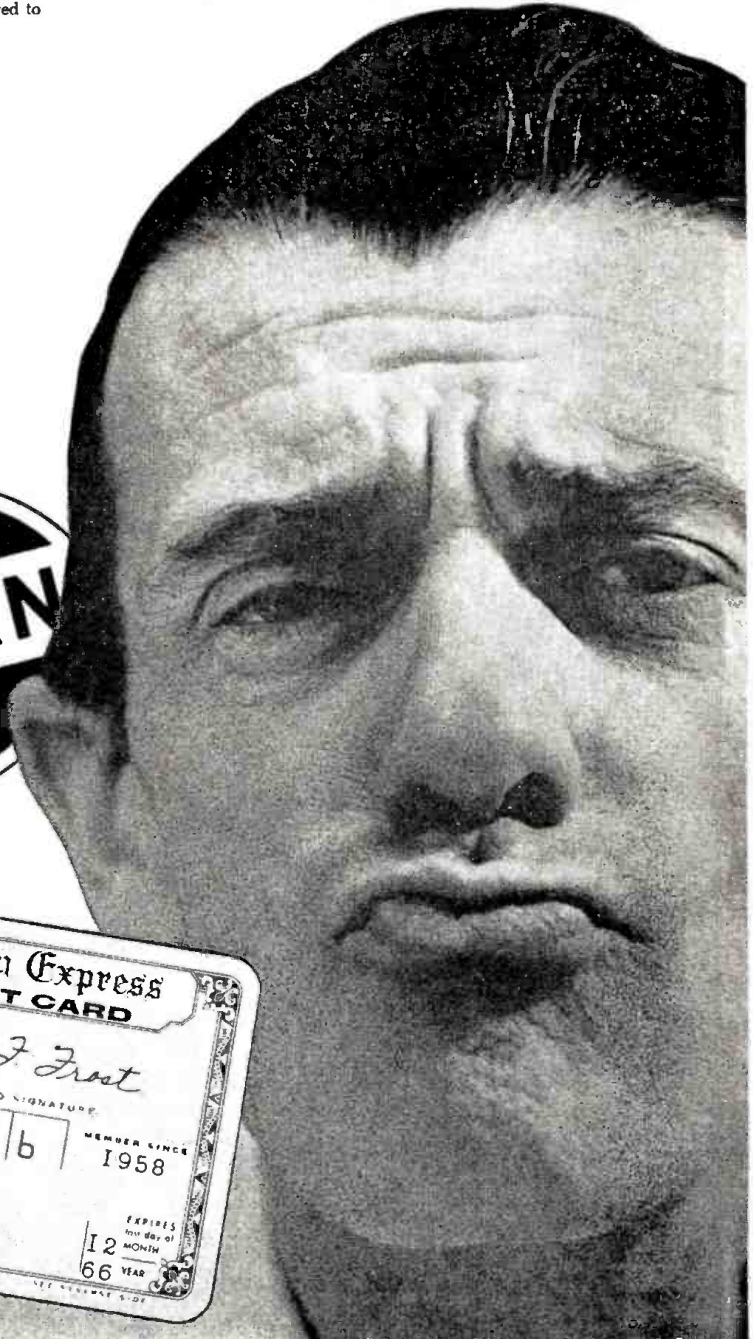
Joe O'Brien entertains people. And at a time when most of them don't want to be entertained—somewhere between opening one eye and drinking that second cup of coffee.

How can we explain O'Brien's popularity? Maybe it's because he's hip to what's happening. Particularly around New York.

Or maybe because he makes people forget there's a mike and a pile of equipment between them and him.

Or maybe it's even some of the warmest, corniest jokes on radio.

Whatever it is, 288 sponsors aren't asking for an explanation. They just sit back and enjoy it.



seminar committee chairman and director of media research for Papert, Koenig, Lois, New York.

The seminar will run seven consecutive Mondays, 5:30-7 p.m., at the CBS Film Screening Room, 51 West 52d Street, New York. Registration is \$25 per person and limited to 40 members. Lecture topics will be: Nov. 7—Audience Measurement and Advertising as a Communications Process; Nov. 14—Demographics, Product Usage and Other Data in Media Planning and Evaluation; Nov. 21—Coverage Concepts; Nov. 28—Reach and Frequency; Dec. 5—Media Aspects of Test Marketing;

Dec. 12—The Computer and Media Models; Dec. 19—Advanced Theory.

Lecturers will be drawn primarily from the seminar committee, which, in addition to Mr. Ephron, includes Marvin Antonowski, vice president and media research director, J. Walter Thompson; George Fabian, manager of consumer research for Johnson & Johnson; Art Heller, Ted Bates & Co. vice president and media director; Ed Papazian, BBDO vice president and head of planning.

Also, Mel Goldberg, research director, John Blair & Co.; Jack Green, associate media director, Papert, Koenig,

Lois; Norman Hecht, director of media research, Gardner Advertising; Cris Rashbaum, Harrington, Righter & Parsons vice president for research and promotion, and Evelyn Konrad of Evelyn Konrad Public Relations.

NH&S sets up new operating committees

Needham, Harper & Steers has formed two division operating committees, one for its Chicago division and one for its New York division. The agency's president, Paul C. Harper Jr., announced last week that the operating committees will advise the division directors and will help them run their divisions. The system also helps in the training of future management.

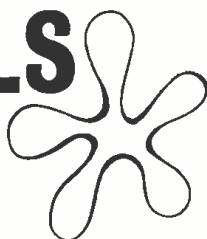
The Chicago operating committee, reporting to James L. Isham, executive vice president and division director, will consist of Robert K. Swanson, vice president and senior account director, who will serve as chairman of the group, and Richard H. Needham, executive vice president and director of personnel; B. Blair Vedder Jr. senior vice president and corporate media director; Jack W. Copher, vice president, senior account director and director of the account executive department, and Albert A. Klatt, senior vice president and chairman of the Chicago plans board.

The New York operating committee, reporting to Paul E. Belknap, executive vice president, includes Edmund Burke, executive vice president and division general manager; Graham Roher, vice president, management representative and director of the account executive department; Irving Sonn, senior vice president and division creative director; J. Stacy Stevens, vice president, management representative and business affairs director; Robert Troast, vice president, management representative and chairman, New York plans board, and Herbert Zeltner, senior vice president and division director of marketing services.

No merger for Raymer

Paul H. Raymer, president of the Paul H. Raymer Co., confirmed reports last week that he had discussed a merger with the Daren H. McGavren Co., but said no agreement was reached and negotiations have ended. He added: "We have no thought of considering any merger now or in the future." Reports persisted that several key officials within the Raymer organization were seeking to buy the pioneer representative company founded by Mr. Raymer in the early 1930's.

Award-winning WFTV SERVES the market it SELLS



*THE ACTIVE MIND

Florida's THIRD-ranking market includes high income families, with a higher than average educational level. To serve these viewers, WFTV provides several unique series of discussion programs on controversial issues, including award-winners PRO & CON, MORAL ISSUES OF OUR TIMES, DISCUSSION '66, and frequent VIEWPOINT 9 specials. Participating are Rollins College students, area clergymen, civic, political, educational and intellectual leaders.

WFTV News and Special Events Department produces study-in-depth documentaries of topical and area interest to Central Floridians.

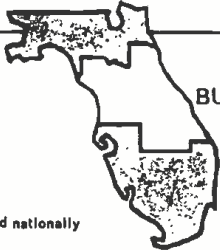
Joseph L. Brechner, president
Mid-Florida Television Corp.



J. H. Rousselot questioned by students about John Birch Society.



Governor LeRoy Collins discusses vital issues.



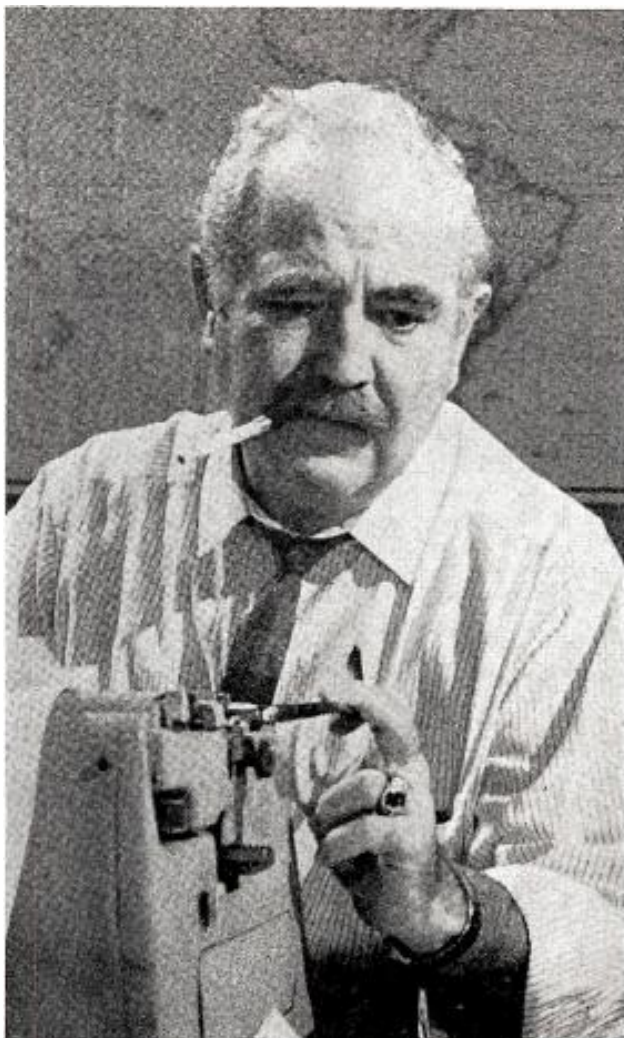
BUY DOMINANCE — BUY COVERAGE

wftv abc

CHANNEL 9 ORLANDO, FLORIDA



Represented nationally
by Blair TV



this man will ruin your ratings

...IF YOU LET THE
COMPETITION GET HIM...

Forget all you've ever read or heard about "controversial" radio personalities and all the wonderful things they can do for your station. Not that we have anything against controversial personalities—it's just that they're all obsolete. Because now there's a 3½ minute syndicated commentary called **THE FIRST ANGRY MAN**. Because now the most colorful and devastating commentator in radio today... (or yesterday for that matter)—a man called **DICK APPLGATE**...is available for your market. Frankly, we're at a loss to describe Mr. Applegate to you. It's impossible to make comparisons because the man has no peers. There **IS** no one like Dick Applegate. But since we have to say something to fill all this space, let it be this.

Dick Applegate attracts and holds a radio audience as no other personality can. He commands a

loyalty from his listeners that you will find hard to believe. He is angry, amusing and profound. He "comments" in his inimitable style, on subjects ranging from pajama tops to De Gaulle... from beatnik students to political polls... and from "why we need a new National Anthem"... to "the silly restrictions against liquor in the American Navy." And he does all this without ever being falsely obnoxious... and without people "getting tired of him." We won't tell you what he'll do for you in rating points and sales. We figure you know your business and can evaluate this for yourself. We will tell you that once you put him on the air, people will listen... and keep listening. But don't take our word for it. Send for an audition record. Listen to it. Then if you don't agree with everything you've just read... send it back... and we'll eat it.

SOLD EXCLUSIVELY TO ONE STATION IN EACH MARKET

WRITE, WIRE OR
CALL COLLECT

JEFF SMITH, GENERAL MEDIA ASSOCIATES INC.
230 NORTH MICHIGAN AVE., CHICAGO, ILL. 60601
AREA 312-782-6766

Wanted: new ownership approach

Council for Television Development tells FCC
that multiple-ownership rules need overhaul
but offers no plan of its own on matter

A group of 42 television licensees that own 127 TV stations, armed with a massive study of the television industry, urged the FCC last week to abandon its proposal for limiting further expansion of group owners into the top-50 TV markets. The proposal, they said, would run counter to the commission's goal of promoting competition and diversity in programming.

They suggested that the commission pursue a new approach. Some of them, at least, are willing to cooperate in such an effort. And there was a suggestion last week that a request for assistance from the commission is hoped for.

The group, organized last year as the Council for Television Development, publicized the comments it is filing in the commission's rulemaking proceeding at a news conference Thursday (Oct. 6) in Washington. At the same time, it made available copies of the 400-page, \$275,000 report of United Research Inc., on which the comments were based. Preliminary versions of the report were given to the commission

last month (BROADCASTING, Sept. 19).

Attack on Proposal ■ The report amounted to an attack not only on the proposed rule but on the commission's present system of limiting broadcasting holdings by numbers of stations—seven AM, seven FM, and seven TV (no more than five VHF's). The proposal is aimed at preventing the development of an "undue concentration of economic power." But the URI report says concentration of ownership in the top 50 markets is declining.

Dr. Paul Cherington, senior consultant to URI, who participated in the news conference, said numerical limitations are meaningless and that the commission should consider other factors, including the size of the markets if it wants to set limits on holdings.

Neither the report nor the CTD comments contain any recommendations. But Ward Quaal, president of WGN Continental and chairman of CTD, said he believes that a request for "additional information" on new approaches will come from the commission. He added, however, that he had nothing

"formal or official" on this from the agency.

He also made clear that the CTD as a group is not committed to future action. The council's job was completed with the presentation of the URI report, he said. But he said members of the council might be interested in helping develop a new approach.

CTD was formed to oppose the proposal that would limit acquisition by groups to three television stations, no more than two of them VHF's, in the top-50 markets. Existing groups whose holdings exceed that limit would not be required to divest themselves of any properties.

Abandon Policy ■ CTD also urged the commission to abandon its interim policy, adopted June 21, 1965, that provides for automatic hearings in cases where a broadcaster would acquire properties in excess of the proposed new limit. However, the commission thus far has granted the three exceptions to that policy that have been requested.

The CTD hopes through the URI report and its comments in the rulemaking proceeding to discredit the "Barrow Report"—the report filed with the commission in 1957 by a network study group headed by Dean Roscoe L. Barrow of the University of Cincinnati. That report recommended, among other things, that the commission seek to follow as closely as possible a philosophy of one station to a licensee.

CTD goes beyond an attack on the proposed rule to urge the commission to abandon what the council considers an "antigroup bias" in comparative hearings. The bias is said to stem from the Barrow Report.

W. Theodore Pierson, counsel for the CTD, said at the news conference that the council wanted an up-to-date study of a "mature industry," one that would "examine behind the Barrow assumptions," and provide a "book" that would be available to the public.

Mission Accomplished ■ "We've done that," he said. He added that the council had taken a "risk" in hiring an independent research organization to



W. Theodore Pierson, counsel for the Council for Television Development (second from r), answers questions at a news conference CTD held in Washington to release its comments and findings of United Research Inc. in connection with the FCC proposal to limit expansion of multiple owners in major markets.

Others (l-r) are Hathaway Watson, president of RKO General Broadcasting, chairman of CTD research committee; Dr. Paul Cherington, senior consultant to URI, and Ward Quaal, president of WGN Continental and chairman of CTD. Conference was held Thursday (Oct. 6). Deadline for comments on FCC proposal is Nov. 1.

make the study. "But it confirmed our view that the Barrow Report is wrong—at least out of date."

The CTD comments assert that one-to-a-customerism is out of step with current national policies represented by tax laws that encourage capital gains and business expansion. Antitrust laws control harmful mergers, the comments add.

The day of the mom-and-pop operation in broadcasting is passing, CTD maintains. "Many 'small businesses,' including broadcasters, simply do not desire to stay small. This is the modern environment in which the broadcasting industry must operate and compete for capital and personnel supply."

The CTD comments also attack various "assumptions" of the Barrow report, including one that multiple-owned stations are not as locally oriented as singly owned stations. Competition demands all stations, group-owned or not, to maintain close relations with the communities they serve, the CTD says. This local orientation is said to be ardent in independent news and public affairs operations of group-owned stations.

Anticompetitive ■ CTD also points out that exclusion of any group of builders or buyers from a market is anticompetitive, not procompetitive. And exclusion of multiple owners from the major markets, CTD adds, would hurt the commission's effort to stimulate the development of UHF television.

Further, CTD points to URI findings that group-owned stations add more to program diversity—a long-sought FCC goal—than do other stations. They broadcast more local-live programs, originate programs for multi-station distribution, and spend more of their resources on programming than do non-group owners, according to URI.

CTD also cites URI's conclusion that group-owned stations have neither the desire nor the ability to engage in "thought control." CTD asserted URI held that a station's chief interest is profit and that it would be foolhardy for it to encourage the "revulsion that slanting, distorting or lying would produce." Furthermore, CTD said the "highly competitive and decentralized character of the economic activities of stations, . . . serves as an effective prophylaxis against manipulative activities."

CTD's comments were the first filed in the proceeding. Deadline for comments is Nov. 1.

Members of the CTD are:

Avco Broadcasting Corp.; Capital Cities Broadcasting Corp.; Chris Craft Industries Inc.; Corinthian Broadcasting Corp.; Cox Broadcasting Corp.; Evening News Association, Detroit; Fetzer Broadcasting Co.; Fuqua Industries Inc.; Gerity Broadcasting Co.; General Electric Broadcasting Co.; Gilmore

Broadcasting Corp.

Also: Hearst Corp.; Houston Post Co.; Jefferson Standard Broadcasting Co.; Kaiser Broadcasting Corp.; Key Television Inc.; KDAL Inc.; KSL Inc.; Metromedia Inc.; Metropolitan TV Co.; Newhouse Broadcasting Corp.; Northwest Publications Inc. Also: Outlet Co.; RKO General Inc.; Royal Street Corp.; Scripps-Howard Broadcasting Co.; Storer Broadcasting Co.; Taft Broadcasting Co.; Sarkes Tarzian Inc.; Time-Life Broadcast Inc.; Triangle Publications Inc.; Washington Post Co.; WAVE Inc.; WGN Continental Broadcasting Co.; WGN of Colorado Inc.; WIBW-TV Topeka, Kan.; WJRT Inc.; WKY Television System Inc.; Wometco Enterprises Inc.; WPIX Inc.; WTAR Radio-TV Corp., and WTRF-TV Inc.

FCC gets pay-TV pleas

Telemeter and Americans for Democratic Action want it established

International Telemeter Corp., developer and franchiser of pay television systems, has urged the FCC to adopt its proposal to establish a nationwide system of pay television as a regular service.

The Americans for Democratic Action also favor establishment of a pay-television system, but one that would be completely separate from the broadcasting service and operated under common-carrier utility regulations.

The comments were the first to be submitted in the latest phase of a commission pay-television rulemaking dating back to 1955. The commission opened the current round in March, asking for comments on proposed rules to establish an over-the-air system of pay television.

The commission set a late deadline for comments to afford Congress an opportunity to provide "guidance" in the area, which has been controversial in the past. Congress, however, has been silent on the subject.

Telemeter, which has developed a subscription system that may be operated over the air or via coaxial cable, argues that pay television offers the only path to improved television programming. Furthermore, since it relies on "box-office" type programming, pay television won't "siphon off" programming fare from the existing free service, the company added.

Consider CATV-Pay-TV ■ Telemeter also urged the commission to consider pay television origination by CATV—and suggested that such a combination be authorized. Telemeter operates three channels of subscription television on an 11-channel system it operates in Montreal.

Telemeter notes that opponents of

such a system have argued that it would be a "back door" to the introduction of pay television. "If the public is going to receive the benefit of programming of superior quality at lower prices," the company added, "it does not seem germane whether it enters by the front door or the back door."

Telemeter, in response to a notice of inquiry accompanying the rulemaking, asserts the commission lacks jurisdiction over a closed-circuit system of pay television. Such a system, unlike regular CATV, uses no spectrum space, Telemeter said.

ADA took its position from a speech by Joseph V. Charyk, president of the Communications Satellite Corp., before the Broadcast Engineering Conference in March. Dr. Charyk talked of a communications utility that "would be a system that would link homes, business offices and stores . . . through wide-band high-capacity transmission facilities to central switching and computer centers, to provide a wide variety of services," including color television, stereophonic FM radio and telephone service.

ADA says authorities maintain that the necessary technology for such a system is available and adds that the government should move to establish such a system as rapidly as possible.

ADA added that the new system must be a common carrier, under regulated terms of pricing and service, and that "all Americans . . . should have the right to subscribe without buying equipment, and be able to receive all programs and services available on the air or by cable."

Connecticut applies for another UHF

The state of Connecticut, through the Connecticut Educational Television Corp., last week entered the final stage of its statewide expansion of ETV when it filed an application with the FCC to activate channel 49 in Bridgeport.

Connecticut Educational Television, licensee of noncommercial WEDH-TV (ch. 24) Hartford, and permittee of non-commercial WEDN-TV (ch. 53) Norwich, now under construction, simultaneously applied to the Department of Health, Education and Welfare for a matching state grant. It is anticipated that the equipment, capable of color broadcast, will cost \$334,239.

The transmitter is to be located in Trumbull, Conn., and will be leased from Connecticut-New York Broadcasters Inc., licensee of WICC-AM-TV and WJZZ-FM Bridgeport. The antenna for channel 49 will be on the same tower as WICC-TV's antenna.

Channel 49 will begin operation primarily as a satellite of WEDH.

Affiliate relations realignment

Move brings ABC-TV department onto a corporate level with sales and programing; several promoted

ABC-TV is reorganizing its affiliate relations department. The revamp, which is being announced today (Oct. 10), affects more than a dozen people in station relations and station clearance and includes the elevation of several executives.

John O. Gilbert, ABC-TV vice president for affiliate relations, said the changes were designed to place affiliate relations on a corporate level similar to ABC-TV's sales and programing departments. He said they would increase the department's effectiveness and services to affiliated stations.



Mr. Giaquinto

A key appointment is the promotion of Joseph E. Giaquinto from director of TV-station clearance to a new post of director of affiliate relations. Mr. Giaquinto, who will report to Mr. Gilbert, becomes administrative head of the department.

Other top-level shifts include the elevation of Carmine F. Patti to director of TV-station relations and of Mario T. Cucinotta, who had served as manager of TV clearances, to director of TV-station clearance, succeeding Mr. Giaquinto. Mr. Patti, formerly station-relations regional manager, eastern region, succeeds Donald S. Shaw Jr. who has left ABC-TV.

Richard O. Wexo and William H. Sythes, who become managers respectively of station clearances and of special services, assume the former responsibilities of Mr. Cucinotta. Messrs. Wexo and Sythes were formerly supervisors respectively of nighttime and daytime clearance.

Closer Relations ■ It was explained that the new appointments will give the department new depth in management and serve to foster a closer relationship with affiliates. Mr. Gilbert also said the changes reflect the competitive growth of the company.

ABC-TV officials claim a steady increase in station lineups over the past seasons, noting for example a 223-station clearance for National Collegiate Athletic Association football this fall compared to some 180 stations carrying American Football League games on ABC-TV in the 1964-65 season.

Also cited were increases in clearances

in the nighttime schedule, using in these examples a comparison of totals in January 1965 to the current station list: *Batman* from 178 to 211 stations, and *Big Valley* from 186 to 207 outlets. Using a similar comparison with January 1964: *Bewitched* up from 197 to 207 stations and *Hollywood Palace* from 162 to 177 stations.

Still other changes in the department: Charles T. Atkins, who has been southern division manager, ABC Films domestic sales department, succeeds Mr. Patti as regional manager for the north-eastern region; John P. Gibbons, previously supervisor of special services, succeeds Mr. Wexo as supervisor of nighttime clearance; Stuart Ullman, who had been supervisor of news and sports, moves into Mr. Sythes' former post of supervisor of daytime clearance and Chris Zoulamis, formerly account representative in daytime clearance, becomes supervisor of special services.

Added to the department as account representatives: Peter J. Flanagan, Bruce C. Hagerty, Barry David, Peter Zobel, Michael Reiffinger and Richard Kozak. Mr. Reiffinger and Mr. Kozak previously were NBC-TV sales service representatives.

NAB radio code gains six stations in month

The National Association of Broadcasters radio code had a net gain of six stations between July 15 and Aug. 15. In that period 38 stations were added to the code roster and 32 were withdrawn.

Stations added: WLAY Sheffield, Ala.; KBLC Lakeport, KECR(FM) El Cajon, KHOE Truckee and KOLI Coalinga, all California; WJCM Sebring, Fla.; WQCN Miami; KVSJ Montpelier, Idaho; WLYV Fort Wayne, Ind.; WNBV Newberry and WIDG St. Ignace, both Michigan; KBXM Kennett, Mo.; KVLV Fallon, Nev.; WFME(FM) Newark, N.J.; KHEN Henryetta, Okla.; KTDO Toledo and KTIX Pendleton, both Oregon; WACA Camden, WJAY Mullins, WGTN Georgetown and WORG Orangeburg, all South Carolina; KATQ Texarkana, KSST Sulphur Springs, KTXO Sherman, and KYLE-FM Temple, all Texas; WGOE Richmond and WJWS South Hill, both Virginia; KAPS Mount Vernon, KBAM Longview, KBCH Oceanlake, KCVL Colville, KEDO Longview, KUTI Yakima, KONP Port Angeles, KMAS Shelton, KPQ Wenatchee and KTEL Wal-

la Walla, all Washington; WMIR Lake Geneva, Wis.

Stations withdrawn: WARF Jasper, Ala.; WMEL Pensacola, Fla.; WDAX McRae, WIYN Rome, WLFA Lafayette, WPLK Rockmart, WRCD Dalton and WSFT Thomaston, all Georgia; WGLC-AM-FM Mendota, WJRC Joliet, WMCW Harvard and WRMS Beardstown, all Illinois; WWHC(FM) Hartford City, Ind.; KIFG-AM-FM Iowa Falls; WCPM Cumberland, Ky.; WLNG Sag Harbor, N.Y.; WAGY-AM-FM Forest City, WBUY-AM-FM Lexington, and WFAI Fayetteville, all North Carolina; KROW Dallas, Ore.; WLKW Providence, R.I.; KSOX Raymondville, Tex.; WTIP-AM-FM and WKAZ-AM-FM, both Charleston, W.Va.; WTKM Hartford, Wis.; KASL Newcastle, Wyo.

Estes gets green light for sale of WPFA

Edwin H. Estes, owner of WPFA Pensacola, Fla., last week received FCC permission to sell the station to WPFA Radio Inc. for \$202,000. Approval, the commission said, is subject to the condition that the sale be consummated within 45 days.

The FCC revoked the license of WPFA and denied the license-renewal application of WMOZ Mobile, Ala., also owned by Mr. Estes, in February 1964 on the grounds that the licensee falsified logs sent to the commission with its license-renewal application (BROADCASTING, Feb. 10, 1964). The FCC last May reaffirmed its earlier decision but tempered its ruling by giving Mr. Estes 90 days to find a buyer for WPFA (BROADCASTING, July 18). The commission at that time stated that if the sale were approved, the revocation order would be set aside.

WPFA Radio Inc., the assignee, is owned by Thomas Gibbons (40%), Mrs. Charles Lamar Jr. (20%), K. P. Reilly (15%), W. G. Switzer (15%) and Marvin James Jr. (10%). Mr. Gibbons is president of the Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge.

ADL opposes sale of KAIL-TV to Tel-America

The Anti-Defamation League of B'nai B'rith moved last week to block the sale of KAIL-TV (ch. 53) Fresno, Calif., to a corporation the ADL says has permitted its radio station to be used for the broadcast of anti-Semitic programs.

The proposed purchaser is Tel-America Corp., which is owned by Trans-American Corp., licensee of KTYM

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Inglewood, Calif.

The ADL has urged the commission to reconsider its decision to grant without hearing a license renewal for KTYM because of the regularly scheduled broadcasts on the station of conservative Richard Cotten (BROADCASTING, July 18). Those broadcasts, ADL says, "contain blatant anti-Semitism designed to foment race and religious hatred and bigotry."

The commission by a 5-to-1 vote, granted the license renewal without a hearing on the ground that, while it abhors the views expressed by Mr. Cotten, it cannot set itself up as a censor. It also said the station had substantially met its responsibilities by offering the ADL time for reply (BROADCASTING, June 6). ADL had declined the offer.

The commission, however, is still considering ADL's petition for reconsideration.

In its pleading last week, ADL said the commission should hold a hearing on the proposed sale of KAIL-TV, now owned by B. L. Golden and L. W. Fawns. Purchase price for the UHF station, which has been dark since May 16, is \$236,500.

ADL said the proposed purchaser has not indicated in the application that it would assume responsibility for

the material broadcast on the station or that the broadcast of "blatant anti-Semitism and other material designed to foment race and religious hatred and bigotry" will not be permitted.

ADL also noted that in the "so-called survey of community organizations in the Fresno area," Tel-America "has specifically failed to identify a single Jewish organization it has contacted."

"With the known record [of Trans-America Corp.] in the operation of KTYM Inglewood, Calif.," ADL continued, "the commission is in no position, on the basis of the material before it," to approve the sale. Accordingly ADL said, a hearing should be held. It asked to be made a party.

Evening Star purchase of 3d VHF approved

The Evening Star Broadcasting Co. last week acquired its third VHF TV station when the FCC approved the purchase of WCIV-TV (ch. 4) Charleston, S. C., from First Charleston Corp. for \$2,210,147 plus assumption of approximately \$400,000 in liabilities.

The Evening Star Broadcasting Co., which is wholly owned by The Even-

ing Star Newspaper Co., publishes *The Washington Evening Star*, and is licensee of WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va. WMAL-TV is on channel 7 and WLVA-TV is on channel 13. John W. Thompson Jr. is president of Evening Star Broadcasting and Frank Houwink is the vice president and general manager.

WTMA Inc., Charleston, owned 32.22% of First Charleston Corp. and is also the licensee of WTMA Charleston and WMBR Jacksonville, Fla. Charles E. Smith is president of First Charleston Corp.

WCIV is one of three commercial VHF's in the Charleston area. The others are WCSC-TV (ch. 5) and WUSN-TV (ch. 2). WCIV, which began operation in 1962, is an NBC affiliate and is represented by Adam Young.

Commissioner Robert T. Bartley dissented, and Commissioner Nicholas A. Johnson concurred.

Changing hands . . .

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (for other commission activities see FOR THE RECORD, page 83).*

■ WCIV-TV Charleston, S. C.: Sold by First Charleston Corp. to Evening Star Broadcasting Corp. for \$2,210,147 (see above).

■ KPER Gilroy, Calif.: Sold by Charles W. Jobbins, James D. Bernard and John H. Gregory to Richard E. and Nancy R. Ryan and group for \$325,000. Associated with the Ryans are E. L. and Florence S. Barer, Don R. Pickens, Eugene Hogan and Terry D. Lloyd. Mr. Ryan is 56% owner of KGST Fresno, Calif., and Mr. Pickens owns 7% of the same. Mr. and Mrs. Barker own KLOK San Jose, Calif. Sale is conditioned upon disposal by the Barkers of KLOK. KPER, founded in 1957, operates daytime only on 1290 kc with 5 kw.

■ KFKA Greeley, Colo.: Sold by Mid Western Radio Corp. to Publishing Enterprises Inc. and others for \$225,000. Publishing Enterprises is licensee of KTOP-AM-FM Topeka, Kan., and WJOL-AM-FM Joliet, Ill. Joseph J. Tennesen, Peter M. Macdonald, Robert Wells and William W. Hansen are part of purchasing group. KFKA, founded in 1921, operates on 1310 kc with 5 kw day and 1 kw night.

■ WPFA Pensacola, Fla.: Sold by Edwin H. Estes to Thomas E. Gibbens, K. P. Reilly, Mrs. Charles Lamar Jr., W. G. Switzer and Marvin James Jr. for \$202,000 (see page 48).

■ WMVR-AM-FM Sidney, Ohio: Sold by Dale Wilson and associates to Dean C. Stuhlmuehler (Dean Miller Broadcasting Corp.) for \$125,000. Mr. Stuhl-

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mueller owns WLMJ Jackson, Ohio, and 42% of WNOP Newport, Ky. Mr. Wilson and his group own WERT-AM-FM Van Wert, Ohio. WMVR is a 250 w daytimer on 1080 kc. WMVR-FM operates on 105.5 mc with 3 kw.

COMMUNITY TELEVISION

■ Television Transmission Co., Peru, Ill., and Midwest Microwave Co., Chicago. Sold by Earl S. Nelson Sr. and son to GenCoE Inc., multiple CATV owner. Price undisclosed for Peru CATV system; \$894,000 for microwave system. Peru cable system has 6,000 subscribers and was built in 1951. It serves Peru, LaSalle, Spring Valley and Oglesby, all in Illinois. The acquisition of the Peru plant brings GenCoE's total customers to the 38,000 level. GenCoE is headed by Jack Crosby. Midwest Microwave serves about six CATV systems with Chicago TV signals in Illinois. Broker: Blackburn & Co.

New TV stations

KETS(TV) (noncommercial ch. 2) Little Rock, Ark., hopes to be on-air in the early fall. The first ETV station in Arkansas recently purchased RCA studio and transmitting equipment, which will enable it to originate programs from its TV studio on Arkansas State College campus at Conway. KETS's antenna will be mounted on the tower owned by KATV(TV) channel 7 in Little Rock and will be 1,780 feet above average terrain. KETS will operate with 100 kw visual and 20 kw aural.

Katz forms EDP unit for real-time spot sales aid

The Katz Agency, New York station representation company, which plans to have an IBM 360 computer installed in its new quarters by March 1967, has formed an electronic data processing department to coordinate the company's computer activities.

Eugene Katz, president of the representation organization, last week announced the appointment of Sylvia A. Cassel as manager of the new EDP department.

Katz has ambitious plans for the computer system with initial emphasis on its application to spot television sales, including presentation of spot availabilities and immediate access to contract and rating information.

It is projected as an integrated real-time system that would function through the whole process of a spot TV sale, from availability presentation to station payments with availability and sales entered as they become known, thus updating the computer file on a continuous basis.

The Katz IBM 360 cannot be per-



Program debugging is underway at the Katz Agency as Sylvia A. Cassel, appointed last week as the head of the agency's data-processing department, mans the input console. Kenneth A. Mills, associate director of Katz research-promotion, watches the numbers go by.

manently installed until the company moves into new quarters at 245 Park Avenue in New York.

FCC hot line for CATV

CATV operators, who run into trouble filling out the new reporting form (BROADCASTING, Oct. 3) sent to them by the FCC, can get help by telephoning the commission office in Washington. Staff members are available between now and the date the report is due at the commission (Nov. 1), between 4-5 p.m., every business day, at (202) 393-5387, 393-6214 or 393-6270.

BCG surveys stations

A survey of network and station officials by Broadcast Communications Group Inc. indicates that most TV station managers consider 15 stations or fewer as the optimum list for a national representative.

This was one of the highlights emerging from BCG's study in which more than 100 industry executives participated. More than 90% of the TV and radio executives responding said the choice of a new rep is made by the station owner. The survey on rep-station relationship will be carried in a forthcoming issue of the newsletter, "BCG Communique."

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Educational radio: federal funds?

Seminar at Johnson Foundation suggests steps for support; other conclusions offered, including need for new name

Now it's educational radio that would like to have federal financial handouts.

A consensus of those attending a seminar in the Midwest on the future of educational broadcasting in the U. S. was that specific legislative and administrative steps be taken to make it possible for educational radio to gain federal support. So reports the Johnson Foundation, Racine, Wis.

The foundation was host there Sept. 26-28 to 70 national opinion leaders who explored the subject of educational radio as a natural resource. They also appeared to agree that educational radio's great untapped potential has been overlooked for the younger glamour brother, television.

National Educational Radio, a division of the National Association of Educational Broadcasters, sponsored the three-day conference in conjunction with the Johnson Foundation. The meeting also attempted to distinguish more clearly between instructional radio and public-service radio, both of which are termed "educational radio." Some felt the term educational radio should be abandoned altogether. Among other conference recommendations for close study:

- Establishment of a production center for high-quality educational radio programs. The center also would train people qualified to make maximum use of radio's potential.
- A greater involvement of educational radio in the significant social issues of the day "even if entering such

controversial seas results in rocking the institutional boat."

- Inclusion of educational radio in any communication satellite proposals, such as the one recently set forth by the Ford Foundation.

- Formation of citizen advisory councils on national and local levels to help formulate policies for educational radio and which would have access to the power structures at both levels.

- Larger expenditures for independent research into the area of determining community needs and new ways of satisfying these needs through educational radio.

- Encouragement of technological developments that would make FM radio receivers "as commonplace as are the ubiquitous miniature AM radios at America's ear." This is desirable because most educational stations are in FM.

- Establishment of a public-affairs news bureau in Washington to help establish educational radio as an effective medium in the reporting of government affairs and to give it greater identity and acceptance among government leaders.

- Trying to get top university and college officials to "face up to their responsibilities" in making educational radio more nearly part of the total community: The majority of noncommercial stations are licensed to such institutions.

- Encouraging dialogue between edu-



Key participants of the seminar on educational broadcasting held at Wingspread, conference center of the Johnson Foundation, Racine, Wis. were (l to r): William G. Harley, president,

NAEB; L. F. Tijnstra, Radio Nederland; E. G. Burrows, board chairman, National Educational Radio, and Leslie Paffrath, president, the Johnson Foundation.

cational broadcasters and the many public-action agencies that might use this medium in getting their message to their specialized publics.

Charles A. Seipmann, professor of communications at New York University, called for a "grand strategy" to mobilize the resources of educational radio. He said it can do more things for more people at less expense than most forms of communication, particularly television.

William G. Harley, president of NAEB, felt educational radio should stop thinking small. He said "ER" is not "incomplete television" but a powerful medium in its own right.

Leslie Paffrath, president of the Johnson Foundation, noted that foundations have an accounting to make for "the paucity of their support for educational radio" and a responsibility for future support of the medium.

Robert Lewis Shayon, radio-TV critic of *The Saturday Review*, saw as a major role of educational radio "what broadcasting was meant to do all along: confront great numbers of people with relevant and revealing images of themselves. If you can't do this," Mr. Shayon told the broadcasters, "then we must abandon 'democratic nonsense' in an industrial society. We must accept elites that manipulate us with myths and symbols that reassure, while the real power play goes on behind the scenes in the arena of action, not verbal symbols."

Henry award set for NAEB meet

Former FCC Chairman E. William Henry will receive a special award at the closing banquet of the National Association of Educational Broadcasters' convention on Wednesday, Oct. 26. Paul Miller, assistant secretary for education of the Department of Health, Education and Welfare will be the closing banquet speaker.

The 42d annual convention will be held Oct. 23 through Oct. 26 at the Muehlebach hotel in Kansas City, Mo. The convention officially begins on Monday morning, Oct. 24 with the keynote address, "Changing Patterns," by Fred Friendly, Edward R. Murrow professor at the Columbia School of Journalism and television consultant to the Ford Foundation. Following the keynote address, the screening of educational TV programs begins and will run concurrently throughout the three-day affair except during the general sessions.

The second general session will be

held Monday afternoon. "Changing Technology" will be presented by John Witherspoon, associate director of the Brooks Foundation. Concurrent meetings on technology will also be held Monday afternoon. The satellite-communications meeting will feature Robert Button of Communications Satellite Corp., William Kessler of the Florida ETV Commission, and Clarence F. Heister of the FCC.

Bill Daniels of Daniels and Associates, Denver, and Louis Schwartz of the Washington law firm of Krieger and Jorgensen will be among those on the CATV panel also set for Monday afternoon.

On Wednesday morning Dr. Donald G. Emery, superintendent of schools for Scarsdale, N. Y., will speak at the third general session on "Changing Patterns in Education." Also on Wednesday morning there will be a session on career development and planning in educational broadcasting.

Chalmers Marquis, executive director of Educational Television Stations, a division of NAEB, will speak on "Federal Support for Educational Broadcasting" at the fourth and final general session, Wednesday afternoon. At this meeting representatives of various government agencies will discuss recent grants made to educational stations and available government grants.

FCC Review ■ A panel review of FCC rulings is to be one of the concurrent sessions on Wednesday afternoon. Among those on the panel will be James Fellows, assistant to the president of NAEB; Robert Hilliard, chief of the Educational Broadcasting Branch of the FCC; John Bass of Rules and Standards Division of the FCC, and Fred Hiester of the Satellite Branch of the FCC. John Wiggin of Voice of America will preside at another session on broadcasting in developing countries. This session will be a survey of broadcasting activities in Vietnam, Nigeria, Eastern Europe and Samoa by educational broadcasters who have recently been involved with broadcasting in these countries.

The banquet on Wednesday night concludes the convention.

IRTS to hear Kintner

Robert E. Kintner, special assistant to President Johnson and secretary to the cabinet, is scheduled to make a major address in New York before a broadcast group on Dec. 5, a full year after his ouster in December 1965 as NBC president and board chairman-elect. His topic at the International Radio and Television Society News-maker luncheon has not been announced.

PopEye and a whole new world of programming success



Look for news from Wasilewski speeches

Traditionally, speeches by NAB presidents at the opening sessions of the National Association of Broadcasters fall conferences have been devoted to citing membership figures and telling of the past, present and future battles with government. They have been notably lacking in news value.

The pattern will change starting in Dallas Thursday and Friday (Oct. 13-14) when NAB President Vincent Wasilewski delivers his "state of the union" address. This year he has something new to report.

During the eight conferences, Mr. Wasilewski will be quoting figures from a new NAB survey that is described as a trend study of "broadcasting and the public purpose." The study had been approved by the NAB joint board in January 1965 as a \$60,000 project that would cover personal interviews with about 2,500 adults (BROADCASTING, Feb. 1, 1965).

The National Opinion and Research



More awards for Sarnoff

Formal recognition of the 60 years in communications by Brigadier General David Sarnoff included the presentation of a scroll and gold medallion to the longtime head of RCA at a dinner in New York (BROADCASTING, Oct. 3).

More than 1,500 leaders of industry, government, science and religion attended the Sept. 30 event, sponsored by the Electronics Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters.

At the presentation (l to r): Lowell Thomas of Capital Cities Broadcasting Corp., General Sarnoff, and Frederick R. Kappel of AT&T, program chairman.

Center, Chicago, conducted the survey earlier this year and it has taken six months to be put into its present form. On the whole the report is said to be favorable to broadcasting.

It is doubtful that the entire survey will be made public since much of the material is described as just numbers that won't mean anything until they are matched against figures from subsequent surveys. The material to be used by Mr. Wasilewski at the regionals, however, is expected to be released later in the year.

Preregistration for the Dallas meeting stood at 142 last Thursday (Oct. 6) and advance registrants for all eight conferences were nearing the 900 mark. Traffic managers for all member TV stations will be allowed to attend, without fee, the sessions where Douglas Annello, NAB general counsel, discusses the new television reporting form (see page 58).

The Minneapolis conference (Oct. 24-25) is expected to be one of the best attended on the schedule since it will feature the first appearance of FCC Commissioner Nicholas Johnson before broadcasters.

Commissioner Lee Loewinger will be featured speaker at the Dallas meeting. That conference will also have Robert P. Wertz, U. S. Steel Corp., chairman of the National Association of Manufacturers communications committee, and Frank Smith, committee executive, tell why the land-mobile users need spectrum space now reserved for broadcasters.

Book publisher seeks three more UHF's

Harcourt, Brace & World Inc., New York, which earlier this summer applied for licenses for three UHF stations, disclosed last week it is seeking FCC approval for three additional UHF outlets.

Plans for the book publishing company's move into TV were discussed last week by William Jovanovich, president, during a meeting of the New York Society of Security Analysts. He told the group he regards the company's entry into TV as "a probe," but believes "TV has enormous potential."

The additional UHF's, for which HB&W submitted applications to the FCC last week, are channel 54 in Augusta, Ga., and channel 14 in Salt Lake City. Mr. Jovanovich told the analysts' meeting that HB&W will also ask the commission for approval of a third UHF application in an undisclosed eastern city. HB&W would have 100%

ownership of the proposed eastern station and would own 67% of the other two UHF's. The remaining 33% ownership of the Salt Lake City and Augusta stations would be owned by the Harman-Slocum Publishing Co., which is an applicant for a new AM in St. Louis.

HB&W applied early last summer for UHF's in Portland, Ore. (channel 24), Denver (channel 20), and Phoenix (channel 15).

W. W. Vickery, vice president and treasurer of HB&W, later told BROADCASTING that the company considers its current moves into TV as "exploratory," and added:

"We know that the availability of TV-station licenses in key markets is limited and will become increasingly scarce. In a sense, our moves are protective ones so that we can expand into TV if we decide the time is appropriate."

Liberty TV merges with five CATV's

A Northwest television broadcaster has merged with five CATV systems and the resulting amalgamation is seen as the start of expansion in the cable field. The broadcaster also is seeking new television outlets.

Within the next 30 days, the merger of Liberty Television Inc. (KEZI-TV Eugene, Ore.) with Bend Community Antenna Co., Corvallis TV Cable Co., Newport TV Cable Co., Sweet Home TV Cable Co. and Toledo TV Cable Co., all serving those Oregon communities, will be accomplished. The merger already has received the approval of stockholders of Liberty Television and the CATV systems. Liberty Television will remain as the surviving corporation.

The present principal owners of Liberty will remain in control, it was announced. Current CATV stockholders will hold minority interests in Liberty although two CATV principals who have holdings in all five of the cable companies, Ray Siegenthaler and William Elkins, will join Liberty's board. They also will head Liberty's CATV division.

Liberty, which is principally owned by Durward L. Boyles, C. E. Carlson, Donald E. Tykeson and others, already has CATV franchises for Albany and Lebanon, both Oregon. The Lebanon system is scheduled to begin operations in 30 to 60 days. Both these systems will be consolidated with the other five to form Liberty's CATV division.

The systems acquired in the merger are said to have a total valuation of



How can anyone forget those great war movies of the forties? You won't let them.

Everybody knows that if your schedule is weak in some areas, one sure way to get an audience is to put on a stirring classic. That's one way.

But it's not the only way.

WBC Program Sales has come up with another solution for weak spots.

Bright features.

Take our latest addition — sixteen hilarious, ninety-minute feature films from Britain —

every one of which is first rated — and all of which are first run for television. (Their success at the box office was so great they probably started the whole British film revival singlehanded.) From "Carry On Nurse" to "Crooks Anonymous", the lightly slapstick antics of the British are guaranteed to keep television audiences awake. So while we wouldn't dream of asking

you to give up movie classics, (with so many hours a day to fill), we don't think a healthy station can survive on the classics alone. Why not call the man from WBC, and let him show you how to capture an audience without any help from the marines.

WBC PROGRAM SALES, INC.

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about \$2.5 million. They serve 9,000 people at present but Liberty is planning to expand and rebuild systems worth about \$500,000 in the next year or so. The Corvallis system already has had 25 miles added to its trunk route and inaugurated an educational-TV closed-circuit channel last month. Newport and Toledo systems are to be rebuilt, while those two systems and the one in Bend will have new, parabolic antennas to replace present headend antennas.

Liberty also is an applicant for channel 35 in Yakima, Wash., facing two other applicants for that UHF frequency. A hearing is expected to be ordered soon.

Following the redistribution of stock, Mr. Tykeson, the present vice president-general manager of Liberty, will become president, succeeding Richard E. Miller who becomes chairman.

KXRO joins NBC Radio

NBC Radio on Oct. 1 added its 205th affiliate: KXRO Aberdeen, Wash. KXRO is owned by Miller Robertson and Mathew N. Clapp Jr., operates on 1320 kc with 5 kw day and 1 kw night.

A \$16-million helping hand

Ford puts up \$10 million for community ETV's to match \$6 million for NET programs

The Ford Foundation made public last week another round of financial support for noncommercial television totaling \$16 million.

The foundation allotted \$10 million to continue through 1968 a series of matching grants started last year for community-supported educational TV stations. In addition, the foundation made a grant of \$6 million to National Educational Television (NET) for its informational, cultural and educational program service to 112 noncommercial stations across the country.

It was pointed out that an earlier round of matching-fund grants of about \$10 million had helped community stations in 1965 to raise a record \$8.5

million from viewers, corporations and other private sources. This sum was said to be more than twice the amount stations had received in 1964. Twenty-seven community stations in 18 states received the foundation's matching grants in the first year of the series.

The NET grant was the fourth in an annual series that began in 1963 and will enable the organization to provide five hours of new programing each week for noncommercial stations.

Including the latest grants, the foundation's contribution to educational TV totals about \$120 million, a spokesman said.

Still More Goals ■ McGeorge Bundy, president of the Ford Foundation, welcomed the matching grants to stations but stressed that they "fall far short of assuring noncommercial broadcasting an elemental financial basis for quality service to the public." He added that still unresolved are "the important needs of instructional television, station interconnection and diversification of the system."

Mr. Bundy referred to the foundation's proposal of a nonprofit communications satellite system that could serve both commercial and noncommercial television and yield a new source of funds for noncommercial programing and station operations (BROADCASTING, Aug. 1). He added:

"The foundation's renewal of support for community television stations and NET, therefore, can be regarded only as interim measures while the public policy question of satellite broadcasting is being resolved."

They're building in Sacramento and Dayton



KXTV(TV) Sacramento, Calif., has begun a \$1,750,000 construction program that will result in new studios, offices and equipment for the station by August 1967. The 33,000 square foot building (above) will be built on 85,000 square feet of land

and will house what KXTV says will be the "largest color production studios in northern California." The new building will be located at 400 Broadway in a new business development area that is under construction in Sacramento.



A \$185,000 construction project has been started by Wavi Broadcasting Corp., Dayton, Ohio. H. K. Crowl, president of the firm, said Wavi and WADO(FM) "are bursting

out all over in our present building," and the new home will have three times the present space. Completion of the project is expected by April 1967.

FCC orders hearing for Battle Creek application

Former FCC secretary Mary Jane Morris faces a commission hearing in connection with the application she and James R. Searer have filed for a new TV station on channel 41 in Battle Creek, Mich.

The commission designated the application for hearing on financial issues. WZZM-TV Grand Rapids, Mich., which filed an opposition petition, was made a party to the proceeding.

Miss Morris was employed by the FCC from 1948 to 1960, was secretary for the last six years. She left the commission to practice law in Midland, Mich.

Media reports . . .

Broadcast ■ WMOA-FM Marietta, Ohio, expects to go on the air Oct. 15. Permittee is The Marietta Broadcasting Co. The station will operate on 94.3 mc with 3 kw. WMOA is on 1490 kc with 1 kw daytime, 250 w nighttime.

How does your community rate in the effort to make Americans physically fit?

THE TECHNOLOGICAL REVOLUTION that has rapidly changed Americans from being a nation of people walking behind the plow to a highly urbanized and very sedentary population pushing buttons and sitting most of the day has brought new health problems along with all the creature comforts. A great many Americans, from childhood through the "golden years," simply do not use their muscles enough to achieve and enjoy good health.

Overweight is a growing health menace among us because too many people want to enjoy the great variety of foods available without balancing the calorie intake against calorie expenditure. Increased physical activity is an excellent way to fight overweight because it also brings other benefits. Even those people who don't have to worry about excess pounds gain from the muscle tone and other body benefits that derive from regular daily exercise—which doesn't have to be any more violent than walking a few miles each day to be helpful.

In some communities across the land excellent physical fitness programs are carried on in the schools, through employee programs in business places, and in other ways. However, there are far too few schools and other youth training agencies which are giving really serious thought to providing for the young sound lifetime physical fitness programs. This isn't a job for schools alone, of course, since parents and others who deal with the children in the pre-school years can do much to help set the kind of living patterns that will help the young understand how to desire and to achieve fitness.

People need an understanding of what fitness is

In many instances people responsible for developing physical fitness programs have much too narrow a view of what it takes to achieve physical fitness. The objective is not to try to get everyone running the mile in less than four minutes. Muscle development is merely one phase of a good fitness program, and muscle development sometimes is stressed to the point of causing many of the young to lose interest in fitness.

Fitness is the result of a pattern of activities. Eating a well balanced diet is essential to fitness. Adequate rest and regular daily exercise are also part of the pattern. Maintaining regular contacts with medical and dental specialists who can help plan preventive health programs, as well as treat illnesses, is vital to any fitness program. The family physician, knowing each individual well, can be helpful, for example, in guiding the person with respect to the amount and kind of exercise most suitable for that person.

Mass media can play a key role in helping the communities they serve develop better understanding of what a good total physical fitness program is—for the individual, for the schools, for other groups and agencies in the community. Promoting a sound physical fitness program in any community is a highly worthwhile public service goal, one that deserves strong support because the health and the strength and the vitality of the nation are at stake. Americans cannot continue to become more sedentary, more overweight, more under-used people. And people do tend to be under-used when they are not physically fit because mental agility may be lessened by a body that is not as fit as it might be.

The great American complaint of "feeling tired all the time"

is often one of the results of inattention to the need for building and maintaining physical fitness.

There is no magic potion to produce fitness

In an age when scientists have produced many different "miracle drugs" to eradicate many of the diseases that once were serious problems among us, it is tempting for people to believe the many charlatans who come along and offer fitness or good health in a pill or bottle or device or some special concoction of foods. Yet there is no pill that will replace regular exercise to avoid flabby muscles. No pill can replace adequate rest. A well balanced diet is still the wisest, and most enjoyable, approach to providing the kind of nourishment the body needs.

Dairy farmer members of the American Dairy Association are anxious to help you build more interest in physical fitness in your community, and we have a very selfish reason for this. Physically fit people live longer and remain as our friends and customers more years. Well balanced diets begin with milk and other dairy foods. We've prepared several motion pictures and booklets, in cooperation with the President's Council on Physical Fitness, which we make available to the public to promote interest in fitness, and we'll be happy to supply them to you for use in your community.

Our dairy foods story, of course, ties in with the well balanced diet phase of fitness. Nutritionists recommend selecting foods each day from four basic groups to provide the variety of nutrients required for a balanced diet.

The four groups are: (1) Milk and other dairy foods; (2) Meats, fish, poultry, eggs; (3) Fruits and vegetables; and (4) Cereals and breads. Amounts must be selected to provide a balance between calorie intake and calorie expenditure.

Here's an example of how the milk group fits into the balanced diet. The table shows the approximate percentages of the Recommended Daily Dietary Allowances (suggested by the Food and Nutrition Board, National Academy of Sciences-National Research Council) supplied for each age-sex group by the quantity of milk indicated:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

Your help in stimulating and maintaining community interest in physical fitness and in interpreting sound fitness programs to the public is urgently needed.

a message from dairy farmer members of



american dairy association

20 North Wacker Drive, Chicago, Illinois 60606

Finally, a new TV program form

After seven years, FCC compromises,
on 6-to-0 vote it adopts much modified form
for new applications, transfers, renewals

After grinding away for seven years on the project, the FCC's machinery last week finally issued a new program-reporting form for television. It bears a close resemblance to the form issued for AM-FM operators and applicants in August 1965, and is hardly recognizable as the proposed form that was issued for industry comment on April 24, 1964 (BROADCASTING, Aug. 16, 1965; April 27, 1964).

The commission also adopted new logging rules to accompany the form which broadcasters are expected to welcome as an improvement over those now in use in connection with the AM-FM form (BROADCASTING, Oct. 3). Commission officials expect similar changes to be made in the AM-FM rules.

The commission formally adopted the form (actually Part IV of the TV application form) and logging rules on a 6-to-0 vote. Commissioner Nicholas Johnson, who joined the commission in July when finishing touches were being put to the document, was absent when the vote was taken.

The Commissioners, however, weren't as enthusiastic about the form as the vote indicates. Three expressed reservations in concurring statements.

Chairman Rosel H. Hyde restated the concern he expressed in connection with the AM-FM form. He feels both give the commission a tool for regulating programming.

Commissioner Kenneth A. Cox expressed unhappiness with the form from another point of view. He thinks the commission deleted too many of the questions it had proposed to include.

And Commissioner Lee reflected the commission's weariness of the project by stating that the form represents "the best compromise" possible.

The commission began work on a new form in 1959 (to replace the one in use since 1946 when it issued its "Blue Book" on broadcasters' public-service responsibilities). Two years later it proposed the adoption of separate forms for radio and television.

And it's been a year since the commission began considering a TV form modeled after the one that had been adopted for AM-FM broadcasters (BROADCASTING, Oct. 18, 1965). The commissioners indicated then that, in view of the difficulty they were having in agreeing on the more detailed proposal for TV, they would settle for a virtual replay of the AM-FM form.

The reshaping of the form may have headed off a court challenge to the commission's authority in programing. Nine broadcasting companies representing 19 television stations had indicated they would seek judicial review if the commission adopted the form that had been issued for comment in April 1964 (BROADCASTING, June 1, 1964).

Wait and See ■ W. Theodore Pierson, counsel for the nine companies, said last week they would want to study the form and the accompanying statement of Chairman Hyde before deciding whether to proceed with a court suit. They had been considering taking an appeal on the ground that the form would violate broadcasters' freedom of speech.

Many of the questions to which broadcasters had objected in the rule-

making proceeding, however, have been removed from the TV form. Among other things, broadcasters need file programing and commercial information for only one composite week, not three (one for each renewal-period year), as proposed in the April 1964 form. Some of the detailed information that was to have been requested about programs is missing also.

The requirement to supply the number of "interruptions" of program continuity by commercial or other material has been deleted. So has a requirement to report on the source of exchange programs.

The commission also abandoned the idea, as it did in the case of radio, to issue two forms, one for renewal applicants, the other for applicants for new stations, assignments and transfers and major changes. Applicants will complete those sections of the form appropriate for them.

Changes that TV broadcasters will welcome are in the logging rules. One will eliminate the problem broadcasters frequently face in attempting to determine the amount of time devoted to commercial matter in religious and political programs. The new rules require only that in logging information on such programs broadcasters report simply whether they are sponsored, without computing the amount of commercial matter.

More Changes ■ Other changes will permit licensees to report the total amount of commercial matter within hourly segments (instead of 15-minute periods, as required by the AM-FM logging rules), to eliminate the distinction between commercial continuity and commercial announcements (it will all be commercial matter), and to omit sponsor identification in logging information on network programs.

The commission's report and order dismisses the constitutional arguments that have been raised in opposition to the commission's activity in programing with the observation that the replies to those arguments have been made in

FCC political query

The FCC will soon send a questionnaire to all broadcast stations to obtain information on their political broadcast activities during the 1966 primary and general-election campaigns. Except for the deletion of questions concerning complaints and other problems connected with political broadcasts, the 1966 questionnaire is similar to the one released in 1962 (the last nonpresidential election year), the commission said. The FCC also sent out questionnaires on political broadcasting in 1960 and 1964.

previous proceedings. "Suffice it to say here," the commission added, "that the commission finds the form adopted herein to be in accordance with its statutory duties and authority and warranted in the public interest."

It also said that in referring to various program classifications it is not attempting to fix "a rigid mold or fixed formula" on station operations. "The ascertainment of the broadcast matter to be provided by a particular applicant for the audience he is licensed to serve remains the responsibility of the licensee," the commission added. The requirement that programs be classified, it said, is merely to facilitate examination of station logs.

The TV form, as is true of the one for radio, concentrates on three areas of programing—news, public affairs and "other" programs excluding entertainment and sports. The "other" category lumps together agricultural, religious and instructional programs. The form asks the amount of time that was devoted to those areas in the composite week representing the previous license period and to be devoted to them in the new period. The 14 categories of programing on which broadcasters have to report are gone.

It asks the amount of time that was and will be devoted to local, network, and recorded programing, between 8 a.m. and 6 p.m., 6 p.m. and 11 p.m., and in all other hours. And it seeks information also on staff and facilities used for news gathering, on whether the applicant has a policy for making time available for the discussion of public issues, and on the number of public-service announcements carried.

The form also asks whether broadcasters have a policy of carrying programs to meet public needs, regardless of whether commercial sponsorship is available. The question, which is not in the AM-FM form, "is intended to determine whether an applicant has retained flexibility to accommodate public needs," the commission said in its accompanying report and order. It "does not indicate any modification of the commission's position" that there is no public-interest basis for distinguishing between sustaining or sponsored programs, the order added.

Commercial Matter ■ Information on commercial matter is requested in terms of 60-minute segments. Broadcasters will be required to report on the number of such segments of the composite week containing up to eight minutes of commercial matter, over eight and up to 12 minutes, over 12 and up to 16 minutes and over 16 minutes. They will be asked to report on the maximum amount of commercial matter in any 60-minute segment that they will nor-

ARB's top-20 programs

Based on National Arbitron rating estimates for the week of Sept. 25-Oct. 1, 1966

Rank	Program	Rating estimates
1	Sunday Movie (ABC)	33.5
2	Jackie Gleason (CBS)	28.0
3	Bob Hope Presents (NBC)	24.8
4	*Rat Patrol (ABC)	23.7
5	Friday Movie (CBS)	22.9
6	Andy Griffith (CBS)	22.6
7	Red Skelton (CBS)	21.5
8	Saturday Movie (NBC)	21.4
9	Thursday Movie (CBS)	20.7
10	I Spy (NBC)	20.5
11	Peyton Place I (ABC)	20.0
12	Hogan's Heroes (CBS)	19.7
13	Peyton Place II (ABC)	19.4
14	Bonanza (NBC)	19.3
	*Family Affair (CBS)	19.3
16	Gunsmoke (CBS)	18.8
	Lassie (CBS)	18.8
	*Pruitts of Southampton (ABC)	18.8
19	Lost In Space (CBS)	18.7
20	Lucille Ball (CBS)	18.5
	My Three Sons (CBS)	18.5
	*Indicates new show	

mally allow.

Two questions dealing with the amount of commercial matter carried in the preceeding renewal period and proposed to be carried, in terms of percentages and hours and minutes, were dropped from the form two weeks ago (BROADCASTING, Oct. 3).

The logging rules become effective Dec. 1. The form is to be used by applicants for new stations and for assignments and transfers on and after that date. Applicants for renewal of license whose applications are due between Jan. 1, 1967, and Nov. 1, 1967, will use the form to report proposed programing; all applicants for renewal of television licenses will use the complete form after Nov. 1, 1967.

CBS-TV buys soccer in \$2.1-million deal

CBS-TV is moving toward what is becoming nearly year-around Sunday sports programing on the network. Last week it fitted a new piece into Sunday sports offerings by announcing a signing with the independent National Professional Soccer League for coverage starting next May. Cost of rights was estimated at \$2.1 million for the first three years, with the price to move higher if options covering a 10-year period are exercised.

NPSL, with franchises in 12 cities (one as yet to be filled), is headed by President Robert R. Hermann and William C. Bartholomay, TV commit-

tee chairman. The New York league entry is backed by RKO General. Other teams will be located in Boston, Philadelphia, Washington, Hartford (Conn.), Chicago, St. Louis, Atlanta, Los Angeles, San Diego, Toronto, and a city to be announced.

Another soccer group, the North American Soccer League, endorsed by the U. S. governing body (U. S. Soccer Football Association), seeks an agreement with NBC-TV or ABC-TV. NASL plans to offer a 1968 schedule with teams also from 12 cities: New York, Boston, Chicago, Cleveland, Dallas, Houston, Detroit, Los Angeles, San Francisco, Washington, Vancouver and Toronto (BROADCASTING, Oct. 3).

Beginning in 1967, CBS-TV, is planning to pick up National Hockey League games, starting with Stanley Cup playoffs on Sundays in April, and adding Sunday regular season contests in 1968 from January into the playoff schedule (BROADCASTING, Sept. 26).

Soccer in 1967 will begin immediately after hockey on 18 Sundays from May 7 to Sept. 3. CBS-TV said the two-hour telecasts in color will include about 14 commercial minutes.

As the soccer season ends, CBS will enter its NFL Sunday football schedule in September. A complete 52-week Sunday sports schedule will be possible for CBS-TV in 1968.

Football merger delayed by Celler

Legislation permitting the merger of the major football leagues, was termed absolutely necessary last week by the man who would head the new combine.

The Justice Department told him it might challenge the deal under present law.

The bill, which would set aside the antitrust laws to allow the merger of the American and National Football Leagues, however, will apparently not get the quick approval in the House that it received in the Senate. Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary Antitrust Subcommittee, has traditionally opposed antitrust exemptions for professional sports and probably will study the pending bill closely.

His subcommittee started a hearing on the legislation last week but congressional business forced a delay until Tuesday (Oct. 11). In a statement last week Representative Celler said the group "intends to explore thoroughly the extent of the antitrust immunity requested, and the results that would flow

from any such grant in immunity. . . . Exemption from our antitrust policies is something that is given only with the greatest reluctance and only upon a showing of an over-riding need therefore, and that it would be in the public interest."

He also said that usually Congress has created overseeing bodies when it has granted exemptions in the past raising the possibility of such sports regulation. "Should a governmental regulatory body be established?" he inquired. "Is the office of the commissioner of professional football adequate to protect the interests of the players and the general public if an antitrust exemption is granted?"

National Football League Commissioner Pete Rozelle, however, after relating that the Justice Department had expressed "grave doubts" about the merger, said he would recommend the cancellation of merger plans if Congress does not grant the immunity. He cited the threat of Justice Department action or other suit without congressional approval. The Senate gave it quick approval recently. It has also approved a blanket exemption that is similar to one that has been stalled by Representative Celler. The proposed merger would get underway with a televised "superbowl" championship game in January.

Does TV coverage foster riot violence?

The president of the Radio and Television News Association of Southern California acknowledged last week that radio and TV news coverage of the racial revolution unquestionably has "contributed to both violence and the molding of opinion." Testifying before the California assembly interim committee on military and veterans affairs in a public hearing in Los Angeles, Edmonde A. Haddad, said that presence of broadcast equipment at a racial demonstration "can magnify the importance of that event out of all proportion."

Mr. Haddad, who also is news editor of KPOL Los Angeles, told the committee, which is conducting an investigation of news-media coverage of civil disturbances and other events that may reflect public tension, that some TV news operations "dwell on the sadistic and on the sensational" and that "gross invasion of personal privacy by both camera and reporter is not unusual."

Invasion of Privacy ■ After citing examples of wayward broadcast journalism, committed in the interests of realism and to gain a bigger audience, Mr. Haddad charged that "the concept of dozens of newsmen from competing



'Marine Boy' on 30 TV's

Seven Arts Television's new half-hour animated series in color, *Marine Boy*, is scheduled to go on the air this week on 30 stations in the U. S. and on outlets in 14 foreign countries. In an unusual production approach, the English sound track was produced in New York and shipped to Japan where the animation was performed for Seven Arts TV by Fujita Productions, Tokyo. Included in the 30-market spread in the U.S. was a regional purchase of *Marine Boy* by the Frisch "Big Boy" restaurant chain through Rollman Advertising, Cincinnati, on WLWT(TV) Cincinnati; WLWD(TV) Dayton, Ohio; WFTV(TV) Orlando, Fla., and WPSD-TV Paducah, Ky. It is said that the frame drawings differ from "land animation" since much of the action is underwater (see picture).

media trailing along a demonstration . . . invading the privacy of an individual or family suddenly engulfed by a personal tragedy is both revolting and irresponsible." He pointed out that such coverage is being done "far too often" and called "for the utmost in restraint and considered judgment" as a counter-measure.

During his testimony, Mr. Haddad reported on a 15-point list of suggestions for the reporting of civil disorders that was adopted by a committee of broadcast and print newsmen, station officials and law enforcement people in the Southern California area as an outcome of the riots in South Los Angeles in August 1964. These suggestions, which are offered for voluntary acceptance by newsmen, are based on a code of conduct drawn up the *Chicago Sun-Times* some 15 years ago. They emphasize the avoidance of any language, information or movements that might incite or enlarge a conflict or cause its renewal.

... or does baseball TV keep 'em home?

Whether a special televised baseball game is to be the ultimate weapon in stopping riots remains doubtful, but in San Francisco the riots that erupted Sept. 27 when a Negro youth was fatally shot by a white policeman did subside shortly after the San Francisco Giants-Atlanta Braves games appeared on the TV screen the night of Sept. 28.

The telecast from Atlanta was carried in the Bay area by KTVU(TV) Oakland-San Francisco and was set up within a few hours after the mayor's office asked if it could be done (BROADCASTING, Oct. 3). The origination was handled by WSB-TV Atlanta. Both are Cox Broadcasting Corp. stations.

Announcement that the game would be carried came in time to make the late editions of the afternoon papers, but the major effort seemed to come through a promotion taped by Giants' star Willie Mays from Atlanta. His promo, urging fans to watch the game, was carried more than 200 times by 10 area stations: KNEW and KDIA both Oakland, KCBS, KFRC, KNBR, KSFO, KSOL, KYA, all San Francisco, KPAT Berkeley and KLOK San Jose. The latter, a Spanish-language outlet, translated the Mays's message into Spanish.

Although the telecast couldn't be promoted in any normal manner, a special American Research Bureau coincidental survey taken while the game was on that night, gave KTVU a 33% share of audience.

Another ARB telephone survey the next day to homes in the two riot districts showed 65% of the homes in Hunters Point and 53% of the homes in the Fillmore-Western Addition were watching TV. Of those numbers, 42% in Hunters Point were watching the ball game and 37% had the game on in Fillmore-Western Addition.

In the follow-up survey, the viewers in those districts who watched the game were asked how they learned of the telecast. The average answers were: saw announcement on TV, 19%; heard announcement on radio, 27.5%; read announcement in newspaper, 24.1%; word of mouth, 10.5%; channel switching, 15%; other, 3%.

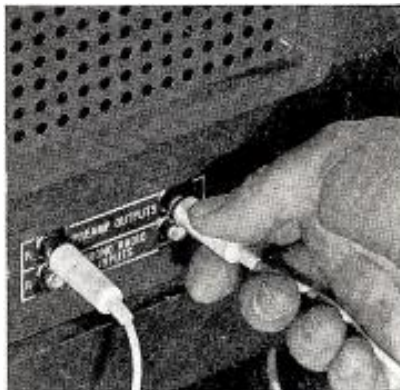
The telecast also drew its share of praise from civic leaders and print media. San Francisco Mayor John F. Shelley said KTVU's efforts "represent one of television's finest hours." The Negro newspaper, the *Sun Reporter*, called the game "the highest type of public service." *Oakland Tribune* columnist Bob MacKenzie said: "By area broadcasting did itself proud last night by doing its part to keep people off the streets."

Some plain talk from Kodak about tape:

Double or nothing... or the noble art of dubbing

One good tape deserves another. That's another way of saying that half the fun in having a good-quality, home tape-recording system should consist of being able to make tape duplicates. The reasons for dubbing can be as varied as you want. Perhaps as simple as sending your Aunt Mabel a particularly good tape of the kids—a tape you also want for your own tape library . . . or because you want to exchange tapes with a fellow audiophile . . . or because you want to edit a tape to go along with a movie or slide film without chopping up the original tape . . . or simply to preserve your early tape recordings on modern, more efficient KODAK Sound Recording Tape.

Takes two to swing. If you already have a second tape recorder on hand, you're ready to get started. If not, find a good friend that will lend you his. But do be particular about your friend. Because that old cliché about the weakest link applies in spades as far as dubbing equipment goes. Also be particular about the tape you use . . . but as they say on radio, more on this later.



Read the instructions. First off—and though it may seem obvious—make sure your two tape systems are in the best possible condition. Look at it this way—the dubbed recording will be at best a second generation recording . . . it's going to combine all the deficiencies present in your original tape recording, in the playback recorder, and in the recording equipment. So read both instruction books . . . then clean the heads with one of the commercial preparations available for that purpose . . . and demagnetize the heads if you can lay your hands on a degausser.

Next, connect your two tape machines—the “master” and the “slave.” If you have a choice, take your output from the master at the pre-amp stage rather than at the amplifier. No reason to add its distortion to your dubbing. For the input to the slave, you usually have a choice—one marked “mike” or “high-impedance” (usually in the 50,000-200,000 ohms range), the other marked either “radio,” “phono,” “tuner,” “tape” or “low-impedance” (in the 500-ohm range). You want the latter one.

Choose your tape. Signal-to-noise is the touchiest area in dubbing. Picking a tape that will give you the lowest noise level on the duplicate without lowered output makes a lot of sense. We've got just the tape for you: KODAK Sound Recording Tape, Type 34A. It packs five or more additional decibels of undistorted output than the usual low-noise tapes. When dubbing on KODAK Sound Recording Tape, Type 34A, set the recording level on your slave unit at 4 decibels over your normal level—that's just slightly higher than normal if you set your level by a VU meter. Because you can put a lot of signal on this tape, you can play it back at lower gain . . . and, Eureka, there's your low noise!

KODAK Tapes—on DUROL and Polyester Bases—are available at most electronics, camera, and department stores. To get the most out of your tape system, send for free, 24-page “Plain Talk” booklet which covers the major aspects of tape performance. Write: Eastman Kodak Company, Department 940, Rochester, N.Y. 14650.



EASTMAN KODAK COMPANY, Rochester, N. Y.

What the networks are showing this fall

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

9:30 a.m.-Noon

ABC-TV 9:30-10 *Linus the Lionhearted* (C), Gen. Foods; 10-10:30 *Beany and Cecil* (C), part.; 10:30-11 *Peter Potamus* (C), part.; 11-11:30 *Bullwinkle* (C), DeLuxe Reading, Gen. Mills; 11:30-12 *Discovery '66* (C), part. CBS-TV 9:30-10 No network service; 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service. NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service. CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust. NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 No network service; 1:30-2 *Issues and Answers*, part. CBS-TV No network service. NBC-TV 1-1:30 *Meet the Press* (C), part.; 1:30-2 *Frontiers of Faith*, sust.

2-5 p.m.

ABC-TV 2-4 No network service; 4-4:30 *Porky Pig* (C), part.; 4:30-5 *Tennessee Tuxedo* (C), part. CBS-TV 2-2:30 No network service; 2:30-5 *NFL Football* (part. c), part. NBC-TV *AFL Football* (C), RCA, Chrysler, R. J. Reynolds, part.

5-6 p.m.

ABC-TV No network service. CBS-TV 5-5:30 *To Tell the Truth*, part.; 5:30-6 *Amateur Hour* (C), J. B. Williams. NBC-TV 5-5:30 *Wild Kingdom* (C), part.; 5:30-6 *GE College Bowl* (C), Gen. Elec.

6-7 p.m.

ABC-TV No network service. CBS-TV No network service. NBC-TV 6-6:30 *The Frank McGee Report* (C), part.; 6:30-7 *Actuality Specials* alt. with *Bell Telephone Hour* (C), AT&T (alt. weeks).

7-8 p.m.

ABC-TV *Voyage to the Bottom of the Sea* (C), part. CBS-TV 7-7:30 *Lassie* (C), part.; 7:30-8 *It's About Time*, part. NBC-TV 7-7:30 *Actuality Specials* alt. with *Bell Telephone Hour*, cont.; 7:30-8 *Walt Disney's Wonderful World of Color* (C), RCA, Ford, Kodak.

8-9 p.m.

ABC-TV *FBI* (C), Ford. CBS-TV *Ed Sullivan*, part. NBC-TV 8-8:30 *Walt Disney* cont.; 8:30-9 *Hey, Landlord!* (C), P&G.

9-10 p.m.

ABC-TV *Sunday Night Movie*, Gillette. L&M, R. J. Reynolds, part. CBS-TV *Garry Moore*, Alcoa, part. NBC-TV *Bonanza* (C), Chevrolet.

10-11 p.m.

ABC-TV *Sunday Night Movie*, cont. CBS-TV 10-10:30 *Candid Camera*, L&M, part.; 10:30-11 *What's My Line*, part. NBC-TV *Andy Williams* (C), R. J. Reynolds, Bulck, Colgate, part.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service. CBS-TV 7-8 No network service; 8-9 *Capt. Kangaroo*, part.; 9-10 No network service. NBC-TV 7-9 *Today Show* (C) part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service. CBS-TV 10-10:30 *Candid Camera*, part.; 10:30-11 *Beverly Hillsbillies*, part. NBC-TV 10-10:25 *Eye Guess* (C), part.; 10:25-10:30 *News* (C), part.; 10:30-11 *Concentration* (C), part.

11-Noon

ABC-TV 11-11:30 *Supermarket Sweep*, part.; 11:30-12 *The Dating Game*, part. CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *Dick Van Dyke*, part. NBC-TV 11-11:30 *Pat Boone* (C), part.; 11:30-12 *Hollywood Squares* (C), part.

Noon-1 p.m.

ABC-TV *The Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part. CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *The Guiding Light*, P&G. NBC-TV 12-12:30 *Jeopardy* (C), part.; 12:30-12:55 *Swingin' Country* (C), P&G, part.; 12:55-1 *News*, part.

1-2 p.m.

ABC-TV *Ben Casey*, part. CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part. NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), 1:55-2 *News* (C), part.

2-3 p.m.

ABC-TV *The Newlywed Game*, part.; 2:30-2:55 *A Time For Us*, part.; 2:55-3 *News*, Purex. CBS-TV 2-2:30 *Password*, part.; 2:30-3 *House Party* (C), part. NBC-TV 2-2:30 *Days of Our Lives* (C), P&G, part.; 2:30-3 *The Doctors*, Colgate, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Nurses*, part. CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *News*, part.; 3:30-4 *Edge of Night*, P&G, part. NBC-TV 3-3:30 *Another World* (C), P&G, part.; 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 *Where the Action Is*, part. CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service. NBC-TV 4-4:25 *The Match Game* (C), part.; 4:25-4:30 *News* (C), part.; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service. CBS-TV 5-5:10 *Late Afternoon News*; 5:10-6 No network service. NBC-TV No network service.

6-7:30 p.m.

ABC-TV *Peter Jennings with the News* (various half-hour feeds) (C), part. CBS-TV 6-6:30 No network service; 6:30-7 *Evening News with Walter Cronkite* (C) (1st feed), part.; 7-7:30 *Evening News* with

Walter Cronkite (C), (2nd feed), part. NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report* (C) (1st feed), part.; 7-7:30 *Huntley-Brinkley Report* (C) (2nd feed), part.

11 p.m.-1 a.m.

ABC-TV No network service. CBS-TV No network service. NBC-TV 11-11:15 No network service; 11:15-1 *Tonight Show starring Johnny Carson* (C), part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Iron Horse* (C), Brown & Williamson, part.; 8:30-9 *Rat Patrol* (C), R. J. Reynolds, part. CBS-TV 7:30-8 *Gilligan's Island* (C), part.; 8-8:30 *Run, Buddy, Run* (C), P&G, part.; 8:30-9 *Lucy* (C), Lever Bros., Toni. NBC-TV 7:30-8 *The Monkees* (C), Yardley, Kellogg; 8-8:30 *I Dream of Jeannie* (C), Colgate, Amer. Home; 8:30-9 *Roger Miller* (C), Amer. Tobacco, part.

9-10 p.m.

ABC-TV 9-9:30 *The Felony Squad* (C), L&M, part.; 9:30-10 *Peyton Place I* (C), Amer. Tobacco, part. CBS-TV 9-9:30 *Andy Griffith* (C), General Foods; 9:30-10 *A Family Affair* (C), Philip Morris, P&G. NBC-TV *The Road West* (C), Kraft.

10-11 p.m.

ABC-TV *The Big Valley* (C), Amer. Tobacco, P. Lorillard, Armstrong Cork, part. CBS-TV 10-10:30 *Jean Arthur Show* (C), Gen Foods, part.; 10:30-11 *I've Got A Secret* (C), Amer. Tobacco, part. NBC-TV *Run For Your Life* (C), Brown & Williamson, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat* (C), Brown & Williamson, part.; 8:30-9 *The Rounders* (C), R. J. Reynolds, part. CBS-TV 7:30-8:30 *Daktari* (C), part.; 8:30-9 *Red Skelton* (C), Philip Morris, Amer. Home. Reynolds Metals, part. NBC-TV 7:30-8:30 *Girl From U.N.C.L.E.* (C), part.; 8:30-9 *Occasional Wife* (C), Brown & Williamson, Lever Bros.

9-10 p.m.

ABC-TV 9-9:30 *The Pruitts of Southampton*, (C), L&M, part.; 9:30-10 *Love on a Rooftop* (C), R. J. Reynolds, part. CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10 *Petticoat Junction* (C), P&G. NBC-TV *Tuesday Night at the Movies* (C), Met. Life, Amer. Tobacco, P. Lorillard, part.

10-11 p.m.

ABC-TV *The Fugitive* (C), Brown & Williamson, part. CBS-TV CBS *News* broadcasts (C), part. NBC-TV *Tuesday Night at the Movies*, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *Batman I* (C), part.; 8-9 *The Monroes* (C), Armstrong Cork, part. CBS-TV 7:30-8:30 *Lost In Space* (C), part.; 8:30-9 *Beverly Hillsbillies* (C), R. J. Reynolds, Kelloggs. NBC-TV *The Virginian* (C), R. J. Reynolds, part.

9-10 p.m.

ABC-TV 9-9:30 *The Man Who Never Was* (C), L&M, part.; 9:30-10 *Peyton Place II* (C), Amer. Tobacco, part. CBS-TV 9-9:30 *Green Acres* (C), P&G, Gen.

Foods: 9:30-10 Gomer Pyle (C), P&G, Lorillard.
NBC-TV Bob Hope Chrysler Theater (C), Chrysler.

10-11 p.m.

ABC-TV ABC Stage 67 (C), Burlington Mills, Singer Co., part.
CBS-TV Danny Kaye (C), part.
NBC-TV I Spy (C), Brown & Williamson

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Batman II (C), part.; 8-8:30 F Troop (C), Quaker Oats, part.; 8:30-9 Dating Game (C), Bristol Myers, part.
CBS-TV 7:30-8:30 Jericho (C), part.; 8:30-9 My Three Sons (C), Toni. Hunt Foods, part.
NBC-TV 7:30-8:30 Daniel Boone (C), Brown & Williamson, part.; 8:30-9 Star Trek (C), Brown & Williamson, part.

9-10 p.m.

ABC-TV 9-9:30 Bewitched (C), Chevrolet, Quaker Oats; 9:30-10 That Girl (C), L&M, Bristol Myers, Armstrong.
CBS-TV Thursday Night Movies (C), part.
NBC-TV 9-9:30 Star Trek, cont.; 9:30-10 The Hero (C), R. J. Reynolds, Lever.

10-11 p.m.

ABC-TV The Hawk (C), R. J. Reynolds, part.
CBS-TV Thursday Night Movies, cont.
NBC-TV Dean Martin (C), Amer. Tobacco, P. Lorillard, Amer. Home, part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Green Hornet (C), part.; 8-9 The Time Tunnel (C), part.
CBS-TV 7:30-8:30 Wild, Wild West (C), part.; 8:30-9 Hogan's Heros (C), Philip Morris, Gen. Foods.
NBC-TV 7:30-8:30 Tarzan (C), part.; 8:30-9 The Man From U.N.C.L.E. (C), P. Lorillard, Colgate, part.

9-10 p.m.

ABC-TV Milton Berle (C), part.
CBS-TV Friday Night Movies (C), part.
NBC-TV 9-9:30 The Man From U.N.C.L.E. (C), cont.; 9:30-10 T. H. E. Cat (C), R. J. Reynolds, Lever Bros.

10-11 p.m.

ABC-TV 12 O'Clock High (C), R. J. Reynolds, part.
CBS-TV Friday Night Movies, cont.
NBC-TV Laredo (C), Amer. Tobacco, part.

SATURDAY

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 Capt. Kangaroo, part.; 9-9:30 Mighty Mouse & The Mighty Heros (C), part.; 9:30-10 Under Dog (C), part.
NBC-TV 8-9 No network service; 9-9:30 Super F (C), part.; 9:30-10 Atom Ant (C), part.

10-11 a.m.

ABC-TV 10-10:30 King Kong (C), part.; 10:30-11 The Beatles (C), part.
CBS-TV 10-10:30 Frankenstein Jr. & The Impossibles (C), part.; 10:30-11 Space Ghost, part.
NBC-TV 10-10:30 Secret Squirrel (C), part.; 10:30-11 Space Kidettes (C), part.

11-Noon

ABC-TV 11-11:30 Casper Cartoons (C), part.; 11:30-12 Magilla Gorilla (C), part.
CBS-TV 11-11:30 Superman (C), part.; 11:30-12 The Lone Ranger (C), part.
NBC-TV 11-11:30 Cool McCool (C), part.; 11:30-12 The Jetsons (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 Bugs Bunny (C), part.;

Special programs for the fall

ABC-TV

Oct. 15: 9:30-11 p.m.
Brigadoon (C), Armstrong Cork
Oct. 16: 10:30-11 p.m.
What's In (C)
Oct. 21: 10-11 p.m.
We Are Not Alone, Goodrich
Oct. 24: 10-11 p.m.
To Save a Soldier (C), 3M
Oct. 26: 10-11 p.m.
Singer Present Tony Bennett (C), Singer
Nov. 4: 7:30-10 p.m.
Hans Christian Andersen (C), Eastern Airlines
Nov. 6: 3-4 p.m.
We Are Not Alone, Goodrich
Nov. 8: 7 p.m.-approx. 2 a.m.
Elections '66 (C)
Nov. 24: 2:30 p.m. to conclusion
NCAA Football Game (C)
Nov. 25: 11 a.m.-5 p.m.
ABC's Cartoon Festival (C)
Nov. 25: 10-11 p.m.
The Faces of Rome (C), 3M
Nov. 26: 4-5 p.m.
A Portrait of a Team (C), GM
Dec. 7: 8-9 p.m.
Christ Is Born (C), Goodrich
Dec. 10
Liberty Bowl (C)
Dec. 13: 10-11 p.m.
The Long Childhood of Timmy (C), 3M
Dec. 17: 2:15 p.m. to conclusion
Bluebonnet Bowl (C)
Dec. 25: 4-5 p.m.
Christ Is Born (C), Goodrich
Dec. 25: 7-8 p.m.
The Dangerous Christmas of Red Riding Hood, or Oh Wolf, Poor Wolf (C)
Dec. 26: 4 p.m. to conclusion
North-South Game (C)
Dec. 28: 10-11 p.m.
Year End Review (C)
Dec. 31: 12 noon to conclusion
Gator Bowl (C)

CBS-TV

Oct. 12: 9-10 p.m.
Friends and Nabor (C), American Motors
Oct. 24: 8:30-9:30 p.m.
Lucy in London (C)
Oct. 27: 8:30-9:30 p.m.
It's the Great Pumpkin, Charlie Brown (C)
Nov. 5: 7:30-8:30 p.m.
National Geographic's Dr. Leakey and the Dawn of Man (C)
Nov. 5: 10-11:30 p.m.
Miss Teenage America (C)
Nov. 6: 10:30-11 p.m.
Election Special (C)
Nov. 8: 7:30-11 p.m.
Election Night Coverage (C)
Nov. 9: 10-11 p.m.

Clown Alley (C)
Nov. 23: 7:30-8:30 p.m.
Young People's Concert (C)
Nov. 24: 10 a.m.-12 noon
Thanksgiving Parade Jubilee (C)
Dec. 7: 9-10 p.m.
Frank Sinatra: A Man and His Music—Part II (C)
Dec. 8: 9-11 p.m.
The Glass Menagerie (C)
Dec. 9: 7:30-8:30 p.m.
The Nutcracker (C)
Dec. 11: 7-7:30 p.m.
A Charlie Brown Christmas (C)
Dec. 13: 7:30-8:30 p.m.
National Geographic's The Hidden World (C)
Dec. 18: 7-7:30 p.m.
How the Grinch Stole Christmas (C)
Dec. 19: 7:30-8:30 p.m.
Jack and the Beanstalk (C)
Dec. 31: 1-2:15 p.m.
1967 Cotton Bowl Festival Parade (C)
Dec. 31: 2:15 p.m.-conclusion
Cotton Bowl (C)

NBC-TV

Oct. 30: 6:30-7:30 p.m.
Campaign and the Candidates (C)
Nov. 12: 9-10 p.m.
Shipstads and Johnson Ice Follies (C)
Nov. 6: 7:30-9 p.m.
Alice Through the Looking Glass (C)
Nov. 7: 10-11 p.m.
The Overcrowded Sky (C)
Nov. 8: 7:30 p.m.-conclusion
Election Coverage (C)
Nov. 11: 9:30-11 p.m.
Hallmark Hall of Fame's Barefoot in Athens (C)
Nov. 21: 9-10 p.m.
Perry Como's Kraft Music Hall (C)
Nov. 24: 10 a.m.-12 noon
Macy's Thanksgiving Day Parade (C)
Nov. 24: 7:30-8:30 p.m.
Smokey the Bear (C)
Nov. 25: 7:30-8:30 p.m.
Incredible World of Animals: It's a Dog's World (C)
Dec. 1: 8:30-9:30 p.m.
Jack Benny Comedy Special (C)
Dec. 4: 5:30-6:30 p.m.
Rudolph the Red Nose Reindeer (C)
Dec. 7: 7:30-9 p.m.
Hallmark Hall of Fame's Blithe Spirit (C)
Dec. 11: 9-10 p.m.
Danny Thomas Show: Wonderful World of Burlesque (C)
Dec. 17: 7:30-8:30 p.m.
Mr. Magoo's Christmas Carol (C)
Dec. 17: 8:30-9 p.m.
Christmas with Lorne Greene (C)
Dec. 19: 9-10 p.m.
Perry Como's Kraft Music Hall (C)
Dec. 31: 7:30-8:30 p.m.
Orange Bowl Parade (C)

12:30-1 Milton the Monster (C), part.
CBS-TV 12-12:30 Road Runner (C), part.;
12:30-1 The Beagles (C), part.
NBC-TV 12-12:30 Top Cat (C), part.; 12:30-1
The Smithsonian (C), sust.

1-2 p.m.

ABC-TV 1-1:30 Hoppity Hooper (C), DeLuxe Reading, Gen. Mills; 1:30-2 American Bandstand '66, part.
CBS-TV 1-1:30 Tom & Jerry (C), part.; 1:30-2 No network service.
NBC-TV 1-1:30 Animal Secrets (C), sust.; 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-2:30 American Bandstand '66 cont.; 2:30-5 NCAA Football (C), part.
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service.
CBS-TV 5-6:30 No network service; 6:30-7 CBS News with Roger Mudd (C), (1st feed), part.; 7-7:30 CBS News with Roger Mudd (C) (2nd feed), part.
NBC-TV 5:30-6 AFL Highlights (C), part.; 6-6:30 No network service; 6:30-7 Scherer-

MacNeil Report (C) (1st feed), part.; 7-7:30 Scherer-MacNeil Report (C) (2nd feed), part.

7:30-9 p.m.

ABC-TV 7:30-8:30 Shane (C), part.; 8:30-9 Lawrence Welk (C), Brown & Williamson, J. B. Williams, part.
CBS-TV 7:30-8:30 Jackie Gleason (C), part.; 8:30-9 Pistols 'n' Petticoats (C), Amer. Tobacco, P&G, part.
NBC-TV 7:30-8 Flipper (C), part.; 8-8:30 Please Don't Eat the Daisies (C), Bristol Myers, part.; 8:30-9 Get Smart (C) Amer. Home, Lever Bros.

9-10 p.m.

ABC-TV 9-9:30 Lawrence Welk, cont.; 9:30-10 The Hollywood Palace (C), Amer. Tobacco, part.
CBS-TV Mission Impossible, (C), part.
NBC-TV Saturday Night at the Movies (C), Met. Life, Amer. Tobacco, P. Lorillard, R. J. Reynolds, part.

10-11 p.m.

ABC-TV 10:30-11 The Hollywood Palace, cont.; 10:30-11 ABC Scope (C), part.
CBS-TV Gunsmoke (C), part.
NBC-TV Saturday Night at the Movies, cont.

Congressmen want equal-time repealed

RADIO-TV WOMEN HEAR BIPARTISAN ATTACK ON RULE

Repeal or alteration of the FCC's equal-time provision for political broadcasts was advocated by several members of Congress in a panel discussion at a meeting of the American Women in Radio and Television last week in Washington.

Outright repeal of Section 315 was proposed by Senator Vance Hartke (D-Ind.) He said the controversial rule should be abolished because it has outlived its usefulness. It was instituted when radio was the only electronic medium, he observed, and now has the effect of preventing local broadcasters from presenting any side of a political issue because they fear they will have to make time available to a host of minor candidates.

Representative Melvin Laird (R-Wis.), chairman of the House Republican Conference, also remarked that his party is shackled from replying to administration policies by the rule. As an example he said House Minority Leader Gerald Ford (R-Mich.), who should be a major spokesman for the GOP on national issues, is limited in his TV appearances because he is currently running for office and his opponent in Michigan could demand equal time for every appearance

made by Representative Ford.

'Shadow Cabinet' Urged ■ He plugged for an American version of the British "shadow cabinet" doctrine whereby the minority "shadow" for each official post could reply on every question. He also said the networks will be "blanketed" with stories concerning President Johnson's activities as he proceeds on his Asian voyage later this month—during the crucial pre-election period. The news value of the President and his trip will leave little time for coverage of Republican activities, he noted.

Another speaker on the panel, Senator Thruston B. Morton (R-Ky.), former party chairman and presently chairman of the GOP Senatorial Campaign Committee, also commented his party will have to develop personalities and issues to counter the clear advantage the party in power has in this respect. Senate Democratic Whip Russell B. Long (D-La.) remarked that a bill he sponsored that would put millions of dollars at the disposal of the presidential candidates might eliminate the need for Section 315 because the candidates will be able to purchase time at will. The bill received the approval of Senator Long's Finance Committee last week (see story

below).

The discussion was part of the program staged by the American Women in Radio and Television. The program was called "Meet the Nation's Issues" and led by Betty Cole, associate producer of NBC's *Meet the Press*; Ellen Wadley, co-producer of CBS's *Face the Nation*, and Peggy Whedon, producer of ABC's *Issues and Answers*. The discussion also ranged over such issues as the coming elections and Vietnam.

Politicians surveyed on CATV usage

Free time to congressmen is the carrot being held out by Pennsylvania CATV operators, but as of last week mighty few of the state delegation in Washington had been able to take advantage of the offers. Pleased at the thought of having additional outlets available to them, Pennsylvania congressmen, nevertheless, had to admit they weren't doing much in the way of film or video-tape reports to their constituents—at least those whose districts do not contain major cities.

This was the tenor of the eight responses already received by Frank Nowaczek, TeleSystems Corp. executive and president of the Pennsylvania Television Association, a CATV group.

Mr. Nowaczek had written all mem-

Campaign reform picks up momentum in Congress

Legislation that could drastically alter the financing of television and other political campaign expenditures gained ground in Congress last week.

One measure passed by the Senate Finance Committee could, as its sponsor Senator Russell B. Long (D-La.) has said, make unnecessary Section 315 of the Communications Act, the equal-time rule. A second bill, approved by a House Administration Subcommittee, would provide full disclosure of money raised and spent on all federal elections and would remove unobserved campaign spending limits that were outmoded by the advent of television and other expensive forms of campaigning. Neither bill is expected to gain congressional passage in time for the coming elections and both may encounter strong opposition.

The Senate bill would make some funds available to the two major parties for presidential elections. This would be achieved by allowing each taxpayer to contribute \$1 with his income tax payment for a special presidential cam-

paign fund. Each party polling more than 10 million votes in a presidential election could receive \$1 for each vote. President Johnson received 43 million votes in 1964 and Republican Barry Goldwater got 27 million. Any money left over in the fund after the campaign would be returned to the Federal Treasury.

Solve Equal Time Dilemma ■ Senator Long, the majority whip, has said the plan would "tend to solve the equal-time problem that has confronted television stations when they sought to offer candidates an equal opportunity to be heard, only to find themselves confronted with the necessity of bringing a roomful of nuts, crackpots and screwballs into a studio to share the camera equally with the two or three major candidates who had a chance of being elected. The candidates of both major parties would be well able to pay for their television time, and they could join in debates with whomever they wished, in whatever fashion they could agree upon."

The House's disclosure bill, sponsored by Representatives Robert T. Ashmore (D-S.C.), chairman of the House Elections Subcommittee, and Charles E. Goodell (R-N.Y.), the subcommittee's top-ranking minority member, would be stronger than a measure proposed by President Johnson and than a Senate version. It would replace meaningless ceilings on each type of campaign that have led to a proliferation of campaign committees for each candidate to get around the limitation, with detailed reporting requirements. All such candidates' committees spending or raising as much as \$1,000 within a state in a federal primary or general election would be required to make a report. At present reports on primary elections or convention spending for candidates for President, vice president, senator or congressman are not required. At present only committees operating in more than one state must report. The House bill would also create a bipartisan committee to receive and audit the spending reports.



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bers of the Pennsylvania delegation (27 congressmen and two senators) telling them of CATV-system plans to originate programs and asking them if they had, or planned to have, any TV material that could be carried on CATV systems in their state—as a public service, of course.

Congressmen from the smaller, country districts, Mr. Nowaczek pointed out last week, usually don't have big-city TV. Therefore, they have not used this medium for the usual weekly news reports that are commonly issued in print form but also by some on audio tape for use on radio stations in their communities.

Mr. Nowaczek stressed that his communication with Pennsylvania congressmen was intended to get them thinking of using CATV as an additional medium. "I think this will pay off, sooner or later," he said.

He also reported that the state association is surveying CATV systems in the state capable of handling originations.

"It's too early yet to estimate how many can originate, or plan to," he said.

Mayoral asks FCC for chance to answer

A 30-year veteran of broadcasting who says his future in that business is at stake has asked for an oral argument



Mr. Mayoral

before the full FCC in a case in which a hearing examiner has twice recommended the revocation of licenses of three commonly owned Puerto Rican radio stations.

George Mayoral, manager and minority stockholder in the stations at the time the alleged offenses occurred, was singled out by Hearing Examiner Forest McClenning in his two decisions as the official principally responsible for the alleged offenses.

But Mr. Mayoral, in the pleading in which he requested oral argument, said the examiner had erred in requiring him to prove his innocence rather than in requiring the commission's Broadcast Bureau to prove his wrong-doing beyond a reasonable doubt.

Chiefly at issue in the case are alleged violations of the commission's rebroadcast rules in 1962 by WKYN and WFQM (FM), both San Juan, and WORA-FM Mayaguez. The stations are said to have rebroadcast without written per-

mission news programs that the Mutual Broadcasting System furnished to the Armed Forces Radio Service. The stations also allegedly failed to identify the programs as being mechanical reproductions. In addition, Mr. Mayoral is said to have made misrepresentations to the commission.

Licensees Accountable ■ The stations are owned by Alfredo R. de Arellano Jr. and his family through two licensee corporations, Quality Broadcasting Corp. and Radio Americas Corp. The examiner said the licensees bore ultimate responsibility for having cloaked Mr. Mayoral with authority over the stations. Mr. Mayoral severed his connections with the stations in 1963.

Another Request ■ Mr. de Arellano, through the licensee corporations, asked the commission for an oral argument following the issuance of Mr. McClenning's initial decision handed down Dec. 24, 1964 (BROADCASTING, Dec. 28, 1964).

A further hearing was held on the petition of Mr. Mayoral, who had not been a party in the original hearing and who argued that he should have an opportunity to refute "the damaging allegations" contained in the examiner's decision. Mr. McClenning, in his supplemental decision, left largely untouched the conclusions of his first decision (BROADCASTING, Aug. 1).

Mr. Mayoral, in his exceptions, said the examiner in the further hearing had put him in the "impossible position" of having to produce sufficient evidence "to result in setting aside the findings and conclusions" in the initial decision. He said the Broadcast Bureau should have been required to provide evidence of "wrong-doing beyond a reasonable doubt."

He said the proceeding is criminal in nature, since revocation is involved and a fine may be imposed. In addition, he said he stands to lose "his reputation, his income and his future." Mr. Mayoral, an associate member of the FCC Consulting Engineers Association, began his career 30 years ago as a TV development engineer at NBC-RCA.

He and the licensee corporations, which also filed exceptions to the supplemental decision, argued that the evidence in the case failed to support the Broadcast Bureau's contention that Mr. Mayoral knew of and participated in the unauthorized rebroadcast of AFRS news. Much of the evidence was provided by station personnel.

Plot Charged ■ Mr. Mayoral also maintains that the rebroadcast violations were committed by AFRS personnel who were working for WKYN as part of a plot to convict the station in the commission's eyes. Examiner McClenning, in his supplemental decision, said he found no evidence to support

the charge.

Mr. Mayoral suggests a link between the alleged plot and Mr. de Arellano's efforts to convince the Department of Defense to close down the AFRS station in San Juan, ACE, as unfair government competition and wasteful duplication of WKYN's programming.

The licensee corporations also argued that regardless of the question as to Mr. Mayoral's involvement in the alleged offenses, the recommendation that they lose their licenses is unduly harsh and, in the face of commission precedents, discriminatory. They noted that Mr. de Arellano was "innocent" of any wrong-doing and that the examiner could have recommended a fine, rather than revocation.

The Broadcast Bureau, however, which filed a pleading in support of the supplemental decision, said that the reopened record failed to sustain Mr. Mayoral's contentions that the testimony of the witnesses couldn't be believed and, in fact, establishes that Mr. Mayoral "personally participated in the unauthorized rebroadcasts."

The bureau also said revocation is a proper sanction in view of Mr. de Arellano's indifference "... to Mr. Mayoral's prolonged deception [of the commission]."

Copyright bill gets cautious reaction

Guarded reaction continued to filter in concerning the CATV applications of the copyright revision approved recently by a House committee as interested industry and government parties awaited the committee report on the legislation.

The bill, as approved by the House Judiciary Committee, generally grants immunity from copyright application to CATV's that merely fill holes in TV stations' coverage areas or extend signals to communities that cannot receive them, but applies liability to more extensive CATV operations. The committee which passed the bill late last month (BROADCASTING, Oct. 3) had hoped to make public its report on the bill last week but is now hoping to finish writing the document this week.

The National Community Television Association reacted immediately to the committee's action by saying the bill "had some serious flaws, although it does represent a step in the right direction."

Last week the National Association of Broadcasters said that on the surface the CATV aspects of the measure seems to be "a fair balancing of equities between broadcasters, CATV

and the copyright owners," and could form the basis for a good resolution of the CATV copyright problem. NAB general counsel Douglas A. Anello said there are words and terms that need clarification but that this could be rectified during the bill's further consideration. As the bill is currently drawn by the House unit, it meets many of the points made by the NAB before a Senate committee studying the same bill recently, the spokesman said.

In another matter of interest to broadcasting in the bill, Mr. Anello said there should be no limit to the number of ephemeral recording copies made as long as the copies are for internal convenience and not for sale.

The FCC was reported to feel that in the main the bill looked helpful although the commission had not had time to study its content in detail. The commission also is pleased to have the CATV copyright question regu-

lated through copyright procedure.

The Justice Department, which proposed letting the FCC handle CATV copyright issues on a case-by-case basis, had no immediate comment but emphasized that if Congress saw fit to take another stand, the copyright law would be the appropriate way to handle these problems.

TV bores RFK, but it's a political help

While he finds television boring as entertainment Senator Robert F. Kennedy (D-N. Y.) also feels that TV is the most effective medium for politics.

He expressed these views and others on the subject of television in an interview with David Susskind. During the discussion the legislator also admitted neither he nor President Kennedy could

have been elected without television. He added that TV is the best way for a candidate to express himself and go directly to his audience. This is contrasted, he went on, by the print media where his thoughts are filtered through someone else who might have a different view and write in a fashion more satisfactory to them.

In answer to Mr. Susskind's questions, however, he said he rarely watches television because the few times he has he has found it boring. He also said his children find it boring and seem to watch less as they grow older. The programs for small children, he added, are "very inadequate, unsatisfactory. I don't think that the networks have shown any responsibility at all for helping the development of minds."

Senator Kennedy's appearance was the first on a new series of syndicated interview programs by Mr. Susskind on WNEW-TV New York.

Traditional politics 'shattered' by TV

Television's influence on politics was assayed and found to shatter traditional patterns "beyond repair" by Harry S. Ashmore, vice president of the Fund for the Republic. Delivering the keynote address at a State of the Future conference in Hollywood last week, Mr. Ashmore, a Pulitzer Prize-winning journalist, elaborated on television's role in the making of a candidate.



Mr. Ashmore

Citing the presidential campaign of 1960 as the first in which television took over as the primary communications medium, he contended that the contest boiled down to a battle of images. "It is my own belief," Mr. Ashmore said, "that there would have been no perceptible effect on the outcome had the two men swapped positions on every one of the issues they discussed during their famous TV debates." He indicated that "the debonair Kennedy" would have beat out "the less appealing Nixon" no matter what their specific stands.

The nomination of Ronald Reagan as the Republican candidate for governor in California, Mr. Ashmore argued, was a result of politicians

adapting their campaign techniques to television.

"Once television had demonstrated that no politician could succeed without employing the skills of the actor," he said, "king-makers were bound to go the whole way and seek an actor for a candidate."

Unguarded Moments ■ According to Mr. Ashmore there was a time when it was believed that television "would purge politics of the phony and the venal. . . ." But, he added, this became true only in those rare times when the TV camera catches the politician in an unguarded moment, or under the glare of protracted exposure. He mentioned the Army-Senator Joseph McCarthy hearings as an example.

Continuing his address, Mr. Ashmore pointed out that "the issue I am concerned with here is that raised by the television advertising campaigns paid for and totally controlled by the candidate and his backers. This is where the technique of image building is fully brought into play—and this, I am convinced, is where our major elections will be won and lost from now on."

He concluded by asserting that if TV merchandising technique succeed in the California gubernatorial election this year "it can be used anywhere, and it will be used, and the traditional political patterns of this republic will have been shattered beyond repair."

'Howdy Doody' to become a TV cartoon figure

The television rights to NBC-TV's *Howdy Doody* puppet character have been purchased by West Coast independent producer Barry Lawrence for an undisclosed amount of cash. Mr. Lawrence intends to cut the puppet's strings, add an entirely new supporting cast of characters, and introduce *Howdy Doody* as a cartoon character to a new generation of children viewers. An animated half-hour color series, with an action-adventure format, is projected for a Saturday morning network time slot during the 1967-68 season.

During the early days of television and until the mid-1950's, the *Howdy Doody* series, programed by NBC-TV in puppet form, was one of the nation's more popular shows for children. Mr. Lawrence, who also is going to make features of "Bomba, the Jungle Boy," believes there's an inherent appeal to the *Howdy* character that will reassert itself.

ITC reports package sales

Independent Television Corp. reported last week that its new feature-film package, "The Deluxe 20," has been sold in 50 markets in the four weeks it has been in release. Abe Mandell, ITC president, said latest sales on the features, 15 of which are in color, have been made to WABC-TV New York; WDSU-TV New Orleans; WTMJ-TV Milwaukee; KHOU-TV Houston; WFLA-TV St. Petersburg-Tampa, Fla.; WISH-TV Indianapolis, and KONO-TV San Antonio, Tex.

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WNDT(TV) gets another Bristol-Meyers grant

Bristol-Myers Co., New York, which supported WNDT(TV) New York non-commercial's *Sunday Showcase* with a \$290,000 grant last January, found a way to multiply its money by channeling a new allocation for the program through a plan set up by the federally funded National Council on the Arts.

Technically, Bristol-Myers made a nonrestricted grant of \$300,000 to the National Endowment for the Arts (operating arm of the council) that could and will be used to release \$300,000 in matching funds under a program previously announced (BROADCASTING, Sept. 5) earmarking a total of \$875,000 to National Education Television (NET) and WNDT. The council had announced that its action would be contingent on receipt of "unrestricted" donations equaling half the amount. The funds released by the council must in turn be matched by the recipients, yielding a four-fold increase of the amounts provided by Bristol-Myers or the council.

The arts council stated that the Bristol-Myers contribution was the first to be provided by a major corporation. Individuals have donated smaller amounts to be used for the WNDT-NET project so that "nearly \$700,000 is now made available" of the \$875,000 total possible, the council announced.

Funds will be used to produce 19 additional *Sunday Showcase* programs, spotlighting a wide range of artistic activities, and to pay for distribution of the programs via NET at no cost to all noncommercial TV stations in the U.S.

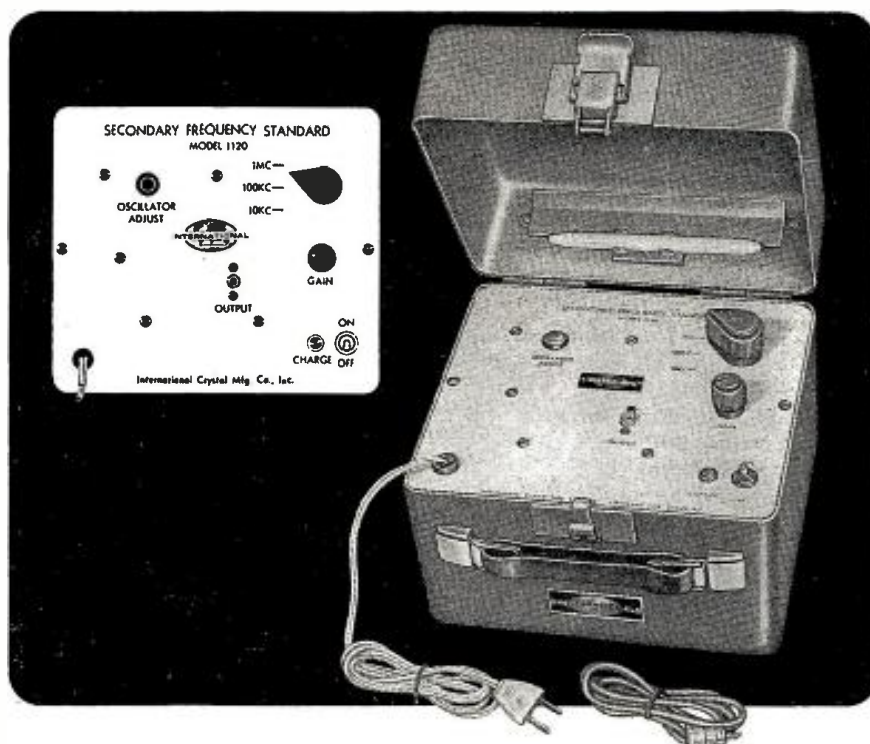
No debates for Brown and Reagan

Negotiations for a proposed statewide televised debate by California's gubernatorial candidates—Republican Ronald Reagan and Democratic Governor Edmund (Pat) Brown—were called off last week. Both candidates, earlier in the gubernatorial election campaign, agreed to such a direct confrontation on television. The date of Oct. 13 was left open for the debate.

But Mr. Reagan wanted a face-to-face debate with no third-part questioning, while Mr. Brown favored a news-panel session similar to the Kennedy-Nixon debates of 1960. The governor and Mr. Reagan have appeared together on a number of local and national news-panel shows but have performed separately and have not submitted to questioning at the same time.

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A proposed gag stirs fears of suffocation

ABA's suggested news guidelines draw fire; contempt citations for newsmen particularly hit

A torrent of criticism was let loose last week against the recommendations of the American Bar Association's Advisory Committee on Free Press and Fair Trial, which recommended actions designed to insure that criminal trials are not prejudiced by too much news. The principal suggestion was that the right of fair trial be protected by drying up sources of news.

The disapproving comments came from broadcasters, news organizations, newspapers and, in one instance, from a federal judge.

Almost unanimously the critics expressed alarm at the totality of the ABA group's recommendations that would, in effect, require that nothing but skeletal information be issued in criminal cases during the arrest, pretrial and trial periods (BROADCASTING, Oct. 3).

The most pointed objections were made to the ABA suggestion that judges issue contempt citations against newsmen who, during a trial, report facts not in the official record where those statements may have a possible impact on a jury's deliberations. Only one newsman found nothing wrong in this provision.

Stanton Hits Hard ■ Perhaps the most trenchant objections to the ABA report (prepared by a committee headed by Paul C. Reardon, associate justice of the Massachusetts Supreme Judicial Court) came from Dr. Frank Stanton, president of CBS Inc.

In a speech to the International Association of Chiefs of Police in Philadelphia last week, Dr. Stanton sharply criticized the validity of the entire report because, he said, it is based largely on assumptions, not in-depth facts.

The ABA report, he said, "takes us on a walk through beautiful countryside—a countryside of delicate restraints governed by high purposes. But even a hasty examination shows signs that it may also be strewn with land mines of coercion and booby traps of suppression."

For example, the CBS president said, there is no comparison of convictions in nonpublicized cases to those in publicized cases. And further, showing

"startling inexactness in statistical analysis," he said, is the section based on questionnaires to defense counsel on whether they had ever had thoughts on the problem of possible prejudice because of news reports. Dr. Stanton pointed out that the ABA report claimed that the responses added up to 320 cases of "thoughts of possible" prejudicial reporting, but failed to underscore that only 54 out of 200 defense lawyers answered this questionnaire—and one of these "thought" he had 100 such cases.

There was no attempt, Dr. Stanton pointed out, to determine the attitudes of the three out of four defense lawyers who did not answer the interrogation.

Even the deductions from questionnaires sent to police chiefs, prosecutors and newspaper editors in 20 cities were faulty, Dr. Stanton said; none of them



Dr. Stanton
Questions ABA's 'countryside'

produced cause-and-effect data on how the news media actually affected the outcome of trials.

"Here we have, then," Dr. Stanton observed, "a series of recommendations of the utmost gravity—some of them, particularly those in part IV [contempt proceedings], touching with singular casualness on basic constitutional rights—based not only on assumptions but on analyses and questionnaires that would have difficulty surviving as documentation in a college classroom or a first-rate news medium."

Democratically Suspicious ■ Warning that "the closed door and the sealed lip are not only a prerequisite to tyranny, they are," he said, "also a prime cause of suspicion." Dr. Stanton stated that he cannot see how any police officer, prosecutor or defense lawyer can expect protection from suspicion by the adoption of the ABA rules.

"Secrecy and coercion," the CBS president added, "have never succeeded in a democratic society, because they are inconsistent with democratic principles and unworkable in a democratic environment."

In calling for a "far more disciplined, more closely documented and more thoroughly researched study," Dr. Stanton recalled his proposal of two years ago that a study of free press and fair trial be undertaken by the Brookings Institution, Washington. The Brookings Institution board approved such a project last year, but the organization is still seeking funds to underwrite the project.

"... I suggest," Dr. Stanton concluded, "that an occasional reversal or mistrial is a small price to pay for the insurance given the police, the courts and the public by a press as free to cover the administration of justice as it is to cover the American presidency and the Congress of the United States without fear of summary citations for contempt."

Paucity of Broadcasters ■ The only other broadcast voices to comment on the ABA report were that of the Radio-Television News Directors Association and the National Association of Broadcasters.

Although not taking a stand in direct opposition to the ABA report, RTNDA asked a number of questions that, in the aggregate, indicates less than full agreement with the recommendations.

Over the signature of outgoing President Bob Gamble (WFBM-AM-FM-TV Indianapolis) and of incoming President Bruce Dennis (WGN Continental group), the RTNDA called on the ABA to "give the most serious study" of possible effects if the proposals are applied in every court in the nation.

These effects are specified in these

four questions:

- What are the effects of these restrictions on current efforts to insure fair trials in civil rights cases?

- Could these restrictions permit "local power structures" in closed communities to hide injustices?

- Could they result "in actual harm" to constitutional rights in some areas?

- Could the proposed restrictions in every case prevent more fair trials than would be preserved, since the ABA committee itself acknowledges that the release of potentially prejudicial pretrial information affects only a small percentage of court cases?

Adding that the ABA report deserves "the most serious consideration," the RTNDA letter also asks whether ABA is aware of the recently adopted RTNDA code of ethics, including specific provisions for conduct in and out of the courtroom; and the adoption of machinery providing for disciplining violators.

RTNDA spokesmen said that the organization is eager to participate in further discussion of the report.

Paul Comstock, vice president for government affairs of the National Association of Broadcasters said although Judge Reardon "has tried to be very reasonable and very careful and has heard the media out, the recommendations are still too restrictive."

NAB, he said, does not agree with the report in full "certainly not with the restraints on media." He added there was some question of the "legality of restraints on defense counsel."

Mr. Comstock said he hoped the ABA would further modify the report before adopting it.

SDX Opinion ▪ Ray Spangler, *Redwood City* (Calif.) *Tribune*, president of Sigma Delta Chi, honorary journalism society, called the Reardon report "reasonable in tone" and "constructive in nature."

He said he agreed with the committee's references to the use of contempt citations, but indicated that the suggestions aimed at enforcement officers might "inhibit communications between the police and the public."

Calling for revision of ABA's Canon 35 (which prohibits TV and radio coverage of criminal trials), Mr. Spangler noted that TV coverage of a coroner's hearing on the shooting of a Negro by a policeman in Los Angeles a few months ago is given credit for averting a riot. He also called for live coverage of U. S. Supreme Court sessions and of all courtroom trials.

Spokesmen for the American Society of Newspaper Editors were critical of some of the ABA recommendations, particularly those threatening, they said, freedom of the press.

Straus group puts year-old code into effect

Straus Broadcasting Group has had a code on crime reporting in effect for almost a year, but was using it only as an exercise all that time. Last week, the group officially instituted its plan that calls for reporting on confessions or prior criminal records only under specified conditions:

- Confessions—if confirmed by defense legal counsel or admitted as evidence in open court.

- Prior records—if record is part of his public reputation and substantially helps to identify him to listeners, or has been released by his counsel, or is admitted as evidence in open court.

In both instances, confessions or prior criminal records may be re-

ported if the news director judges that they "fulfill an overriding public need."

The code also requires that broadcasts or reports suggesting a suspect's guilt stress who made the statement and, where possible, the author's role in the proceeding.

In the introduction, the code states that its purpose is to guard the process of fair criminal trials before impartial juries but at the same time "mirrors the inherent tension between the guarantee of a free, independent press and the guarantee of due process."

Straus Broadcasting Group owns WMCA New York, WALL Middletown, WGVA Geneva and WTLB Utica-Rome, all New York.

Robert C. Notson, *Portland* (Ore.) *Oregonian*, president of ASNE, and J. Edward Murray, *Phoenix Arizona Republic*, chairman of ASNE's freedom of information and bar-press committees, called some of the recommendations censorship and unconstitutional. They said these prohibitions could restrict public knowledge of crime and criminal suspects, resulting in "bad law enforcement, or what is worse, secret law enforcement."

Imposing gags on enforcement officers and lawyers is prior restraint on the press, they said. And the provisions permitting a judge to delineate what police officers may tell news media is a violation of the separation of powers among the branches of government.

The most serious danger, the editors said, lies in the power for judges to issue contempt citations against news media during a trial.

"The intention may be clear and the motive pure," they said, "but the individual judge is as independent as the individual editor. So, in practice, we see great danger that the . . . emphasis on contempt, even with the clear disclaimers in favor of the press, will result in an expanded use of this power either to control the press directly or to get at attorneys and law enforcement officers who are thought to be violating court orders anonymously."

The newspaper editors' spokesmen also stressed that less than 10% of all criminal proceedings reach trial, and they added: ". . . of these only the tiniest fraction are ever affected by an allegation of potential prejudice from news coverage."

A Three-Point Plan ▪ Urging more voluntary cooperation among the courts,

the bar and the news media, the ASNE spokesmen suggested a three-point guideline for newsmen in reporting crime news:

- "Full disclosure of all the facts of any pertinent and responsible assessment concerning the crime and the suspects" to inform, allay alarm and assure the public of the extent and quality of law enforcement.

- Recognition at the immediate pre-trial stages of the sensitivity of the judicial process and voluntary cooperation with the bench and bar to preserve the substance of a fair trial. Exercise of care in reporting "extra-judicial statements or activities calculated to influence the outcome of a case."

- Full disclosure of all facts and any pertinent assessments concerning the case following trial. This means at the end of the first trial, or at the disposition of the case without trial. Only in cases of mistrial, when the case is to be retried immediately by a jury should the limits suggested in the pretrial stages remain in force.

Specific objections to two of the ABA recommendations were voiced by D. Tennant Bryan, publisher of *Richmond* (Va.) *Times-Dispatch* and *News-Leader* who is also chairman of the committee on free press and fair trial of the American Newspaper Publishers Association.

Mr. Bryan objected to the proposed bans on reporting a voluntary confession and a record of prior convictions for criminal offenses.

"No adequate reasons have been advanced by the bar association for suppressing [these] facts. . . . Many circumstances exist when publication of such information is vital to the public

interest," Mr. Bryan said.

He also expressed concern about the influence of the report on police, lawyers and judges.

"Many newspapers will have a concern," he said, "lest the issuance of this report may be considered an invitation to police departments, prosecuting attorneys, defense attorneys and trial judges to deny the newspapers access to important elements of news which in the public interest they have long and usefully printed about crimes and criminals."

Noting that ANPA has commissioned a legal research study, which is expected to be out in a few weeks, Mr. Bryan commented, however, that the ABA report "warrants study."

A view that the ABA proposals might be used to cover up secret arrests was expressed by William B. Dickinson, president of the Associated Press Managing Editors Association.

"These suggested rules," Mr. Dickinson stated, "if promulgated as proposed, without any prior public approval, would deny the public information regarding crimes to which it is entitled, and which it must have."

"In instances where the police or other law enforcement authorities are corrupt, these rules could be used to cover up secret arrests and, indeed, secret trials, since the lawyers also wish to bar the public from preliminary hearings and from any portions of trials which do not take place in the presence of a jury."

Mr. Dickinson said it was all right for the ABA to recommend rules for lawyers.

"It is a far different matter, however," he added, "for a minority of the nation's lawyers to take it upon themselves to propose rules for police and other law enforcement officers who are paid by the public."

Newspaper editorial comment has been almost uniformly in opposition to the Reardon report. The principal target of the attacks are the ABA's recommendations calling for limited reports to news media by police officers, prosecutors and defense lawyers, and more particularly the suggestion that contempt citations be issued where a news reporter publishes or reports anything during a trial that may prejudice the outcome.

The three newspapers in Washington, for example, expressed virtually unanimous opposition to the ABA proposals.

Washington Post—"... The chief objection to the report, in general, is its tendency to diminish public scrutiny of the law enforcement process... steps must not be taken that weaken the surest safeguard of the rights of the accused and the interests of the public

MBS gets Clay vs. Williams

The acquisition by Mutual of the U.S. radio rights to the live broadcast of the Cassius Clay-Cleveland Williams heavyweight championship bout in Houston Nov. 14 is being announced today (Oct. 10) by Robert F. Hurleigh, MBS president. One-fourth of the coverage will be sponsored by STP, chemical compounds division of the Studebaker Corp., Chicago, through Arthur Meyerhoff Associates, Chicago. Three other sponsors will be sought by MBS, which will guarantee each advertiser a minimum of three one-minute announcements to be rotated throughout the broadcast. The bout will not be carried on free TV but will be presented on closed-circuit TV to theaters and CATV systems.

—the fullest disclosure of the law-enforcement process from beginning to end. . . ."

Washington Evening Star—"... the main thrust of this report is to advocate drastic remedies to deal with infrequent abuses. . . . The question boils down to this: How far should we go, in order to protect 12 jurors from news they are not supposed to read anyway toward keeping from the public at large information that is interesting and important to it? With the best intentions, the Reardon committee has gone too far in these proposals."

Washington Daily News—"... the plan it suggests strikes directly at a cherished American right to know what is going on. . . . The plain implication of these proposals to keep the public in the dark is that the average juror is on oath and that lack of faith in the jury system has a lot to do with proposals to put on the lid."

A federal judge called the ABA's recommendations "the most dangerous threat to the American ideal of free speech and press since the days of Joe McCarthy."

He's Judge George Clifton Edwards Jr., of the Sixth U. S. Circuit Court of Appeals in Cincinnati. Judge Edwards wrote a dissenting opinion when the conviction of Dr. Sam Sheppard for killing his wife was confirmed on appeal in his circuit. The U. S. Supreme Court later ordered a new trial for Dr. Sheppard because the "circus" atmosphere caused by news coverage of the trial prevented a fair trial.

Judge Edwards was principally concerned with the ABA's strictures on the release of information by lawyers in criminal cases. "The press," he said,

"is likely with its power and with the authority of the First Amendment to be able to maintain its right to print."

He called on cooperation between lawyers and the news media on reporting trials, but solely on a voluntary basis.

He stressed that his objections to the ABA report were aimed at the bans on pretrial publicity.

Mum's the Word ■ In essence the Reardon committee recommended, on a tentative basis, that police, lawyers and judges, as well as court attendants refrain from issuing any statements that might make it difficult for a defendant to receive a fair trial.

The committee particularly called for a prohibition on any report of voluntary confessions or of prior criminal records.

In discussing "limited" use of a court's contempt power against the dissemination of information that might constitute a threat to a fair trial, the committee affirmatively recommended, however, that such a move should be made against "a person" who, knowing that a criminal trial by jury is in progress or that a jury is being selected for such a trial:

"(1) disseminates by any means of public communication an extrajudicial statement relating to the defendant or to the issues in the case that goes beyond the public record of the court in the case, if the statement is reasonably calculated to affect the outcome of the trial and seriously threatens to have such an effect; or (2) makes such a statement with the expectation that it will be so disseminated."

The committee also recommended the use of the contempt-of-court power "against a person who knowingly violates a valid judicial order not to disseminate, until completion of the trial or disposition without trial, specified information referred to in the course of a judicial hearing from which the public is excluded. . . ."

Sheppard trial rules upheld by judge

Common Pleas Judge Francis J. Talty, who will preside at the second trial of Dr. Samuel H. Sheppard, Cleveland osteopath charged with killing his first wife, has stated he will abide by the rules for news coverage laid down last month by Cuyahoga County Presiding Judge Roy F. McMahon (BROADCASTING, Sept. 12).

Argument on a motion to move the trial out of the Cleveland area will be heard Oct. 12 and Judge Talty said there will be no reserved section for newsmen, that entry to the court will

be on a first-come, first-served basis and that TV and radio cameras and microphones will not be permitted on two floors of the courthouse.

Dr. Sheppard was convicted of murdering his wife in 1954. The U. S. Supreme Court overturned the conviction early this summer when it held he had not received a fair trial due to news media publicity before and during the legal proceedings (BROADCASTING, June 13).

Programing change set for NBC-owned FM's

The six FM outlets of the NBC-owned radio stations will broadcast 70 hours a week of separate FM programming, starting Nov. 28, it was announced last week by Stephen B. Labunski, president, NBC Radio Division.

The NBC-FM program service is being prepared by a special musical production unit at WKYC-FM Cleveland. Ten hours of taped musical programming, covering a full classical spectrum, will be broadcast daily. The other NBC-FM stations are WNBC-FM New York, WRC-FM Washington, WJAS-FM Pittsburgh, WMAQ-FM Chicago, and KNBR-FM San Francisco.

Maryland grand jury studies talk programs

An Allegany county, Md., grand jury is looking into charges that media are being used to 'publicly villify the innocent citizens of our community' through libelous and slanderous statements.

The statement came from Associate Circuit Judge Harold E. Naughton Monday (Oct. 3) when the grand jury convened. He said there had been complaints that the owners of these media permit and encourage irresponsible persons to use their facilities to make libelous, slanderous and unfounded accusations to the detriment of the innocent and unsuspecting."

The grand jury appeared interested in both radio and newspapers, in this case. Called to appear before the jury were representatives of WCUM and WTBO, both Cumberland, Md., WKYR Keyser, W. Va., which has offices in Cumberland, and a bi-weekly area newspaper the *People's Garden*.

Don Karnes, station operations manager of WCUM, appeared before the grand jury briefly on Tuesday and for over an hour on Wednesday. Forbidden

by law from discussing what took place before the grand jury, Mr. Karnes called the investigations "merely a way of controlling the news."

He said the inquiry was aimed at talk programming and was generated by shows during a recent election in which listeners called in to discuss articles that had appeared in the *People's Garden* about three county commissioners. It seems to be "calling a talk show an irresponsible way of broadcasting," he added.

Mr. Karnes is the host of *Viewpoint*, a call-in show that had been running for five months.

SPG leaders call for collective bargaining

The board of directors of the Screen Producers Guild last week unanimously voted to recommend to its membership that the guild, defined as a supervisory organization under National Labor Relations Board definition, become a collective bargaining agency. A meeting will be held Oct. 24 at the Beverly Hilton hotel at which the some 250 guild members will vote on the board's recommendation.

At the meeting, SPG members are ex-



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pected to hear a report on the legalities of the guild's position as a potential collective bargaining agency and the basis of its claim to recognition as a creative group entitled to the same economic benefits as now held by other guilds. Recommendation for the collective-bargaining move (probably the most important one in SPG's 16-year history) was based on a two-month study by a special "Aims and Objectives" committee of the guild.

From time to time, SPG has asked the Association of Motion Picture and Television Producers for specific economic benefits but without the status of a collective bargaining agency the guild could not legally negotiate for its demands. It's estimated that about half of SPG's membership are television producers.

AMST opposes CATV rule change

The Association of Maximum Service Telecasters told the FCC last week that its rule limiting the CATV importation of distant TV signals into major markets should not be amended to exempt CATV's carrying the signals of distant UHF stations.

AMST made the comment while opposing a petition for revision of the top-100 market rule submitted last month by Jackson TV Cable Co. of Jackson, Mich. (BROADCASTING, Aug. 22). Jackson had said the rule should be amended to exempt a CATV carrying the signals of distant UHF stations that are licensed to communities with one or more VHF's that are putting a grade B signal over the CATV-served community.

The so-called top-100 market rule requires CATV's to obtain FCC permission in a hearing before relaying signals beyond a station's grade B contour into any of the top-100 markets. It represents an effort by the commission to protect UHF's in major markets from outside competition. Jackson, however, has contended that the rule hurts UHF's in their competition with VHF's, which have a greater broadcast range.

AMST argued that the problem raised in the Jackson petition "cannot be solved by an across-the-board exception from the distant-signal rules." The problem, as both AMST and Jackson see it, is that certain CATV's operate in communities that are within the grade B contours of VHF's broadcasting from a particular city but beyond the B contours of UHF's broadcasting from the same city—and the CATV's, of course, want to carry both the VHF and the UHF signals.

Other Factors ■ While agreeing in

principle that CATV's should be allowed to carry both signals, AMST said, however, that there are other factors that would make Jackson's proposed amendment contrary to the public interest. Specifically AMST pointed to the CATV community that is within the grade A contours of stations operating in another market. Carriage of any or all signals from the outside market, according to AMST, "may be contrary to the public interest because it could radically alter market patterns and the actual off-the-air pattern of service."

AMST argued that the CATV rule and present FCC policies are flexible enough to meet the problem raised by Jackson. "The commission has made it clear," AMST said, "that the grade B contour of a station is not to be viewed as a fixed, immutable basis for determining what is not a distant signal, but that instead the realities of television markets may call for a different definition in a particular case." AMST also emphasized that a CATV or a UHF has the right to petition the FCC for waiver of the distant-signal rule, showing why the system should be permitted to carry the nongrade B UHF signal.

TV series sales . . .

Ten Action Adventure Paramount Features (National Telefilm Associates): WCSH-TV Portland, Me., and WGHP-TV High Point, N. C.

Shirley Temple Theater (National Telefilm Associates): WKRC-TV Cincinnati.

Q. T. Hush and Christie Comedies (National Telefilm Associates): WXHR-TV Cambridge-Boston and KLPR-TV Oklahoma City.

Duel In The Sun and Ruby Gentry (National Telefilm Associates): WHAS-TV Louisville, Ky., and WSFA-TV Montgomery, Ala.

16 Safari Features (National Telefilm Associates): KGBT-TV Harlingen, Tex.

NTA Color Cartoons (National Telefilm Associates): WXHR-TV Cambridge-Boston.

Jane Withers Theater (National Telefilm Associates): WCSH-TV Portland, Me.

Radio series sales . . .

Barry Farber Show (Syndicated Features Inc.): KIZZ El Paso, Tex.; KUDL Fairway, Kan. (Kansas City); KERG Eugene, and KLIQ Portland, both Oregon.

John Doremus Show (Functional Media Inc.): WRIN Rensselaer, Ind.; KCLN

Clinton, Iowa; WQDC-FM Midland, Mich.; WSWG-FM Greenwood, Miss.; and WVLK Sauk City, Wis.

Myron J. Bennett's Conversation Show (World Wide Productions): XEMO Tijuana-San Diego; KGO San Francisco; KWUN Concord, KBLF Red Bluff and KJAY Sacramento, all California; WCAU Philadelphia; KNEB Scottsbluff, Neb.; KSL Salt Lake City; WKYR Cumberland, Md.; KVOR Colorado Springs; KGEZ Kalispell, Mont.; KEYS Jamestown, N.Y.; KOVC Valley City and KBOM Bismarck, all North Dakota; KWAD Wadena, Minn.; Pipestone and KBMW Breckenridge, all Minnesota.

First Angry Man (General Media Associates): KXRX San Jose, Calif.; KEST Boise, Idaho; WLRW Champaign, Ill.; WCAP Lowell, Mass.; WLOX Biloxi, Miss.; WAUB Auburn, N. Y.; KLAB Klamath Falls, Ore.

NBC-TV, WCFL chosen for Blakeslee awards

The American Heart Association will present its 1966 Howard W. Blakeslee Awards for outstanding reporting in the cardiovascular field to NBC-TV and WCFL Chicago, at its annual meeting at New York's Americana hotel, Oct. 24.

NBC-TV will be honored for its documentary treatment of the ethical problem of choosing patients for artificial kidney treatment, *Who Shall Live?*, presented Nov. 28, 1965. WCFL receives the award for *The Killer*, a documentary on heart disease programed last Feb. 27.

The Blakeslee competition was established in 1952 in memory of an Associated Press science editor, who died of heart disease.

NBC-TV schedules made-for-TV movies

NBC-TV will inaugurate *World Premiere*, a series of new two-hour movies produced for first showing on the network, Saturday, Nov. 26 (9-11 p.m. NYT) with "Fame is the Name of the Game," an original mystery-suspense drama.

A total of 12 films, produced by Universal Studios, will be colorcast in the regularly scheduled time periods of the Tuesday and Saturday night movies. Later they will be released for theatrical showing.

Starring in "Fame" are Tony Franciosa, Jill St. John and Jack Klugman.

Cox president sees strong 3d quarter

J. Leonard Reinsch, Cox Broadcasting president, last week predicted 25% increases in his company's revenue and profit for the third quarter.

Last year's third period figures showed earnings at \$896,345 and gross at \$6,780,231.

The Cox president, addressing the New York Society of Security Analysts, also forecast a reasonably strong fourth quarter based on business booked to date.

He said 1966 capital expenditures by Cox would probably reach close to \$3 million, noting the purchase of color equipment for all the company's television stations. In 1967, Mr. Reinsch said, Cox expects capital additions to total between \$1.5 million and \$2 million.

Cox Broadcasting's commitment to CATV includes ownership in systems with a total subscription of 66,000 and a joint manufacturing venture, Kaiser-Cox Corp., entered with Kaiser Aerospace and Electronics. Mr. Reinsch asserted faith in a healthy CATV future in spite of the FCC's regulatory moves in the industry and the prospect of copyright payments by CATV operators to program owners.

Diversification continues to be a prime objective of Cox Broadcasting, which has already moved into publishing through purchase of 80% interests in United Technical Publications, a trade-journal publisher, and Retirement Advisors Inc., a publishing service.

Mr. Reinsch emphasized growth potential still open to Cox within broadcasting, noting the company could still add two UHF TV outlets as well as three AM and three FM properties while remaining within FCC multiple-ownership rules.

He also called attention to growth opportunities in existing properties of broadcasters, a point which he said was sometimes overlooked by investors who assume the group broadcaster's growth is eventually inhibited when he reaches his maximum permissible station portfolio.

Mr. Reinsch said Cox's diversifica-

tion emphasis would be to broaden broadcasting operations "wherever acquisitions promise profitable growth. Beyond these areas we are investigating other types of business, including snack foods, bottling, professional sports and radio and television program sources."

Net at General Tire sets 9-month record

Consolidated net earnings reached an all-time high at General Tire & Rubber Co., Akron, Ohio, for the first nine months of 1966. T. F. O'Neil, chairman, and M. G. O'Neil, president, reported a 23% increase in earnings and a 6% improvement in sales compared to the same 1965 period.

RKO General Broadcasting announced earlier that its Boston operations would be moved into a new five-story building in the city's new Government Center near downtown Boston. The move will include WNAC-AM-TV, WRKO-FM, The Yankee Network and Eastern Broadcasting Corp. (owner and operator of the Muzak franchise in the area). The facility is expected to be occupied by early 1968.

In addition to RKO General (which owns six TV and eight radio stations), General Tire & Rubber has tire, industrial products, and chemical/plastics divisions. A subsidiary, Aerojet-General Corp., reported a 6% increase in earnings over last year.

For the nine months ended Aug. 31:

	1966	1965
Earnings per share	\$2.05	\$1.67
Net sales	710,766,690	669,773,091
Net income of RKO General and its subsidiaries for nine months ended June 30	7,639,144	6,232,252
Net income	35,299,000	28,753,000

Plough reports best nine-month period

Plough Inc., Memphis, has reported the highest estimated sales, net income and earnings per share for any nine-month period in the company's history. Net income was up 41% and sales increased 12% over the same period last year. The record sales reflect increases in each major division of the company.

Plough stations are WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore, and WPLO-AM-FM Atlanta.

For the nine months ended Sept. 30:

	1966	1965
Earnings per share	\$2.41	\$1.72
Net sales	56,500,000	50,400,000
Income before taxes	12,300,000	8,700,000
Net income	6,770,000	4,800,000
Shares outstanding	2,808,724	2,782,836

More outdoor buys for Mullins

Acquisition of two more outdoor advertising companies in Colorado Springs and Pueblo from Naegele Outdoor Advertising now gives Mullins Broadcasting Co., Denver, ownership of all Naegele outdoor plants in Colorado, John C. Mullins, president of firm bearing his name, announced last week. Several months ago, Mullins Broadcasting purchased Naegele outdoor properties in Denver and Cheyenne, Wyo. Consideration for the most recent purchases, which included six parcels of real estate, was not disclosed.

This acquisition gives Mullins Broadcasting a total of 1,845 poster panels and 235 painted bulletins in the state. It also includes more than 40 trucks.

In January, Mullins Broadcasting purchased KARK-AM-FM-TV Little Rock, Ark., for \$3,750,000. Mullins's Denver stations are KBTR and KRTV(TV).

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Some looks at TV frontiers

3-D pictures, color television and lasers discussed at meeting

Advances in color television, automation, laser technology and three-dimensional pictures were unveiled last week at the 100th semiannual convention of the Society of Motion Picture and Television Engineers.

The nonprofit organization of people concerned with the engineering aspects of television, motion pictures, instrumentation, high-speed photography and allied arts and sciences, observed its 50th anniversary at the Ambassador hotel in Los Angeles on Oct. 2-7. The affair was attended by an estimated

1,200 engineers and scientists, many from foreign countries. They had an opportunity to visit as many as 60 exhibits, attend more than 100 technical sessions and hear more than 50 technical papers.

The convention opened to a charge that the nation's film industry was not keeping pace with production technology. In a keynote speech, Ethan Stifle, outgoing president of the SMPTE, called attention to gaps in research and development that result in the use of "archaic equipment and methods in some parts of the industry we serve." He said that some of the 8 mm movie and still cameras and other equipment used by amateurs, "in many ways employ more design sophistication than professional equipment used to film multimillion-dollar productions." He urged Hollywood producers to provide the resources to make it practical to tool up for building modern technical equipment and thus enable creative people and technicians to move into the space age of photography.

Controversy Ahead ■ SMPTE's in-

coming president, G. Carleton Hunt, also president of De Luxe Laboratories Inc., backed up Mr. Stifle's contention that Hollywood has not done enough to modernize production techniques. He promised that his two-year term in office would be "controversial."

Several sessions of particular interest to broadcasting were held during the week. Oscar Wick, head of TV recording for NBC-TV, Burbank, read a paper describing how the local network outlet, KNBC(TV) Los Angeles, prepared for processing its own color film. The veteran engineer told several hundred fellow TV engineers that the station obtained an in-plant color processing capability last April and now is able to process 11,000 feet of color film daily, usually making a 300-foot roll ready for projection within 27½ minutes.

Robert Brower, color coordinator for Universal City studios, reported on the proper preshooting control or subject brightness for both theatrical and television film. He pointed out that it's the duty of the color coordinator to make

Ott again raises set-radiation damage theory

A nature photographer, who once worked for Walt Disney, suggested last week that light from television sets may cause lethargy in young viewers who don't know when to stop watching. He also said that his experiments show that side effects from the high-voltage cathode-ray tubes in TV receivers, especially radiation, could bring about considerable changes in life behavior.

These alarming views were put forth by Dr. John N. Ott, chairman and executive director of the Environmental Health and Light Research Institute of Florida. He made his presentation to the Society of Motion Picture and Television Engineers, meeting in Los Angeles last week (see above).

This is not the first time that Dr. Ott has publicized his findings dealing with TV and rats. Last year he wrote an article in a technical magazine; it was reported in *Time* magazine, and called forth reassuring statements from TV manufacturers and the Electronic Industries Association.

At that time, EIA and TV makers reported that tests by national standards laboratories indicated that American video met all health standards recommended by the National Coun-

cil on Radiation Protection and Measurement and the International Commission on Radiological Protection.

The U. S. committee has recommended that no person should sustain a radiation level higher than 2.5 milliroentgens per hour, and the international group a level of 0.5 milliroentgens per hour.

At no time, J. A. Caffiaux, EIA manager of engineering, said last week, has any U. S. television set exceeded or come close to the internationally recommended standard.

American tube makers as well as TV-set manufacturers have been extremely aware of the potential radiation hazard, Mr. Caffiaux said, and have consistently carried on a program of testing.

Radiation is related to the voltage in TV tubes: for black and white sets, tubes usually carry about 15,000 volts; for color, the voltage goes up to about about 25,000 volts.

Living TV ■ Dr. Ott reported on a case where 30 children, between 3 and 12 years of age and living on U. S. Air Force bases, were suffering from nervousness, continuous fatigue, headaches, loss of sleep and belly-aches. The children, he said, were

spending from three to six hours watching TV every weekday and six to 10 hours on Saturdays and Sundays. According to Dr. Ott, doctors prescribed temporary total abstinence from television viewing for these children. As a result, in 12 cases where parents enforced the rule the children's symptoms vanished in two to three weeks.

To determine the further effects of television watching, Dr. Ott placed three-month-old rats in two cages in front of a color TV tube that was turned on without sound for six hours each weekday and for 10 hours on each Saturday and Sunday. These tune-in times were supposed to parallel viewing habits of children.

One cage was protected from the tube with heavy black photographic paper and the other with lead shielding one-eighth of an inch thick. He said that at the end of 30 days, the rats protected only with the black paper were extremely lethargic and had to be pushed to make them move about. Autopsies performed later in Chicago indicated severe brain damage in the rats that were in the paper-lined cage. The rats shielded with lead also showed abnormal behavior patterns but to a considerably lesser degree.

sure that all costumes, sets and props have a subject matter brightness in proper relation to face tones. He cited the proper photographing of players as the first consideration in any pictures, whether for television or theatrical distribution.

W. T. Underhill, the leader of the design team, read a paper on the Marconi Mark VII color camera. He discussed the considerations that led to its evolution and described in some detail its electrical, optical and mechanical features. He emphasized that the new four-tube color camera is primarily a "user's" camera, designed to specifically answer customer's needs.

Lasers and TV ■ The possibility of color television, large-screen TV and other special-purpose displays making use of laser beams was discussed in a paper delivered by Henry R. Senf, head of the Applied Quantum Electronics Section, Hughes Research Laboratories. Several technical roadblocks stand in the way of large-scale laser displays today, Mr. Senf observed. Citing past history of comparable technological developments, however, Mr. Senf suggested that practicable solutions to these problems will be found. "It is almost a foregone conclusion," he concluded, "that a laser display technology will evolve."

An electromechanical space camera, designed to function on the moon, Mars and other planets, could provide a new field of home entertainment, a Philco Corp. scientist revealed. Dr. Daniel N. Tompkins, described his facsimile camera designed for planetary exploration by Philco's Aeronutronic Division, Newport Beach, Calif. He said that the facsimile camera concept could be turned into a home movie system that would use the average television set as the projector.

"The camera," Dr. Tompkins explained, "is an imaging device which scans a scene and produces video signals . . . All that would be required is that the video signal be connected to a television set. The television automatically produces the home movies on the screen."

A theater that thinks for itself with 24-hour push button automation of picture, sound, theater lighting, heating and ventilation, canopy, and outside signs was described by projection engineer Robert Pulman. "Cinematization," as Mr. Pulman calls the device, supposedly takes care of all the routine technical functions of a theater in an efficient and reliable way.

Better Lighting ■ C. N. Clark and T. F. Neubecker of General Electric's Lamp Division in Nela Park, Cleveland, reported on a new family of greatly improved incandescent lamps capable of revolutionizing lighting equipment and techniques in the television and motion

picture industries. Among other improvements the lamps reportedly have much longer life, which means fewer interruptions during shooting and reduced labor costs.

A system for projecting 35 mm film moving continuously at 60 frames per second directly onto a television camera tube was described in two technical papers presented at the convention. The method was developed at Bell Telephone Laboratories and is of immediate importance in testing and evaluation of the telephone company's Picturephone visual telephone system.

A new approach to three-dimensional pictures with definite television applications also was revealed at the SMPTE convention. The inventors of this system, Robert B. Collender and Associates located in North Hollywood, claim that their method could have tremendous impact on the film industry. This new system takes advantage of moving invisible slits in trying to convey a completely realistic image.

Among the host of awards given out at the convention, two went to NBC-TV senior project engineers, Vernon J. Duke, who retired from NBC earlier this year after 37 years with the company, received the Herbert T. Kalmus gold medal award for outstanding contributions in the development of color-film techniques and processes. Edward Bertero was honored with a fellowship membership in the SMPTE.

Five CATV's rebuilt

A CATV rebuilding program amounting to over \$1.5 million has been completed in Barstow, Calif., Fairmont and Clarksburg, both West Virginia, and Graham, Tex., it was announced last week.

Over 300 miles of cable were installed to upgrade service to more than 25,000 subscribers in these four cable systems, owned by Jack Kent Cooke's American Cablevision Co., multiple CATV owner.

Underway is the rebuilding of two

more American Cablevision systems—Rochester, Minn., and Iron Mountain, Mich. The company plans to rebuild the Escanaba, Mich., system in the near future.

Some new goodies from RCA's labs

RCA last week announced advances in broadcast technology: a developmental beam-power tube for color receivers, two new image orthicons for color and monochrome cameras and a new module for high-band color-TV-tape recorders.

The manufacturer said the beam-power tube offers a practical solution to the vertical-output amplifier area in color-TV receivers that RCA said has been a problem. With the tube and integral diode, height control, good linearity and a minimum of interaction between them both are achieved, RCA said, noting also a greater independence from various in tube characteristics and a reduction in the components that are used in conventional circuits.

The image section of the image-orthicon tubes was redesigned, RCA said, to reduce distortion and eliminate ghosting while permitting a more closely matched set of the three tubes in color cameras. The improvements, it was reported, were noted in presenting a "stability in sensitivity while showing resolution capability." The tubes feature also improved "electron-optical" performance and a photocathode with new high sensitivity.

The new module for high-band color-tape recorders uses integrated circuits and is a velocity error corrector for improvement of color program quality in playbacks. It achieves this by compensating for defects caused by mechanical tolerances that are inherent in the TV tape system, RCA officials said. The degree of reliability provided by the integrated circuits, RCA indicated, was beyond that of the high level set by solid-state components.

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Complex ratings dispute flares in New York

KEEPER OF RATINGS LISTS MAILES TIMELY PROMOTIONS

A promotion ploy being conducted by Metromedia's WNEW-TV New York last week had competitors and rating services in a dither.

The to-do broke into the limelight at a time when a rash of contests conducted by stations in various parts of the country was beginning to bring charges of "hypoing ratings" and "buying audiences" to the attention of the rating services and the Broadcast Rating Council (CLOSED CIRCUIT, Oct. 3).

In the New York venture a massive mailing by the O. E. McIntyre direct-mail firm, a subsidiary of Metromedia, sent coupons to a reported 2 million residents of the New York area, each coupon carrying a number and the advice that if the number appeared on the WNEW-TV screen within specified times, the holder could win a prize.

The contest was set for Oct. 18-31, which coincides with the rating periods of both the A. C. Nielsen Co. and the American Research Bureau.

The question: Was WNEW-TV attempting to "hypo" its ratings?

The operators of its two independent competitors, WPIX(TV) and WOR-TV, thought the answer was yes.

WPIX sent a letter to the rating services asking what they were going to do about it and also making the point that the lists of the McIntyre company, which made the mailing, are used in preparing the samples used by Nielsen and ARB for their ratings research.

Attorneys for RKO General, owner of WOR-TV, sent the Broadcast Rating Council a letter demanding that Nielsen and ARB be discredited if their re-

ports fail to flag the WNEW-TV figures and explain that a special promotion was in progress when the ratings were taken.

'Common Practice' ■ Spokesmen for the ratings services said it was common practice for them to carry an explanatory note of that sort whenever they were aware of a special promotion that might have affected the ratings. They said they were still studying the WNEW-TV promotion to see whether it fit into that category.

WPIX's research director, Martin McAndrew, in his letters to ARB and Nielsen, pointedly questioned the McIntyre company's multiple role as a Metromedia subsidiary, the handler of the WNEW-TV mailing and the source of the lists from which ARB and Nielsen samples are drawn.

Spokesmen for both rating services affirmed complete respect for the McIntyre operation and the secrecy of the ratings panels.

A spokesman for WNEW-TV, queried about the dispute, said only that "the contest continues."

FCBA golfers led by father-son pair

A father-son duo shared top golf honors at the Federal Communications Bar Association outing last week in Potomac, Md.

George Barsari Jr., Washington communications lawyer, took the BROAD-

CASTING trophy with a low net of 74. Runners up in the low net were Jay Shrinky, Washington lawyer, and Graydon R. Powers Jr., Association of Maximum Service Telecasters.

Winner of the low gross contest, with an 80, was George Barsari Sr., Federal Aviation Agency, who was a guest of his son at the outing. He was followed by Frank Walker, Motorola, and Thomas S. Carr, WLMD Laurel, Md.

The hole-in-one contest was taken by George Shaffer, Western Union, whose tee shot landed 12 feet from the pin. Mr. Walker and Winfield Stewart shared the longest-drive competition, and high gross score was captured by Philip J. Hennessey III.

Drumbeats . . .

Radio rocks ■ KFRC-AM-FM San Francisco, a modern music station, is using local TV and the ear-splitting sounds of a jackhammer to promote its call letters. Viewers see a large rectangular rock. A rather small steel-helmeted man appears



Jackhammered ID

with a jackhammer and in a cloud of dust with appropriate jackhammer sound, "KFRC—the Big 610" pops out of solid rock. The ID is being shown on several of the market's television stations.

Career aid ■ A new career pamphlet: "Mike and Camera: A Broadcasting Career for You?" has been published by Sigma Delta Chi. Produced by the Washington Professional Chapter of the journalistic society, copies are being made available to high-school students and advisers at no charge.

Do-it-yourself ■ First prize in a current Solarine floor-wax contest that invites viewers to design a Solarine commercial is enough home video equipment for the winner to tape his own version of his own entry. Participants are provided with sample storyboard art and copy to arrange into a winning combination. Best entry gets a Sony home video recorder, with monitor and camera, said to have retail value of \$1,345;

Broadcasting

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runners-up get Sony portable television sets or radios.

Award ■ Arthur Hull Hayes, president, CBS Radio, received the Richard Reid Memorial Award of the Catholic Institute of the Press for "outstanding Catholic action within the church sphere and many examples of community action." The award was presented Sept. 29 at the Williams Club, New York.

TV's best friend ■ KGO-TV San Francisco, involved in a huge, three-month, multimedia advertising campaign to promote its new local and ABC-TV network programs, has found that radio can be a television station's best way to influence people. The ABC-owned outlet ran a total of 2,394 spot announcements on 11 San Francisco-area radio

stations from Aug. 1 through Sept. 30, with a followup campaign scheduled through October. The campaign, including the station's on-air efforts, an ABC-TV network buy of radio and newspaper in the San Francisco market and extensive use of local newspaper, magazine, outdoor, bus transit and movie theater media, amounts to an estimated cash value in excess of \$580,000.

Inflation ■ Announcing its DJ-for-a-day contest, KHOW Denver ran the following ad: "Help wanted. Person who feels he or she can do *Perry Allen's Program* better than Perry Allen. Starting salary \$50.00 per hour. Immediate retirement benefits." Mr. Allen's comment: "The pay's good. I'll take it."

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Carlson

Walter Carlson, advertising columnist for *The New York Times*, named VP in charge of corporate communications at Ted Bates & Co., New York.

Cal J. McCarthy Jr., marketing director of frozen foods division of American Bakeries Co., Chicago, joins Turnbull & Allum, New York, as VP and account supervisor.

Neika Brewer, media director, **Allen Hines**, account executive, and **Gordon Bonnell**, advertising and marketing specialist, all with Noble-Dury & Associates, Nashville, named VP's.

Gerald E. Puccio, senior buyer, Doyle Dane Bernbach, New York, appointed to TV sales staff, Edward Petry & Co., same city. **Harry B. Simmons**, with radio sales staff, Henry I. Christal Co., Chicago, joins Petry's Chicago office as radio account executive.



Mr. Jannuzzo

J. Paul Jannuzzo, manager, advertising services, for International Telephone and Telegraph Corp., New York, appointed manager of advertising and sales promotion.

John C. Giebel, media director and media supervisor with Needham, Harper & Steers, appointed manager, sales planning and development, NBC Radio, New York. **Allan E. Israel**, senior writer, marketing and creative services, NBC Radio, New York, named administrator, advertising and promotion, WNBC-AM-FM, that city. **Ann E. Berk**, sales promotion writer, NBC Radio, ap-

pointed administrator, advertising and promotion. **Ann Raica**, production supervisor, NBC Radio, named coordinator, production.

Philip S. Boone and **Stanley T. Peterson**, VP-management supervisors. **Louis T. Fischer**, head of media department, and **Norman W. Lauchner**, account supervisor on Frigidaire division of General Motors Corp., with Dancer-Fitzgerald-Sample, named senior VP's. **William (Bud) Luckey**, TV art director, D-F-S, San Francisco, named senior TV art director.

Dan Charnas, senior VP at Smith/Greenland Co., New York, elected executive VP in charge of marketing and account service. **Murray Platte**, VP-account service, elected senior VP in charge of account service. **Sidney H. Lawrence** and **William H. Whittemore**, account group supervisors, elected VP's.



Mr. Faust



Mr. Weaver

Louis Faust, general manager of WKBW Buffalo, N. Y., appointed general sales manager of KPOL-AM-FM Los Angeles, which was acquired on July 27 by Capital Cities Broadcasting Corp., which also owns WKBW. Replacing him as general manager of WKBW is **Charles William Weaver**, who has been general manager of KILT Houston for past nine years. Both Mr. Faust and Mr. Weaver are VP's of Capital Cities Broadcasting Corp.

Harry Dale, manager, marketing research division, Lennen & Newell, New

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York, joins Foote, Cone & Belding, same city, as research group manager.

Bruce Butler Jr. named national sales service manager, KMOX-TV St. Louis.

David B. Williams, with McDermott Co. and CBS-TV in publicity and promotion capacities, named director of creative services for Donall & Harmon, New York, whose major account is Independent Television Corp., New York.

Richard Ballinger, supervisor of advertising and sales promotion department, WNBC-AM-TV New York, appointed sales promotion manager, WNEW-TV, same city. **Vin Mead**, general sales manager, WTTG-TV Washington, appointed account executive, WNEW.

R. A. Wilson, with KPHO Phoenix, named account executive at May Broadcasting Co.'s KMTV-TV Omaha. Latter was incorrectly identified as Meredith station (BROADCASTING, Oct. 3).

Joan Dullnig, promotion director for KENS-TV San Antonio, Tex., appointed account executive at Harry I. Clarkson Associates, Washington.

Richard Estel, with KBAK-TV and KLYD-TV, both Bakersfield, Calif., named creative and merchandising director of

KJEO-TV Fresno, Calif.

G. Kent Smith, account executive with WDAF-AM-FM Kansas City, Mo., named local sales manager.

Edward A. Chasins, with Muller, Jordan and Herrick, Inc., New York, named director of consumer marketing.

Dorothy Orr Varn, with Hicks & Greist, New York, appointed creative supervisor for women's interest products.

Robert N. Thurston, with Mead Johnson & Co., joins Quaker Oats Co., Chicago, as director of public relations, heading newly consolidated department and reporting to Victor Elting Jr., VP-advertising.

Nissen Davis, manager of publicity, racing promotion and international advertising for Wynn Oil Co., Azusa, Calif., appointed account supervisor-public relations in Los Angeles office of J. Walter Thompson Co.

Joe Franzgrote joins sales staff of KIRO-TV Seattle.

Lars M. Giertz, producer-director at Tracy-Locke Co., Dallas, appointed producer-director for Bill Stokes Associates, that city.



It's now Ambassador John S. Hayes

John S. Hayes, until last month president of Post-Newsweek Stations and executive vice president of the *Washington Post*, was sworn in as ambassador to Switzerland on Sept. 30.

At a brief ceremony at the State Department, Ambassador Hayes received the oath of office from Chief of Protocol James W. Symington (r) as members of his family, friends, *Washington Post* and WTOP-AM-FM-

TV associates and members of the diplomatic corps looked on. Also present was U. S. Ambassador-at-Large Llewellyn E. Thompson (second from r).

In the background are Mrs. Hayes and eight-year-old son, Peter.

Ambassador Hayes, who had been in broadcasting for over 35 years, said he hoped he could contribute to strengthening the ties between the U. S. and Switzerland.

Chuck Byer, with KBRO Bremerton, Wash., and **Mahlon Taft** join sales staff of KFKF Bellevue, Wash.

MEDIA

J. Howard Wood elected board chairman and **Harold F. Grumhaus** elected president of The Tribune Co., which owns WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., and KWGN-TV Denver. Mr. Wood will remain company's chief executive officer.

Raymond Eichmann, director, audience measurements, NBC, appointed to newly created post of director, research and planning for NBC Radio division, including network, owned stations and NBC Spot Sales. **Oscar Campbell**, manager of budgets, NBC Radio, New York, appointed manager, business affairs, NBC Radio. **John A. Behrendt Jr.**, administrator of special projects and financial analysis for WNBC-AM-FM-TV New York, named manager, business affairs, NBC owned radio stations.

Edward J. Meehan Jr., general manager of WPBS(FM) Philadelphia, named VP of that station and also of its Muzak and Sound Communications divisions.

John Siqueros, general manager of KDEF-AM-FM Albuquerque, N. M., named VP.

Robert A. Daly, director of program accounting, CBS-TV, New York, appointed to newly created position of director of research and cost planning, CBS-TV business affairs department.

Robert J. Rich, WDSM Duluth, elected president of Minnesota Broadcasters Association, succeeding **N. L. Bentson**, WLOL Minneapolis. Other new officers: **James Goetz** of KAGE Winona and **James J. Wychor** of KOWA Worthington, VP's; **Robert E. DeHaven**, KYSM Mankato, secretary-treasurer.

William F. Turner, assistant general manager of KVTU-TV Sioux City, Iowa, named general manager. **Clair Giles**, business manager, assumes post of assistant general manager.

Guy Main, WCIA-TV Champaign, Ill., elected president of Illinois Broadcasters Association, succeeding **Ralph W. Baudin**, WLS Chicago. Other new IBA officers: VP-Radio, **Robert Meskill**, WKID Urbana; VP-TV, **Dick O'Leary**, WBKB-TV Chicago; secretary-treasurer, **M. H. Stuckwisch**, WTIM Taylorville.

Bruce Wallace, retired manager of promotion and public service for WTMJ-



Mr. Siqueros



Mr. Turner

AM-FM-TV Milwaukee, named executive secretary of Wisconsin Broadcasters Association, effective Jan. 1, 1967.



Mr. Torgeron

Stanleigh Torgeron, station manager of WMC-AM-FM Memphis, named general manager of WQAM Miami.

Clay D. White, Kennewick, Wash., elected president of Pacific Northwest CATV Association. Other officers chosen: **Glenn Tarbox**, Missoula, Mont., management VP; **Jerry Laufer**, Seattle, technical VP; **Wayne A. Aylward**, Walla Walla, Wash.

Walter Emery, sales manager of WHEB-AM-FM Portsmouth, N.H., appointed general manager.

William B. Knight, assistant business manager at WBZ-TV Boston, appointed controller at WHS-TV, that city.

Otto C. Junkermann, with WFRV-TV Green Bay, Wis., appointed assistant manager of WAEO-TV Rhinelander, Wis.



Mr. Emery

national sales service manager at ABC Films, that city.

Barbara Steward, account executive and agency publicist, Cunningham & Walsh, New York, named director of communications, Filmex Inc., television film production firm, same city.

Stan Schwimmer, associate producer on *Gidget* series, named production executive West Coast on Screen Gems series, *Hawk*, filming in New York. Mr. Schwimmer will also assist William Sackheim, director of program projects, on properties for 1967-68 season. **Lawrence Werner**, cinema editor, signed to long-term contract as post-production executive for SG, Hollywood.

Michael B. Styer, promotion assistant at WHC-TV Pittsburgh, named producer-director.

Jacob Stern, music director of Empire State FM Network, appointed music director of WPAT-AM-FM Paterson, N. J.

S. E. DeCraepeo, with WGY and WRGB (TV) Schenectady, N. Y., appointed manager-studio production.

Jack L. Price, with RKO General Productions, New York, named director of sports.

Louis Bonelli, music librarian at WRC-AM-FM Washington, appointed FM coordinator of WRC-FM.

NEWS

Sidney Darion, executive producer of ABC News special events unit, named executive producer of ABC-TV's *Peter Jennings With The News*. **Walter J. Pfister Jr.**, senior producer of Jennings telecast, succeeds Mr. Darion. **Robert Siegenthaler**, producer with special events unit, becomes producer with Jennings unit. **Robert Rogow**, producer on Jennings newscast, succeeds Mr. Siegenthaler.



Mr. Rosenberg

Morris W. Rosenberg, chief of bureau, AP, Mexico City, named head of Paris bureau. He succeeds **Richard O'Malley**, named chief of bureau at Frankfurt, Germany. **Peter Kraus**, news director for WKNY Kingston, N. Y., appointed news writer for AP, New York.

Gene Fuson, editorial research director for KOGO-AM-FM-TV San Diego, appointed news director. He replaces **Pat Higgins**, resigned.

Don Miles, with WTTM Trenton, N.J., joins WNAE Bridgeport, Conn., as news director, replacing **Steve Powers**, who joins news staff of WMCA New York.

Phil Hayes, with news and public affairs department of WFUN South Mi-

ami, Fla., named news director.

Jim Burris, news director of KULR-TV Billings, Mont., joins KORK-TV Las Vegas, as assistant news director. **Dave Campbell**, news director of WCBI-TV Columbus, Miss., joins KORK-TV as newsman-photographer.

Larry Butler, with WEMP Milwaukee, named news director.

Jim Lawrence, program director for KCBQ San Diego, named overnight news editor for KHJ Los Angeles. **Lyle Kilgore**, news director for KMEN San Bernardino, Calif., appointed evening mobile reporter at KHJ.

David von Sothen, news editor at WRC-AM-FM Washington, appointed producer, special projects.

Patrick McGivern, news writer for WCBS-TV New York, joins news department, WCBS, same city. **John Cameron**, writer-announcer, WVIP Mount Kisco, N. Y., joins reporting staff, WCBS.

Bob Feldman, chief of TV division, U. S. Army Special Warfare School, Fort Bragg, N. C., joins news staff of WFIL-TV Philadelphia.

Dick Ford, with KMOX-TV St. Louis, joins news staff of WTAE-TV Pittsburgh.

Lee Tabor, with KVAL-TV Eugene, Ore., appointed newsman for KOIN-TV

PROGRAMMING

James W. Packer, previously president of Polaris Productions, Chicago, named president of Mission Productions, Los Angeles.

Dick Starr, program director of WFUN South Miami, Fla., named VP-programming.

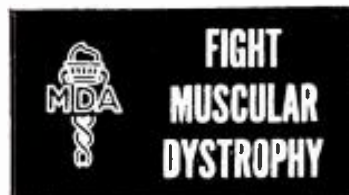
Jack Fentress, producer and director for KTVI-TV St. Louis, named program director.

Squire D. Rushnell, with WBZ-AM-TV Boston, joins KYW Philadelphia, as program manager.

Thomas F. Starkle, traffic manager of KXJB-TV Valley City, N. D., appointed operations and program manager.

Herbert R. Shein, program director at WGHQ Kingston, N. Y., named program director of WEOK Poughkeepsie, N. Y.

Elena M. Calmet, supervisor of foreign sales at 20th Century-Fox Television Inc., New York, appointed inter-



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Bill Ferrell, with WSAZ Huntington, W. Va., appointed to news staff of WSAZ-AM-TV.

EQUIPMENT & ENGINEERING

Gay C. Kleykamp, director of products with Kaiser-Cox Corp., Phoenix, named director of engineering.

A. B. Covey, assistant to president of Ameco Inc., Phoenix, appointed assistant to president of C-COR Electronics Inc., State College, Pa.

George E. Dube, with United Fresh Fruit and Vegetable Association, joins Electronic Industries Association as assistant to Jack Wayman, staff VP of EIA's consumer products division. Mr. Dube, primarily will handle public relations for division.

Lauren P. Tuttle, previously with American Electronic Laboratories Inc., and Melpar Inc., and **George L. Hesse**, with Research Analysis Corp., McLean, Va., appointed to professional staff of Telcom Inc., Arlington, Va., communications engineering firm.

FANFARE

Syd Russell, publicity director for Shriners Hospital for Crippled Children, Los Angeles, appointed publicity director for KTVU(TV) Oakland-San Fran-

cisco.

Robert S. Taplinger named board chairman and chief executive officer of Robert S. Taplinger Associates Inc., New York. **Robert McLaren**, executive VP, succeeds Mr. Taplinger as president and chief operating officer.

Richard Popin, with KRON-TV San Francisco, appointed sales promotion director.

Robert R. Harris, with WFUN South Miami, Fla., appointed promotion director.

INTERNATIONAL

George Young, TV representative for British Broadcasting Corp. in Canada, appointed managing director for Desilu Sales Ltd., also in Canada. Mr. Young's headquarters will be at Desilu's new offices, Penthouse 10, Village on the Green, 55 Maitland St., Toronto.

John Crawley, foreign news editor of British Broadcasting Corp., London, succeeds **Donald Edwards** as editor, news and current affairs, upon retirement of Mr. Edwards. Mr. Crawley will be responsible for coordination and policy of current affairs output on BBC radio and television.

Ron Trainer appointed joint managing director of Guild Television Services Ltd., London.

ALLIED FIELDS

Rodger Bubec, kvoc Casper, Wyo., named VP of radio division, Nationwide Broadcast Personnel Consultants, Chicago.

Adalbert Von Gontard Jr., associate publisher of Metromedia Inc.'s *Diplomat* magazine, appointed client relations VP for diversified communications company's media divisions, newly created post.

LeRoy Collins, who resigned as under secretary of commerce on Oct. 1, and onetime president of National Association of Broadcasters and former Democratic governor of Florida, becomes partner in Tampa, Fla., law firm of Fowler, White, Collins, Gillen, Humkey and Trenam (BROADCASTING, Sept. 19).

Lionel Brotman, TV-radio creative director for Boston office, Bo Bernstein Agency, Providence, R. I., joins division of communications arts at Cambridge School, Boston, as chairman of television department.

Herman Finkelstein, general counsel of American Society of Composers, Authors and Publishers, elected to Institute of Judicial Administration, nonprofit organization promoting improvements in judicial system.

Raymond Fielding, associate profes-

sor of film at University of Iowa, Iowa City, elected president of University Film Producers Association.

DEATHS

Ivon B. Newman, 65, general manager of WVNJ Newark since its founding in 1947, died on Oct. 1 after long illness. Mr. Newman's previous positions included sales manager, WNLC New London, Conn.; VP and general manager, WBMS Boston, and general manager, WKAT Miami.

John T. McHugh, 62, VP and member of board of Geyer, Morey, Ballard, hospital, Ridgewood, N. J. His wife, Dorothy, and three children survive.



Mr. Patterson

Richard C. Patterson Jr., 80, executive VP and director of NBC from 1932 to 1936, died of heart attack Sept. 30 in New York. Mr. Patterson served as under secretary of Department of Commerce from 1938 to 1939 and as board chairman of Radio-Keti-Orpheum in 1940-1944. He also held public office in New York City and from 1944 to 1953 was ambassador to Yugoslavia, Guatemala and Switzerland. He is survived by his wife, Shelley, and daughter

Eric Fleming, 41, TV-motion picture actor, drowned on Sept. 28 while filming jungle picture on location in Tingo Maria area of Peru. He was lost when his canoe capsized in river. He was star of CBS-TV's *Rawhide* series.

John B. Kiefer, veteran broadcaster, advertising and marketing executive, died Oct. 4 (his 70th birthday) in Good Samaritan hospital, Los Angeles. Mr. Kiefer introduced participation radio program format on KNX and KFWB Los Angeles in 1924. Two years later he founded radio brokerage firm, Radio Varieties. In 1930's he was national radio and PR director for Townsend (old age pension) plan. In 1936 he was radio director for Democratic National Committee during presidential campaign. In 1950 he co-founded Musicast Inc., background music service, and was president of that company at time of his death. He was president and general manager of KMLA(FM) Los Angeles from 1957 to 1965. He was president of FM Development Association, forerunner to National Association of FM Broadcasters, 1957-59. Surviving is his wife, Lois.

William H. Richardson Jr., 38, chief of bureau for AP at Indianapolis, died Sept. 30 in automobile accident near Putnamville, Ind. Survivors include his wife, Mary Jean, two sons and two daughters.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 29 through Oct. 5 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 BY FCC

*Covington, Ky.—Kentucky State Board of Education. Granted CP for new UHF on channel 54 (710-716 mc); ERP 8.6 kw vis., 4.3 kw aur. Ant. height above average terrain 398 ft., above ground 340 ft. P.O. address: c/o O. Leonard Press, McVey Hall, University of Kentucky, Lexington, Ky. Estimated construction cost \$186,833; first-year operating cost \$18,200. Studio location Lexington, trans. location Covington. Geographic coordinates 39° 04' 11" north lat., 84° 31' 33" west long. Type trans. RCA TTU-1B, type ant. RCA TFU-10J. Legal counsel Miller & Schroeder, consulting engineer Jansky & Bailey, both Washington. To be administered by board of governors. Action Sept. 26.

APPLICATIONS

Palm Springs, Calif.—Desert Empire Television Corp. UHF channel 36 (602-608 mc); ERP 170 kw vis., 34 kw aur. Ant. height above average terrain 700 ft., above ground 194 ft. P.O. address: c/o John Conte, 75600 Beryl Lane, Palm Desert, Calif. 92260. Estimated construction cost \$651,200; first-year operating cost \$272,000; revenue \$100,000. Studio and trans. both to be located in Palm Springs. Geographic coordinates 33° 52' 00" north lat., 116° 25' 58" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-2-DM. Legal counsel Koteen & Burt, consulting engineer Jules Cohen & Associates, both Washington. Principals: John and Sirpuhe Conte (together 70%) and Charles David Farrell (30%). Mr. Conte is TV and motion picture performer. Mrs. Conte is in investments. Mr. Farrell is radio-TV performer and managing director of Racquet Club of Palm Springs. Ann. Sept. 30.

St. Cloud, Minn.—S.B.S., Television Co. UHF channel 19 (500-506 mc); ERP 136 kw vis., 27.2 kw aur. Ant. height above average terrain 489 ft., above ground 535 ft. P.O. address: c/o John F. Weber, 803 St. Germain St., St. Cloud 56301. Estimated construction cost \$317,000; first year operating cost \$314,000; revenue \$366,000. Studio and trans. to be located in Stearns county, Minn. Geographic coordinates 45° 31' 31" north lat., 94° 09' 55" west long. Type trans. G.E. TT-56-A; type ant. G.E. TY-23-3(3). Consulting engineer Nathan William. Oshkosh, Wis. Principals: John F. Weber, Edward C. Ellsworth (each 49.5%), Julietta R. Weber and Roberta B. Ellsworth (each 5%). Mr. Weber is in men's clothing business and real estate. Mr. Ellsworth is in restaurant supply company and men's clothing store and real estate. Ann. Sept. 30.

Salt Lake City—Harcourt, Brace & World and Harman-Slocum Publishing Co. db/as Harbinger Broadcasting Co. UHF channel 14 (470-476 mc); ERP 843 kw vis., 168.6 kw aur. Ant. height above average terrain minus 45 ft., above ground 341 ft. P.O. address: c/o Margaret Mary McQuillan, 757 Third Ave., New York. Studio location to be determined. Trans. to be located in Magna township, Utah. Geographic coordinates 40° 42' 47" north lat., 111° 55' 53" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Cohen and Berfield, consulting engineer Kear and Kennedy, both Washington. Principals: Harcourt, Brace & World Inc. and Harman-Slocum Publishing Co. Harcourt, Brace & World has applications pending for new UHF's in Portland, Ore.; Phoenix, and Denver. Harman-Slocum Publishing is majority stockholder in Home State Broadcasting Corp., applicant for new AM in St. Louis. Ann. Oct. 4.

Tacoma, Wash.—Clay F. Huntington. UHF channel 20 (508-512 mc); ERP 21.62 kw vis., 4.32 kw aur. Ant. height above average terrain 363 ft., above ground 230 ft. P.O. address: 207 Tacoma Ave. South, Tacoma. Estimated construction cost \$97,295; first-year operating cost \$36,720; revenue \$62,400. Studio and trans. both to be located in Tacoma. Geographic coordinates 47° 12' 11" north lat., 122° 25' 22" west long. Type trans. RCA TTU-1B; type ant. RCA TFU-24-DL. Consulting engineer Kenneth Williams Jr., Tacoma. Mr. Huntington is licensee of KLAY-FM Tacoma. Ann. Oct. 3.

New AM stations

ACTION BY FCC

Fort Wayne, Ind.—Fort Wayne Broadcasting Co. Granted CP for new AM on 1090 kc, 1 kw, DA-D, D. P.O. address: Box 123, Elkhart, Ind. Estimated construction cost \$14,590, first-year operating cost \$82,000, revenue \$90,000. Sole owner, Clarence C. Moore owns WCMR Elkhart. Ann. May. 18.

APPLICATION

WCWR Tarpon Springs, Fla.—Mod. of license to change station location from Tarpon Springs to Dunedin, Fla. Ann. Sept. 30.

New FM stations

APPLICATIONS

Clare, Mich.—Bi-County Broadcasting Corp. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 175 ft. P.O. address: 11170 North Mission Rd., Clare 48617. Estimated construction cost \$14,114; first-year operating cost \$4,800 over AM; revenue \$9,000 over AM. Bi-County Broadcasting is licensee of WCRM Clare. Ann. Sept. 30.

St. Cloud, Minn.—WJON Broadcasting Corp. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 168.62 ft. P.O. address: c/o Andrew W. Hilger, 522 Lincoln Ave. S.E., St. Cloud 56301. Estimated construction cost \$16,058; first-year operating cost \$5,000; no revenue. WJON Broadcasting is licensee of WJON St. Cloud. Ann. Sept. 30.

Columbus, Miss.—Radio Columbus Inc. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 256 ft. P.O. address: c/o J. W. Furr, Box 707, Columbus 39701. Estimated construction cost \$29,764; first-year operating cost \$30,000; revenue \$36,000. Principals: J. W. Furr (50%), John N. Dowdle, W. C. Thomas Jr., Luther Wallin Jr., J. C. Mauldin and James A. Lancaster (each 10%). Mr. Furr has interests in auto parts company and planting mixes industry. He is also licensee of WMBC Macon, WMPA Aberdeen and WFOR-AM-FM Hattiesburg, all Mississippi. Mr. Dowdle is retailer and wholesaler of butane gas. Mr. Thomas is certified public accountant. Mr. Wallin is stockholder in National Bank of Commerce in Columbus. Mr. Mauldin is in retail furniture business. Mr. Lancaster is in real estate. Ann. Oct. 3.

McComb, Miss.—Albert Mack Smith, Phillip Dean Brady and Louis Alford, partnership, db/as The Southwestern Broadcasting Co.

of Mississippi. 94.1 mc, channel 231, 26.8 kw. Ant. height above average terrain 161 ft. P.O. address: c/o Albert M. Smith, Box 604, McComb 39648. Estimated construction cost \$35,961; first-year operating cost \$24,000; revenue \$30,000. Messrs. Smith, Brady and Alford are each 33 1/3% owners. Southwestern Broadcasting Co. of Mississippi is licensee of WAPF McComb and WMDC Hazelhurst, both Mississippi. Messrs. Alford, Brady and Smith each have 33 1/3% interest in KADL Pine Bluff, Ark. Mr. Smith has 50% interest in WKPO Prentiss, Miss. Ann. Sept. 30.

Charlottesville, Pa.—Laubach Radio Properties Inc. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 228 ft. P.O. address: c/o John L. Laubach Jr., Gateway #2, Pittsburgh 15222. Estimated construction cost \$30,113; first-year operating cost \$12,100; revenue \$16,400. Laubach Radio Properties is licensee of WESA Charlottesville. Ann. Oct. 4.

Anderson, S.C.—Radio Anderson Inc. 107.3 kw, channel 297, 26.8 kw. Ant. height above average terrain 148 ft. P.O. address: Box 211, Anderson 29622. Estimated construction cost \$19,943; first-year operating cost \$1,000 over AM; no revenue over AM. Radio Anderson is licensee of WANS Anderson. Ann. Sept. 30.

Spokane, Wash.—G. C. Monson. 98.9 mc, channel 255, 58.9 kw. Ant. height above average terrain—not given. P.O. address: Box 8022, Spokane 99203. Estimated construction cost \$29,806; first-year operating cost \$3,000; revenue \$3,000. Mr. Monson is 1/3 owner of KUDY Spokane, and has applied to FCC to purchase positive control of KUDY. Ann. Oct. 3.

Suring, Wis.—Paul A. Stewart Enterprises Inc. 102.7 mc, channel 274, 79.8 kw. Ant. height above average terrain 525 ft. P.O. address: Box 504, Madison, Wis. 53701. Estimated construction cost \$19,600; first-year operating cost \$15,000; revenue \$18,000. Principals: Paul A. Stewart (45.8%), Helen E. Stewart (7.2%) and Warren Hopeman (1.6%) and others. Mr. Stewart has interests in insurance, real estate and farming. Mrs. Stewart is housewife. Mr. Hopeman has same interests as Mr. Stewart. Ann. Oct. 4.

San German, P. R.—WAEI Inc. 95.1 mc, channel 236, 3.6 kw. Ant. height above average terrain 1,950 ft. P.O. address: c/o Manuel Pirallo, Box 756, Mayaguez, P. R. 00709. Estimated construction cost \$16,706; first-year operating cost \$24,000; revenue \$18,000. Principals: Manuel Pirallo Lopez (86.75%), Carlos Pirallo Lopez (10%) and Jose Luis Pirallo Lopez (3.25%). Manuel Lopez is owner of stone quarry and hardware store. WAEI Inc. is licensee of WAEI Mayaguez, P. R. Manuel Lopez has interests in WRAI Rio Piedras, WMAA Arecibo, WBVM Bayamon and WISO Ponce, all Puerto Rico. Ann. Oct. 4.

Existing FM stations

NEW CALL LETTERS ASSIGNED

KFMU(FM) Los Angeles—Storer Broadcasting Co. Assigned KGBS-FM.

Union City, Pa.—The Bee Bee Broadcasting Co. Assigned WBVB(FM).

Sterling, Ill.—Communitron Inc. Assigned WJVM(FM).

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Ownership changes

ACTIONS BY FCC

WAJF Decatur, Ala.—Granted assignment of license from J. B. Falt Jr. to Falt Broadcasting Co., owned by J. B. Falt (80%), Joseph B. Falt III, Anne Stewart Falt, Evelyn Chase Falt and Martha Falt Priddy (5% each). No consideration. Action Sept. 28.

WKRG-AM-FM-TV Mobile, Ala.—Granted acquisition of positive control of Giddens TV Inc., parent corporation of licensee WKRG-TV Inc., by Kenneth R. Giddens through purchase of stock from Mobile Press Register Inc. Mr. Giddens presently owns 50% of WKRG-TV Inc. Mobile Press Inc., owned principally by S. I. Newhouse, is buying 53% of Mobile Press Register, and does not wish to hold WKRG-TV stock. Consideration \$2,250,000. Action Sept. 28.

KAAY Little Rock, Ark.—Granted relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee KAAY Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. Lin Broadcasting is licensee of KEEL Shreveport, La.; WAKY Louisville, Ky.; WMAK Nashville; WAND(TV) Decatur, Ill., and holds CP for new FM in Shreveport. Action Sept. 27.

KPER Gilroy, Calif.—Granted assignment of license from Charles W. Jobbins, James D. Bernard and John H. Gregory db/as Radio KPER to Richard E. Ryan (35%) general partner, Nancy R. Ryan (25%), E. L. and Florence S. Barker (28%), Eugene Hogan (7%), Don R. Pickens (4%) and Terry D. Lloyd (1%), all limited partners, db/as South Valley Broadcasters. Mr. Ryan is 56% owner of KGST Fresno, Calif. Mr. and Mrs. Barker are together owners of 100% of stock of KLOK San Jose, Calif. Mr. Pickens is 7% owner of KGST. Consideration \$325,000 conditioned upon disposal of KLOK. Action Oct. 3.

KFFA Greeley, Colo.—Granted assignment of license from The Mid Western Radio Corp. to RG Inc. db/as Colorado RG Inc., owned by Publishing Enterprises Inc. (51.25%), Joseph J. Tennessen (11.25%), Peter M. Macdonald, Robert Wells and William W. Hansen (each 9.375%). Publishing Enterprises is licensee of KTOP-AM-FM Topeka, Kan., and WJOL-AM-FM Joliet, Ill. Consideration \$225,000. Action Sept. 30.

WCAI Fort Myers, Fla.—Granted relinquishment of negative control of licensee corporation, Lee Broadcasting Inc., from Dr. Nicholas H. Holmes and Jessie U. Holmes (each 25% before, 21.8% after each) and Shawnee Broadcasting Co. (50% before, 43.6% after) through issuance of stock to Ron E. and Helen R. Pierce (none before, 6.4% each after). Mr. Pierce is general manager of WCAI. Consideration \$4,000. Action Sept. 27.

WMEL Pensacola, Fla.—Granted transfer of control of licensee corporation, Wheeler Broadcasting Inc., from Mel Wheeler (51% before, none after) to Frank E. Holladay and Joseph W. Carson (19.5% each before, 100% together after). Consideration \$88,975. Action Oct. 4.

WPFA Pensacola, Fla.—Granted assignment of license from Edwin H. Estes to WPFA Radio Inc., owned by Thomas E. Gibbons (40%), Mrs. Charles Lamar Jr. (20%), K. P. Reilly, W. G. Switzer (each 15%) and Marvin James Jr. (10%). Mr. Gibbons is president of Guaranty Broadcasting Corp., licensee of WAFB-TV Baton Rouge, La. None of other principals has broadcast interests. Consideration \$202,000. Action Oct. 5.

KNUI Makawao, Hawaii.—Granted assignment of license from Eugene G. Panissidi, O. Doris Panissidi, Roy V. Blansett and Billie M. Blansett db/as KNUI Broadcasting Co. to Qualitron Aero Inc., owned 62.54% by four present licensees and E. P. King (32.86%) and seven others, none more than 1.5%. Qualitron Aero is engaged in sales, service, engineering and modification of aircraft. Consideration \$112,900. Action Sept. 30.

KBNM-AM-FM Caldwell, Idaho.—Granted 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. Action Oct. 3.

WAND(TV) Decatur, Ill.—Granted relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee WAND Television Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

WWHC-FM Hartford City, Ind.—Granted acquisition of negative control of licensee corporation, Three J. Radio Corp., by James B. Maddox and John R. Maddox (33½% each before, 50% each after) through purchase of stock from Ron V. Russell (33½% before, none after). Consideration \$4,100. Action

Sept. 27.

WAKY Louisville, Ky.—Granted relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee WAKY Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

KEEL and unassigned FM Shreveport, La.—Granted relinquishment of positive control of Lin Broadcasting Corp., parent corporation of licensee KEEL Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

KVBR Brainerd, Minn.—Granted transfer of negative control of licensee corporation, Greater Minnesota Broadcasting Corp., from Charles B. Persons (50% before, none after) to Don Wohlenhaus (none before, 25% after) and Ray G. Moonan and John R. Moonan (none before, 25% together after). Messrs. Moonan are attorneys with no broadcast interests. Mr. Wohlenhaus is manager of KVBR. Action Oct. 3.

KANO-KTWN(FM) Anoka, Miss.—Granted acquisition of negative control of licensee corporation, Northwest Broadcasting Co., by Richard J. Novak and Richard B. Ahern (33½% each before, 50% each after) through purchase of stock from Frank R. Hunt (33½% before, none after). Consideration \$1,500. Action Sept. 27.

WJQS Jackson, Miss.—Granted assignment of license and CP (for increase in daytime power) from Ann C. Zimmerman db/as Radio Station WJQS to Town and Country Broadcasting Inc. 52% owned by Ann C. Zimmerman, 24% each by G. Lee Hodges and Percy H. Powers. Stock transaction. Action Sept. 30.

WMVR-AM-FM Sidney, Ohio.—Granted assignment of license from Van Wert Broadcasting Co., owned by G. Dale Wilson (25% before, none after), Raymond Waldron (25% before, none after), Stephen S. Beard (25% before, none after) and Mel Knittle (25% before, none after) to Dean Miller Broadcasting Co. owned 100% by Dean C. Stuhlmüller. Mr. Stuhlmüller is 100% stockholder of WLMJ Jackson, Ohio, and 41.5% stockholder of WNOP Newport, Ky. Consideration \$125,000. Action Oct. 3.

WCIV(TV) Charleston, S. C.—Granted transfer of control of licensee corporation, First Charleston Corp., from WTMA TV Inc., Calhoun Life Insurance Co., Charles A. Womack et al to Evening Star Broadcasting Co., owned 100% by The Evening Star Newspaper Co., publishers of The (Washington) Evening Star. Evening Star Broadcasting is licensee of WMAL-AM-FM-TV Washington and WLVA-AM-FM-TV Lynchburg, Va. Consideration \$2,210,147, plus approximately \$400,000 assumption of obligations. Action Oct. 5.

WJCW-AM-FM Johnson City, Tenn.—Granted transfer of control of licensee corporation, Tri-Cities Broadcasting Inc., from Josephine D. Wilson (60% before, none after) to James C. Wilson (40% before, 100% after). Consideration \$120,000. Action Sept. 27.

WLAF La Follette, Tenn.—Granted assignment of license from La Follette Broadcasting Co. to Campbell County Broadcasting Corp. owned by J. P. Mills, Herman G. Dotson, Elmo Mills (each 23½%), Don C. Edwards Jr. (10%) and Henry D. Stratton (20%). Mr. Stratton has interest in WPKE-AM-FM Pikeville, Ky. Messrs. Stratton and Dotson have interest in Lawrence County Broadcasting Co., Louisa, Ky. Messrs. Dotson and Mills have interests in WCPM Cumberland, and WFTG London, both Kentucky. Mr. Dotson and Elmo Mills have interests in WNRG-AM-FM Grundy, Va., and WWKO Ashland, Ky. Mr. Dotson also has interest in WMNF Richmond, W. Va. Consideration \$70,000. Action Oct. 4.

WMAK Nashville.—Granted relinquishment of positive control of Lin Broadcasting Corp., parent of licensee WMAK Inc., by Frederic Gregg Jr. and stockholders through issuance of additional stock to Medallion Pictures Corp. and to general public. See KAAY Little Rock, Ark., above.

WFOX Milwaukee.—Granted acquisition of positive control of licensee corporation, Fox Broadcasting Corp., by Eugene W. Murphy, (50% before, 53% after) through purchase of stock from Herbert H. Lee (48% before, 45% after). Consideration \$7,800. Action Sept. 28.

APPLICATIONS

KSFV(FM) San Fernando, Calif.—Seeks assignment of construction permit for new FM from Joseph M. Arnoff and Maurice H. Gresham db/as San Fernando Broadcasting Co. to Manuel G. Martinez. Mr. Martinez has various real estate interests. Consideration \$54,000. Ann. Sept. 29.

KLEO Wichita, Kan.—Seeks transfer of control of licensee corporation, Swanco Broadcasting of Kansas Inc., from George A.

Bolas, Gilbert C. Swanson et al (95% before, none after) to Swanco Broadcasting Inc., owned by W. Clarke Swanson Jr., Gerock H. Swanson (each 42%), Kenneth R. Greenwood (10%), Carol Swanson Rhoden (5%) and Webster E. Pullen (1%). Clark Swanson is owner of Highland Cable Television Co., Sebring-Avon, Fla. Gerock Swanson is student. Mr. Greenwood has been executive VP of licensee corporation and also stockholder. Mrs. Rhoden is housewife. Mr. Pullen has 50% interest in consulting firm in Puerto Rico and also owns real estate. Consideration not given. Ann. Oct. 5.

KQRS-AM-FM Golden Valley, Minn.—Seeks assignment of license from Western Broadcasting Corp., Hudson Land Corp. and John Poole Radio Properties Inc. db/as Minneapolis-St. Paul Radio Broadcasters to Western Broadcasting Corp., Hudson Land Corp., John Poole Radio Properties Inc. and John Poole Northern Broadcasting Co. db/as Minneapolis-St. Paul Radio Broadcasters, joint venture. John Poole presently owns 50% of Minneapolis-St. Paul Radio Broadcasters. He wishes to assign half of his holding to new corporation of which he is principal stockholder. No consideration and no actual ownership change. Ann. Sept. 29.

WOKJ Jackson, Miss.—Seeks assignment of license from John M. McLendon tr/as Radio Mississippi to Jomac Jackson Corp., owned 100% by John McLendon. No ownership change and no consideration. Ann. Oct. 4.

KQEO Albuquerque, N. M.—Seeks transfer of control of licensee corporation, Swanco Broadcasting Inc. of New Mexico, from George A. Bolas, Gilbert C. Swanson et al to Swanco Broadcasting Inc. See KLEO Wichita, Kan., above.

KRMG-AM-FM Tulsa, Okla.—Seeks transfer of control of licensee corporation, Swanco Broadcasting Inc. of Oklahoma, from George A. Bolas, Gilbert C. Swanson et al to Swanco Broadcasting Inc. See KLEO Wichita, Kan., above.

KUDY Spokane, Wash.—Seeks acquisition of positive control of licensee corporation, KUDY Inc., by G. C. Monson (33½% before, 51.9% after) through purchase of stock from James B. Johnson and Carl J. Issel (33½% each before, 24.5% each after). Mr. Monson is applicant for new FM in Spokane. Consideration \$7,500. Ann. Oct. 3.

Existing AM stations

ACTIONS BY FCC

KUAM Agaña, Guam.—Because of remoteness of location, waived sec. 73.21(b) of rules and accepted for filing application to increase power on 610 kc from 1 kw, U. to 10 kw, U. Commissioner Wadsworth absent. Action Oct. 5.

WCMR Elkhart, Ind.—Waived sec. 73.28 of rules and granted change of operation from daytime to unlimited hours with 500 w-N, change from DA-D to DA-2, continued operation on 1270 kc, with 5 kw-LS; conditions. Commissioner Cox abstained from voting; Commissioner Wadsworth absent. Action Oct. 5.

NEW CALL LETTERS ASSIGNED

WAYK Valparaiso, Ind.—Porter County Broadcasting Co. Assigned WAKE.

WKVK Virginia Beach.—Sea Broadcasting Corp. Assigned WVAB.

Hearing cases

FINAL ACTION

■ By memorandum opinion and order, commission (1) denied petition by Star Stations of Indiana Inc. for reconsideration and grant of its applications for renewal of licenses of WIFE-AM-FM Indianapolis, and (2) granted Broadcast Bureau request to file additional pleadings and accepted same. Chairman Hyde and Commissioner Lee concurred; Commissioner Johnson not participating. Action Oct. 5.

■ Review board approved agreement whereby RKO General Inc. will reimburse Century Broadcasting Co. amount not exceeding \$5,674 as part of latter's expenses in seeking new FM in Memphis, in return for its withdrawal; dismissed Century's application with prejudice; granted RKO General's application for new FM to operate on channel 290, 105.9 mc in Memphis; and terminated proceeding. Action Sept. 30.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing application by Mary Jane Morris and James R. Searer, db/as BCU-TV, for new UHF TV to operate on channel 41 in Battle Creek, Mich.; made West Michigan Telecasters Inc., Grand Rapids, which filed opposing petition, party to proceeding. Action Sept. 28.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 6

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,072	18	74	395	
FM	1,510	50	237	226	
TV-VHF	474	20	23	197 ¹	
TV-UHF	93	30	102		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 6

	VHF	UHF	Total
Commercial	518 ^a	226	744
Noncommercial	70	83	153

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059 ^a	1,498	559 ^a
CP's on air (new stations)	22	23	53 ^a
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

¹ Breakdown on UHF and VHF applications not available.

^a Includes three noncommercial stations operating on commercial channels.

^a In addition, two AM's operate on Special Temporary Authority.

^a In addition, two licensed VHF's and two licensed UHF's are not on the air.

^a In addition, two VHF's operate with Special Temporary Authority.

OTHER ACTIONS

■ By order in Costa Mesa-Newport Beach, Calif., AM proceeding, commission denied petition by Pasadena Community Station Inc. for reconsideration of Aug. 26 action affirming examiner's denial of further extension of time to exchange exhibits; also denied Pasadena's request for oral argument on its petition. Commissioner Cox dissented. Action Oct. 5.

■ Considering questions concerning procedural steps which were certified to board by hearing examiner, review board stated that it does not read its delegation of jurisdiction and authority as extending to calling for and designation for hearing of renewal applications and denied requests in certification. Action Oct. 5.

■ Review board granted petition by KWHK Broadcasting Co., for extension of time to Oct. 20, within which to file responsive pleadings to petition to enlarge issues filed by KAKE-TV and Radio Inc. on Sept. 26. Action Oct. 5.

■ Review board granted petition by Supat Broadcasting Corp. for extension of time to Nov. 14 within which to file exceptions to initial decision in TV proceeding. Action Oct. 5.

■ Review board granted petition by Reporter Broadcasting Co. for extension of time to Oct. 23 within which to file oppositions to motion to enlarge issues in TV proceeding. Action Oct. 5.

■ In AM proceeding, because of questions raised by appeals, absence of some of responsive pleadings and lack of opportunity for board to adequately review pleadings and questions raised therein, review board denied petition by Somerset County Broadcasting Co. for expedited action on two appeals from ruling of hearing examiner insofar as petition requested action by Oct. 5. Action Oct. 4.

■ Review board granted petition of Erway Television Corp. for extension of time to Oct. 10 within which to file exceptions to initial decision in proceeding on its application for new TV in Baltimore. Action Oct. 4.

■ Review board granted petition by KWEN Broadcasting Co. for extension of time to Oct. 13 within which to file responsive pleadings to petition to enlarge issues filed on Sept. 19 by Woodland Broadcasting

Co. Action Oct. 4.

■ By memorandum opinion and order, review board denied petition by Adirondack Television Corp. to enlarge issues to permit inquiry into proposed programming in proceeding on its application and that of Northeast TV Cablevision Corp. for new TV's to operate on channel 23 in Albany, N. Y. Action Oct. 3.

■ By memorandum opinion and order in proceeding on applications of Adirondack Television Corp., and Northeast TV Cablevision Corp. for new TV's to operate on channel 23 in Albany, N. Y., review board granted in part petition by Adirondack and deleted air hazard issue no. 2, and modified issue 1(a) to determine whether Richard E. Bailey will undertake to lend Adirondack \$132,800. Action Sept. 30.

■ By memorandum opinion and order in Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Doc. 15752 et al., review board denied appeal by Robert Burdette and Associates Inc., West Covina, Calif. from examiner's adverse ruling denying its motion to quash or limit scope of examination by interrogatories. Member Nelson not participating; Member Pincock abstaining from voting. Action Sept. 30.

■ Review board granted petition by Broadcast Bureau for extension of time to Oct. 10 to file responsive pleadings to appeal from rulings of presiding examiner or, in alternative, motion for modification of issues by Midwest Television Inc. in proceeding on petition by Midwest for relief against extensions of service of CATV systems into San Diego area. Action Sept. 30.

■ Review board granted petition by WBEJ Inc. for extension of time to Oct. 5 to file responsive pleadings to oppositions to petition to enlarge issues in proceeding on its application and that of Lynn Mountain Broadcasting for new FM's in Elizabethton, Tenn. Action Sept. 30.

■ By memorandum opinion and order in proceeding on AM applications of Atlantic Broadcasting Co. and Bethesda-Chevy Chase Broadcasters Inc., Bethesda, Md., review board denied petition by WUST to enlarge and modify issues. Members Nelson and Kessler not participating. Action Sept. 29.

■ By memorandum opinion and order in proceeding on applications of Jones T. Sud-

bury and Northwest Tennessee Broadcasting Co., for new FM's in Martin, Tenn., review board granted petition by Northwest and enlarged issues to determine (a) whether Sudbury failed to amend or attempt to amend financial portion of his application within 30 days after substantial changes were made, as required by sec. 1.65 of rules, and (b) whether facts adduced pursuant to issue bear upon comparative qualifications of Sudbury. Member Kessler dissented with statement in which member Nelson joined. Action Sept. 29.

■ By memorandum opinion and order in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 38 in Chicago, in Doc. 15668, 15708, review board (1) granted in part petition by Chicago Federation and enlarged issues to determine whether there is reasonable assurance that antenna site proposed by Chicagoland will be available for its proposed use; and (2) granted motion by Chicagoland for leave to file supplement to opposition to enlarge issues. Member Pincock dissented. Action Sept. 29.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission, by Broadcast Bureau, on Sept. 29 extended time for filing comments in rule-making proceeding concerning multiple ownership of TV's in 50 largest TV markets to Nov. 1 for initial comments and to Dec. 5 for replies. Extension was requested by NBC and CBS.

■ Commission, by Broadcast Bureau, on Sept. 29 denied request by Joint Committee Against Toll TV for extension of time to file comments in matter of amendment of Part 73 of rules to provide for subscription television service; and ordered that comments and reply comments are due Oct. 10 and Nov. 10, respectively.

■ Commission on Sept. 28 granted request by Communications Satellite Corp. for extension of time to Oct. 14 to file responses to oppositions to petitions for reconsideration in matter of authorized entities and authorized users under Communications Satellite Act.

By the Office of Opinions and Review

■ In proceeding on applications of Atlantic Broadcasting Co. and Bethesda-Chevy Chase Broadcasters, Bethesda, Md., granted petition by Broadcast Bureau to extend time from Oct. 4 to Oct. 11 to file responsive pleadings to application by Bethesda-Chevy Chase for review. Action Sept. 28.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearing in proceeding on applications of Luis Prado Martorell for new AM in Loiza, P. R., and Augustine L. Cavallaro Jr. for new AM in Bayamon, P. R.; scheduled prehearing conference for Oct. 18 and hearing for Nov. 22. Action Oct. 5.

■ Designated Examiner Jay A. Kyle to preside at hearing in proceeding on applications of Community Communicators of Ohio Inc. and David Joseph Kittel for new FM's in Wilmington, Ohio; scheduled prehearing conference for Oct. 17 and hearing for Nov. 21. Action Oct. 5.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on application of Marvin H. Osborne for new TV in Jackson, Miss.; scheduled prehearing conference for Oct. 21 and hearing for Nov. 21. Action Oct. 5.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on application of Mary Jane Morris and James R. Searer, db/as BCU-TV, for new TV in Battle Creek, Mich.; scheduled prehearing conference for Oct. 20 and hearing for Nov. 21. Action Oct. 5.

■ Designated Examiner Forest L. McClenning in lieu of Examiner Walther W. Guenther to preside at hearings in proceeding on order to Back Mountain Telecable Inc., Dallas borough, Dallas township, Kingston township, Lehman township, Lake township and "Harveys Lake" area, all Pa., to show cause why it should not be ordered to cease and desist from further operation of its CATV system in violation of rules; and dismissed for lack of compliance with commission's rules Back Mountain's request that prehearing conference be held in vicinity of Wilkes-Barre, Pa. Action Sept. 27.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on applications of Audubon Broadcasting Corp. and Holmes Broadcasting Inc. for

(Continued on page 93)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

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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.

Station manager for Ohio daytimer needed at once. Must accept responsibility for full operation. Salary plus percent of profits offered. Box J-294, BROADCASTING.

Professional salesman! Major market earning potential! Compensation open! Assume sales manager slot . . . Must have ability to eventually become manager! Ideas . . . Promotional finesse . . . eager and able to do . . . and create. Capable of also acting as over-all agency for select station accounts. . . . This is a ground floor opportunity of helping organize a team that will grow, expand, prosper with you at the helm. Beautiful, booming, Rocky Mountain area. Medium market, nationally acclaimed. If you want your dream fulfilled, tell all. Box K-96, BROADCASTING.

Large group operator looking for management candidates. Dynamic sales manager to become manager in prime markets. Genuine opportunity with real future. Send complete resume, recent photo, proof of performance and references. Box K-152, BROADCASTING.

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

Detroit—Progressive AM-FM station has opening for experienced radio salesman who wants to earn big money in a big market. Perhaps you're No. 1 in a market which has a limit of potential clients and income. Put your talents to work in a city with virtually unlimited prospects and earn from \$15,000 to \$20,000. If you are a self-starter, hard worker and can overcome objections write immediately with complete details. Box K-75, BROADCASTING.

Money hungry salesman needed in south's hottest market (Houston) for a fulltimer 5000 watt with plenty of business on the air. Good guarantee, incentive bonus and top prospect list. Top money for top salesman. Box K-153, BROADCASTING.

America's original C&W needs experienced man with proven record. Group operation, top commission, incentives. Rush resume to KDAV, Box 270, Lubbock, Texas.

Sales manager needed for classical music station in Houston. Clean, professional operation with excellent facilities. Hooper rated. Need hard worker with sales and promotion ideas. R. G. Schmidt, KLEF, Lamar Tower, Houston, 77006. 713-NA 2-5533.

KWBB, Wichita, Kansas, Box 486 adding another local sales representative. Prefer man from this area.

A good account list and plenty of prospects are waiting for you. Beautiful opportunity. You'll never want to leave us. WBYS, Canton, Illinois.

Experienced salesman-announcer wanted—WHVL, Hendersonville, North Carolina.

Salesman. . . . If you're aggressive, would like to become a part of small but growing station with opportunity to invest. Call 1-206-733-6685. Joe Tyrrell.

Sales—(cont'd)

Need A-1 salesman, could be salesmanager or station manager combination for WTOA-FM, Trenton, New Jersey. Fast growing, in black. Selling involves also for sister station WHWH-AM in Princeton. Excellent opportunity right man. Herbert Hobler, Box 1350, Princeton, N. J.

Ready to step up to 100,000 market? Ready to bust into the five figure income group? Northeast station has the opportunity. If you have the experience, ability and desire call 617-674-3535.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Immediate opening for announcer with first phone. East coast, near Baltimore. Send tape and photo. State salary. Box J-253, BROADCASTING.

Wanted—1st phone announcer. No maintenance. Better than average on news and commercials. Run tight board. Must have car. All replies confidential. Send tape, resume to Box J-281, BROADCASTING.

Midwest group now scouting for boss jocks and noney newsmen. Send talented tape, resume and salary requirements to Box K-16, BROADCASTING.

Experienced first class ticket for progressive station in the southwest. Box K-22, BROADCASTING.

Middle-of-the-road, top forty or Country-Western experienced announcer with preferably strong voice. Location in mild climate. Box K-54, BROADCASTING.

Opportunity in one of nation's fastest growing markets for experienced announcer. Must have third class ticket. No rock or C&W. Top quality middle-of-road good music. Must be good commercial man. We have top news and will train you in news if you have the voice. Opening in top time segment. If meet requirements will start minimum \$125.00 week. Send picture, tape and resume to Box K-58, BROADCASTING.

Midnight to 6 top 40 dj. University city in midwest medium-large market. Above average salary for above average talent. Box K-70, BROADCASTING.

Afternoon drivetime, top 40, chance to do some TV if desired. Hops, money, retirement plan, life and health insurance. . . . In exchange for stable, professional, qualified air personality. Great Lakes. Box K-72, BROADCASTING.

#1 station in southeast wants experienced, mature-voiced afternoon drive time jock. Send resume, tape, and photo to Box K-73, BROADCASTING.

Mid-day opening at contemporary station in quarter million plus midwest market. Send tape, & photo for full details on this opportunity. Box K-74, BROADCASTING.

Experienced announcer with first-class ticket for excellent small market top-40 daytimer, located in N.E. Penna. Send resume and tape with reply to Box K-77, BROADCASTING.

Wanted: Controversial talk personality. Experienced. Send resume, tape, photo, salary requirements to: Box K-83, BROADCASTING.

Announcers—(cont'd)

Gotham City, Podunk or you name it!! Don't care where you've been or the size of your present market. If you're a screaming wild, wild child who runs a tight board this top-o-the heap 50 kilowatt west coast mover wants you! All tapes will be carefully considered (and returned if you wish). This is a very rare opening and it'll take a rare man to fill it but if you think you're the man write: Box K-91, BROADCASTING.

Announcer for MOR station, northern lower Michigan. Well established network group; fringe benefits. Send resume audition tape and salary requirements to Box K-93, BROADCASTING.

Announcer with 1st phone who can handle contemporary music. Well established AM-FM network affiliate in western Minnesota, owned by TV group. Opportunity to become chief engineer. Box K-97, BROADCASTING.

Announcer-experienced-good voice-over 21. Please send resume, tape, and snapshot. State salary requirements and if any additional background in engineering, local news, sports, special events or sales. Immediate opening West Virginia station. Box K-99, BROADCASTING.

Announcer-production supervisor starting \$450 and up monthly in Great Plains college community. Heavy talk, MOR, financially stable. Write Box K-104, BROADCASTING.

Mature voice New England market immediate opening for staff announcer. No adlibbing—strict "Beautiful Music" format. Must have tight board. Salary \$130.00. Send tape and resume to Box K-108, BROADCASTING.

Announcer who can also do play-by-play. Impressive salary. Box K-109, BROADCASTING.

California AM needs night man with first phone. Real good job. Box K-118, BROADCASTING.

Immediate opening for morning man with first phone. Easy listening top forty. . . . Some production . . . no maintenance. . . . Must be experienced . . . good news & commercial . . . suburban AM in large eastern market . . . good starting salary with solid, growing organization . . . benefits . . . send tape and resume to Box K-120, BROADCASTING.

We need an announcer-engineer with first phone who has general knowledge of medium market radio including sales, programming and station management. Box K-141, BROADCASTING.

Aggressive #1 contemporary southwest station seeks two first phone jocks. We have an outstanding organization. . . . Great working conditions . . . future. College town. Want professionals, creative, sharp. Rush resume, tape, references to KBIM, Roswell, New Mexico.

Needed immediately—board operator; light announcing; first phone—engineering only to your desire and ability, KCTA, Box 898, Corpus Christi, Texas.

1st phone announcers only. New 100 kw FM soon to join 25 kw old 5 kw AM. Different program structure, announcers will work both sides. Must plan staff now. Here's the right place for man with 2-4 years experience to join good, solid, growing company. Flexibility must range thru news, C&W, pop-adult, top-40 and good commercial delivery. Small market men with limited future, here's your chance to start at top and still have lots of room to go. Send details to Jim Jae, General Manager, KHMO, Hannibal, Missouri.

Announcers—(cont'd)

One of country's top rated better music stations needs professional announcer with first phone. Pay well above AFTRA scale. Send tape & resume to Wally Nelskog, KIXI-AM-FM, 3rd & University, Seattle, Washington.

Experienced first phone, KLO, P.O. Box 1499, beautiful Ogden, Utah. Number one station—tape, resume.

Announcer: If you have third class endorsed ticket and need start this could be your opportunity. Send resume to KNIM, Maryville, Missouri.

Needed immediately . . . Mature announcer, strong news, good commercial, reliable at KNOP Radio, in growing radio and TV to do a duo-airman shot in morning time. Send tape, photo, and resume to Darrell Baade, KNOP Radio, Box 248, North Platte, Nebraska or call 532-1120.

Want announcer with 1st phone. No maintenance. 10,000 watt NBC affiliate in college town of 25,000. Good salary, good future. Call or write KOAM Radio, Pittsburg, Kansas.

Wanted—7-12 midnight "animals" to work for one of the nation's leading top forty radio stations. Salary open. If you're the right man we can afford you. Rush tape, picture and resume Khan Hammon. Program Director KTSA, P. O. Box 18204, San Antonio. No collect calls.

Immediate opening for announcer. Station WAMD, Aberdeen, Maryland.

1st phone announcer for network Album station. Mature voice—5 yrs. minimum experience. WAYE, Baltimore, Md.

Opportunity knocks for eager broadcasters. Highly respected station in city of 13,000 adding to present staff. Want to go places? Come along with us. WBYS, Canton, Illinois.

Needed now: Announcer with first class ticket. No engineering required. Must pull air shift late afternoon and night. Will accept a person with little experience if desire is present. Salary open. Call A. K. Harmon, WBSC, Bennettsville, S. C.

First phone announcer for 5000 watt clear channel ABC affiliate. Excellent salary, fringe benefits plus profit sharing. New facilities, no maintenance. Call Bern Otto, Area code 715-258-5528 or send resume tape to WDUX, Waupaca, Wis.

Eastern shore of Virginia station needs announcer with 3rd ticket. Middle of the road music. Excellent environment. Good opportunity for starting in radio. Experience not necessary. Send photo and resume to Brooks Russell, WESR, Tasley, Va.

Where are all the good radio announcers—We need mature, experienced announcer for adult format. Excellent opportunity in fast growing market with well established, successful station. Send tape, photo and resume to John Garrison, WFIX, Huntsville, Alabama 35804.

Wanted at once—Combo news director, announcer, day shift; also staff announcer. WIGS Gouverneur, N. Y. Phone 315-287-1230.

Knoxville, Tennessee, WIVK-AM-FM needs two good announcer-salesmen, who like modern country music, to complete staff. (WIVK-AM will increase power to 50,000 watts by January 1st.) If you want to move up to a winner send complete resume of sales experience and tape of air-work to James Dick, Box 10207.

Announcer wanted by smart, established Illinois regional fulltimer. Will pay attractive salary, plus bonus and other liberal extras, for versatile, creative deejay. Best working conditions, sparkling, upbeat programming, advancement opportunities, generous increases, pleasant, prosperous community near Chicago. Station part of upbeat group. Write WKAN, Kankakee, Illinois, details of experience, references.

Help Wanted—Announcer, third. Immediate opening. WLDS-AM-FM, Jacksonville, Illinois.

Announcer opening. Nite man with third class ticket. Good music plus special rock program at nite. Send complete resume, picture, tape, salary expected in first letter. No phone calls. WMVA-AM-FM, Martinsville, Va.

Announcers—(cont'd)

Attention south Florida announcers—currently hiring announcers for new 10,000 watt, Miami good music station. Excellent salary, free life and hospitalization insurance, profit sharing plan. Send tape and resume immediately to WRIZ, 1699 Coral Way, Miami, Florida 33145.

Top 40 swingin station needs two swingin jocks. Rush tape and resume to WWOW, Conneaut, Ohio.

Grow with us! New small market midwest station needs announcers with 3rd, endorsed; strong on news coverage, earn extra through sales, varied format. Good opportunity for young man with ambition. Send tapes, resume to Radio, Box 1, Bowling Green, Missouri.

Montana—NBC station needs first phone announcer. Excellent opportunity to advance. Call collect 406-265-7841.

Midwest openings for announcers, newsman and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Looking for first break in news? Edit your morning news-sheet and write afternoon radio news. Light experience ok but must be a good writer. Northeast station. Phone 617-674-3535.

Announcer with first phone for night show. \$125. Massachusetts medium market. 413-448-8294.

Immediate opportunity. 1st phone announcer. 42 hour week. Night shift. Teenage rock show. Will train beginner. Call 217-446-1313, before noon.

Technical

Chief engineer with announcing experience. Box K-53, BROADCASTING.

Chief engineer for southwestern station. Box K-55, BROADCASTING.

Chief engineer for major directional in major market in midwest. Man we want must know and like top forty operation and understand its problems. Must have production-studio experience and know-how. \$12,000. More for right man. Box K-79, BROADCASTING. Send full resume.

Engineer experienced AM-FM-TV first-class license. Must have maintenance experience in above. Overseas position minimum two year contract. Salary \$12,000 year. Box K-115, BROADCASTING.

Wanted immediately; Chief engineer-announcer for non-directional 1000 watt station Artesia, New Mexico who can install new AM studio plus FM stereo. Friendly college town in green valley. Good steady income. Write Dave Button, 6909 Potawatami Drive, Tucson, Arizona any time before October 15 after this date write to KSVP, Artesia, N. M.

Chief engineer for WAMS, Wilmington, Delaware, 1st phone & background in studio and transmitter maintenance necessary. Present chief being promoted within company. Contact: Mr. Mungo, 414 French St., 302-654-8881, ext. 208.

Full charge chief engineer immediately for WAZY-AM-FM, Lafayette, Indiana. Modern equipment throughout in new studio-transmitter building. No announcing required. Shift permits Purdue University classes. \$6,760 per year. Permanent.

Engineer first ticket for transmitter duty. Experience not essential. Give background. WCED-WCED FM, DuBois, Pennsylvania.

Engineer first phone as assistant chief 5 kw AM, 1 kw FM. Send resume: Radio Station WCHV, Rosehill Drive, Charlottesville, Virginia Att: Art Brown, Ph. 703-295-5121.

Chief engineer, suburban Chicago, Evanston, Ill. AM, 6-tower dir., 5-kw. FM, 180-kw. erp, 2 multiplex sub-channels. Salary to reflect experience and ability. Send resume to WEAU, 2425 Main Street, Evanston, Illinois 60202.

First class engineer for maintenance, no announcing. Work under chief. Growth company. Good opportunity. Contact Arnold Lerner, WLLH, Lowell, Mass. 617-458-8486.

Technical—(Cont'd)

Immediate opening for a sober, reliable man with 1st class phone license for 5 kw, 5-tower semi-remote control AM station. New transmitter with a stand-by. One of a multi-station corporation, with many advancement opportunities. Reply to John Walsh, Engineering Supervisor, WMAK Radio, Route 3, Nashville, Tenn. 37218.

Need qualified first phone engineer for maintenance, some announcing. Contact WSYB, Rutland, Vermont.

NEWS

\$500 and up monthly for qualified news director in midwest college community of 25,000. Financially sound, stable MOR operation. Write Box K-105, BROADCASTING.

News director for local news operation. \$540.00 per month to start. KBRZ, Freeport, Texas.

KILT Needs top newsman for forty hour week. Must be fast, accurate, colorful and authoritative. Send short tape and complete resume to Brad Messer, News Director, 500 Lovett Blvd., Houston, No phone calls, please.

Need mature, responsible radio newsman. Must be experienced and articulate on the-spot reporter. Send brief resume and short tape to Program Department, KTSM Radio, El Paso, Texas.

Newsman who can read crisp, brisk newscast with confidence and authority. Will pay for experience—but writing ability and eagerness to work for go-getting medium-market news operation will count heavily in absence of formal news training. Send short news tape, samples of writing, and complete resume. Durham Caldwell, News Director, WHYN, Springfield, Mass.

Newsman with writing ability & mature voice wanted at once. Contact Program or News Director, WNEB, Wooster, Mass.

Production—Programing, Others

Midwest medium market station wants to add a combination production manager & traffic director. Submit resume, photo, references, salary. Small market applicant seeking advancement preferred. Box K-124, BROADCASTING.

Program director who is willing to work. Could be announcer or newsman, who wants to work into programing. Must have some production ability. Must be willing to resume responsibility and carry through. Good starting salary. We want a working program director. Box K-137, BROADCASTING.

Real swinging top 40 dj to do three hour afternoon shift and take over as program director 5000 watt fulltimer, number 2 in market. Prefer young man seeking to establish himself but want proof of past success. Ideas, gimmicks, production important. Sizeable bonus for results. Box K-154, BROADCASTING.

What do you have to offer? Aggressive station adding to its staff. Here's your chance to join with real go-getters. WBYS, Canton, Illinois.

Program director. . . . Jack-of-all-trades . . . must know copy, production and be willing to work hard for an honest future. No prima donnas. Good salary, benefits, excellent working conditions. A chance to grow if you have the ability. Require picture, brief resume and samples of work. P. O. Box 244, Charleston, S. C.

Unusual opening for creative production-announcer. If you have writing, news or first class ticket—all the better—although not requisite. 5 kw with FM. Call Dave Moss, or Herb Hobler, Princeton, N. J. 609-924-3800.

RADIO

Situations Wanted—Management

Looking for something different? Experienced radio man. 37, vet, family wants to move up into management or programing. Box K-127, BROADCASTING.

Situations Wanted Management—(Cont'd)

Building-growing? I'll shoulder your AM or FM investment and guide your first place drive with knowledge, tempered by experience, initiative and professional pride and confidence. Record of recognized successes in administrative, programing and journalistic divisions. Interested in responsible, solvent organization seeking major impact. 31, degree, family, excellent civic & professional references. Contract. Box K-85, BROADCASTING.

9 years experience as General manager—presently employed—top profit production as manager in one of top ten markets—excellent sales background. Best references—desires change to South-southwest. Box K-102, BROADCASTING.

Announcer-salesman-engineer desires challenge at station that needs manager. Box K-145, BROADCASTING.

Well known manager available within 30 days due to sale of station. Complete knowledge of overall management, both VHF and UHF. Strong on administration, sales and programing. Budget minded. Twenty years experience top agencies, regional and national, reps and networks both radio and television. Box K-155, BROADCASTING.

General manager—12 years metro market radio—#1 on Pulse and Hooper—emphasis sales, also program and administrative—impeccable industry references—bonable—midwest or mountain states preferred. Resume on request. Harold H. Hale, 3954 N. Athenian, Wichita, Kansas 67204, phone (316) TE 8-0286.

Situations Wanted—Announcers

Midwest—Good DJ, production, PD looking for right move. Experienced—1st phone. Phone 808-256-0384 or Box K-56, BROADCASTING.

Dis jockey—Rocker—Pleasant personality.—Showmanship. Radio salesmanship. Box K-76, BROADCASTING.

20 years experience, announcer, news, copy, production, programing, sales, management. Box K-80, BROADCASTING.

Sports announcer—experienced, strong on play-by-play. New York, New Jersey, Conn. area. Box K-95, BROADCASTING.

First phone morning deejay. Experienced. Run smooth, relaxed, middle of the road show tight production. Box K-110, BROADCASTING.

Talk personality, volatile, controversial, well versed, mature, entertaining. Box K-111, BROADCASTING.

Experienced first phone announcer desires position with MOR station in top 100 markets. Prefer west, Box K-114, BROADCASTING.

DJ/newsman, 1st phone, 27, single, vet. Some experience prefer Michigan or surrounding states. TV or radio. (313) VE 6-3173 (no collect calls). Phone or write Box K-116, BROADCASTING.

Negro R&B dj-announcer with third license, authoritative newscaster, experienced, tight board. Married, willing to relocate, small station. Box K-121, BROADCASTING.

First phone newscaster. Deep voice, college. Four years experience . . . announcing, news, production. East, upper midwest. Assist maintenance. Indicate format. \$165 or AFTRA. Box K-125, BROADCASTING.

Eight months' experience, draft deferred, college, third phone. Box K-128, BROADCASTING.

Swinging DJ. Gospel dj. Family man, want to settle. 3rd class ticket. Box K-129, BROADCASTING.

DJ-announcer with 3rd endorsed, military completed, dramatic background, 6 months experience. Return me to northern Ohio. Box K-158, BROADCASTING.

DJ. Negro. Some experience. Married. Will relocate. No floater. Box K-147, BROADCASTING.

Announcers—(cont'd)

DJ/newsman. Experienced. Mature dependable. Will relocate—but prefer east coast market. Service obligation completed. 3rd class endorsed. Phone 212-654-1000 or write Box K-148, BROADCASTING.

First phone announcer! Beautiful music. (No middle road) Radio 18. Nights. 201-227-1103.

Long experienced sportscaster. Strong on sales, news. Third ticket. Relocate anywhere, solid station. Andy Denonn, 135 Willow Street, Brooklyn, New York 624-0088.

Technical

Consulting engineer seeks permanent position as working chief. Box K-98, BROADCASTING.

First phone, college. Four years top announcer, newscaster, production. Assist chief. East, upper midwest major. Box K-126, BROADCASTING.

Engineer, Chicago major network, desire chief engineer's position. 28, married. Experienced all phases radio, TV. Supervisory experience. Box K-146, BROADCASTING.

NEWS

News/sports broadcaster with 14 years radio/TV seeks return to industry. Experience in gathering, writing, editing, airing. Play-by-play includes professional football. Currently educational publicist. Box K-81, BROADCASTING.

Woman, staff writer Washington Post six years. 3rd endorsed. News/woman's/good music dj. Prefer mid-Atlantic. Box K-87, BROADCASTING.

Attorney; 20 years extensive political and trial background. Some radio experience. Will supply weekly tape on news analysis with emphasis on politics. Authoritative and mature. Compensation secondary. Audition tape furnished on request. Box K-89, BROADCASTING.

Top copy, reporting, delivery. Experienced radio-TV newsman available now, northeast-N. Y. area. Box K-139, BROADCASTING.

Newsman. College graduate. Experienced gathering, writing, airing, editing. Box K-149, BROADCASTING.

Production—Programing, Others

Need someone to program your C&W station? Country pro seeks top opportunity. Box K-30, BROADCASTING.

Returning from Europe. Copywriter seeking first U. S. position. Proven creativity, selling copy. Hard worker to grow with growing station. Samples by return mail. Box K-86, BROADCASTING.

Personality in sound that sells! Mid-day specialist—Programing too! Box K-112, BROADCASTING.

First phone, programing know-how, versatility searching for modern music or aggressive MOR program director on air spot. Young, married, college, military complete. U. S. or Canada. Currently northeast. Immediate. Box K-133, BROADCASTING.

Sparkling pro—7 years PD'ing, 4 years pd this medium MOR #1. Much experience and responsibility—1st, BA, great production. Want to do same for another stable operation in larger market. Currently \$10,000. Box K-134, BROADCASTING.

Copywriter/announcer. Agency-station experience. Professional copy. Experienced copy, commercials, news, finer music. Box K-138, 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.

Technical

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

Engineer with 1st class license for permanent position at TV transmitter using RCA TT50AH. Previous transmitter experience desirable but not essential. Contact: E. M. Tink, KWWL-TV, Waterloo, Iowa. Send resume to Box J-268, BROADCASTING.

Who says you can't make money in south Florida? We need a good studio man with a first phone, and first class experience which includes VTR, some color and remotes. Send references, resume & salary requirements to Box J-295, BROADCASTING.

A new Ohio UHF has opening for chief engineer. Reply to Box K-84, BROADCASTING.

Immediate openings in northeast for first class licensed engineers. Box K-103, BROADCASTING.

Experienced engineer, 3 to 5 years, for supervisory position in Florida. Send resume and recent photo to Box K-106, BROADCASTING.

Chief engineering, E.T.V. Rapidly expanding University Educational TV department with closed circuit and production facilities is seeking licensed engineer to take charge of technical operations. Starting salary commensurate with experience and background. Box K-136, BROADCASTING.

Experienced Video tape engineer, preferably with color background. Good opportunity with substantial company in Los Angeles. Salary dependent upon qualifications. Box K-143, BROADCASTING.

Kinescope recording engineer. Good opportunity with substantial company in Los Angeles. Salary dependent upon qualifications. Box K-144, BROADCASTING.

Chief engineer—Excellent opportunity for an experienced chief engineer to take complete charge of engineering department of television station doing substantial local live color programing. We will offer an excellent starting salary and fringe benefits program to person selected. Send detailed confidential resume to Box K-157, BROADCASTING. An equal opportunity employer (M/F).

Immediate opening—TV broadcast engineer—will work all phases. 1st phone necessary—experience not mandatory. Excellent area to live. A growing color station. Contact Vaun J. McArthur KMVT, Twin Falls, Idaho., with full resume.

Immediate opening for experienced transmitter engineer. RCA TT25BL transmitter full power on Channel 5. Rocky Mountain region. Call collect Ken Renfrow, KOAA-TV, Pueblo, Colo. 303-544-5782.

KREX-TV has immediate openings at three western Colorado locations. 1st class required. Television studio and transmitter experience desirable but not necessary. Send complete resume to James H. Meyer, P.O. Box 789, Grand Junction, Colorado.

Immediate opening television transmitter engineer switcher call KREZ-TV, Durango, Colorado.

University chief with first and experience. Maintain VTR, Kine, CCTV, FM. \$8,380. Dr. Kenneth Harwood. KUSC, Los Angeles 90007.

One permanent opening for television studio technician with first class license to work with newest RCA color equipment. Previous experience desirable, but not essential. Contact: E. M. Tink, KWWL-TV, Waterloo, Iowa.

Rapidly expanding non-commercial station needs additional experience first phone radio-TV engineer. Call or write William Leutz, WBCU-TV, Bowling Green State University, Bowling Green, Ohio. An equal opportunity employer, will give consideration for employment without regard to race, color, creed or national origin.

Technical—(Cont'd)

Chicago UHF needs qualified engineers for position as studio, transmitter and maintenance engineer. Experience on RCA equipment and Ampex VTR desirable. Prefer engineers with first phone licenses. Contact: Herbert H. Eckstein, Chief Engineer, WCUI-TV, Chicago, Illinois. Telephone 312-663-0260.

Transmitter technician for high power mid-west UHF group station. Full color, clean, high quality operation. Contact Jerry Merritt, WICS-TV, 2680 East Cook St., Springfield, Ill. 217-528-0465.

Studio engineer, experienced, first phone. VTR, operations, maintenance. Color equipped ETV operation; Position open. January 1967. Apply Chief Engineer, WMVS/WMVT, 1015 North 5th St., Milwaukee, Wisconsin.

Qualified engineer to supervise and maintain television instructional facilities, including RCA and Dage Videcon, and Ampex VTR (600B). Work in academic environment with television instructors. Student technical assistance available. Year round appointment. Month's vacation. Salary \$7,500 plus. Write: Dr. Gillis, Boston University, School of Public Communication, 640 Commonwealth Ave., Boston, Mass.

NEWS

Need experienced newsman to direct radio-TV news department of growing midwest station. Send resume, photo and radio tape or 16 mm film audition. State salary requirements. Box J-238, BROADCASTING.

A News Director is the key man in a television station's local image. An opportunity for the right news director will soon open at the prestige station in a three-station market. Write to Box K-18, BROADCASTING.

Midwestern news oriented station has opened for on-camera newsman. You must be recognized as a competent, professional on-camera newsman as the market is highly competitive. Station is part of an aggressive, expanding group. Top salary is available. Send resume to Box K-31, BROADCASTING.

Midwest TV station seeks newsman for expanding department. Will consider anyone except "phony fireballs". Send complete resume to News Director, Box K-90, BROADCASTING.

Immediate openings for photographers and news writer-reporters. Aggressive college graduates under age twenty-eight required to help prepare top rated hour long color news shows. Excellent starting pay and opportunity for advancement. Send confidential resume to Employment Manager, WLW-TV, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

Production—Programing, Others

Weather man and commercial staff announcer—Major market location. Wide range of company benefits. Send resume, in confidence to Box K-68, BROADCASTING. Please include a snapshot and video tape if available.

Cinematographer - photographer for N. Y. State ETV station. Box K-94, BROADCASTING.

Producer-director two-three yr. experience. To join non commercial, community supported Florida station expanding in local live, remote, and in-school programing. Send resume, salary requirements. Audition VTR if possible. Box K-119, BROADCASTING.

There must be a young, aggressive, creative self starter somewhere in U. S. broadcasting who would like to grow financially and in stature with a major group broadcaster in a dynamic growth market in the west. Must have experience in broadcast promotion with emphasis on publicity, trade relations and on-air. If you think you are the man, send pertinent background data, salary requirements and photograph in confidence to Box K-122, BROADCASTING.

Production—Prog. Others—(Cont'd)

Major eastern market Television station has opening for well-organized individual who is community minded and has an awareness in the arts and civic problems. A creative film and production background essential. Some writing ability helpful, must be concerned with detail to handle heavy schedule of public affairs programing. Send all—resume, particulars including photo, salary requirements in 1st letter. Box K-151, BROADCASTING.

Film editor-studio cameraman wanted for WOKR-TV, Rochester, N. Y. Experience desirable. Contact Don Firedman, 17 Quinton Ave. S., 716-546-4262.

Need young, hard-working, experienced director/producer. Call or write: Production manager, WTCN-TV, Minneapolis, Minn.

Immediate opening for director at VHF network affiliate in Richmond/Petersburg, Virginia market. Experience preferred but not necessary. Call collect Bill Bowman, Production manager, 703-733-7876.

TELEVISION

Situations Wanted

Management

Young experienced radio general manager with some television experience seeks employment in television promotion, production or public relations. Excellent background and references. \$12,000 minimum. Box K-44, BROADCASTING.

TV production-operations manager desires more challenging future. Experience all phases production-operations, plus 16 & 35 mm production and TV sports remotes, over 11 years experience, degree in TV. Box K-82, BROADCASTING.

Announcers

Although young, have television experience as creative director, producer, personality performer and writer. Box K-29, BROADCASTING.

Technical

Consulting engineer seeks permanent position as working chief. Box J-159, BROADCASTING.

Chief engineer presently employed—18 years experience, construction and operation. Experience includes transmitter color proof, studio color film/video tape. Desires permanent relocation with stable organization in south or southwest. For interview write Box K-10, BROADCASTING.

Studio and transmitter experience—operation and maintenance; VTR; microwave, remotes, etc; first phone, some college, family. Box K-88, BROADCASTING.

NEWS

Experienced broadcaster-reporter. Solid all around background. Employed. Box K-43, BROADCASTING.

Radio-TV news director, medium-large market, seeks position. Prefer southwest, but not fussy. Award-winning, RTNDA, NPPA, third phone, eight years experience. Box K-135, BROADCASTING.

Production—Programing, Others

If you're looking for someone with education, ETV producing-directing experience, and a solid commitment to quality programing, I'd like the opportunity to contribute to your operation. Available immediately. Box K-113, BROADCASTING.

Public affairs package: Researcher-writer-producer, radio /TV/film. Communications Ph.D. Seeks position as producer of documentaries and editorials, or as assistant to executive in areas of community relations, promotion and speech writing. Box K-150, BROADCASTING.

WANTED TO BUY

Equipment

Need 30 ft. telescoping antenna mast, pneumatic or hydraulic. Andrew type 3302 or similar. Hammett & Edison, P.O. Box 68, International Airport, San Francisco, California 94128.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliar, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYS-TV, Channel 8, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

For sale: RCA type 5C, 5 kilowatt transmitter. Water cooled. \$1,000 FOB Farmington, Connecticut. For details, contact Greg Fortune, Radio Park, WRCH, Farmington, Conn.

For sale—RCA type 5DX broadcast transmitter replaced by 50 kw, has had excellent maint. F.O.B. Milwaukee, Wis. Call or write J. G. Doyle, 4331 N. Wildwood Ave., Milwaukee, Wis. 53211. Phone 414-964-0468. Best offer.

Check our listings for your equipment requirements. . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tenn.

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.

Tower maintenance materials. Wiring, hardware, guy cable, lighting parts, etc. Swager Tower Corp., Fremont, Indiana.

Gates limiter, excellent condition, \$175.00; Fairchild stereo conax, like new, \$450.00. KCFM Radio, St. Louis, Missouri.

Four-bay Jampro antenna used less than year like new. Adjustable to any frequency. Now 1.06 megacycles. T.C.A. Tower Company, 4325 Bankhead Highway, Route 1, Mableton, Georgia.

RCA 100 watt FM transmitter—export model. Never used. \$750.00 with tubes. Box K-117, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service 1735 E. 26th Street, Brooklyn, N. Y. 11229.

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.

Available: Trademark "TELEBRIEFS". Box J-46, BROADCASTING.

"Sponsorettes," 50 successful sales ideas per week for hard to sell accounts—\$1.00 weekly—50¢ for sample week or write for free information—Nationwide Stations, Inc. P. O. Box 2121, Toledo, Ohio.

Best offer takes complete 10-year collection BROADCASTING Magazines. Box 764, Palmdale, Calif.

30 minute tape—"quickie" pop-in voices—sexy gal talks to dj—hundreds different voices—effects. \$10 tape shipped return mail. Davis Enterprises, P.O. Box 981, Lexington, Kentucky.

New money making radio taped programs! Professionally prepared on comedy, religion, educational, sports, domestic, popular music, etc.! Free information and tapes. Box K-92, BROADCASTING.

600 feet color film—production aids. 180 scenes for commercial leadins, for any product or situation. \$250. 100 feet sample \$50 deposit. Davis Enterprises, P.O. Box 981, Lexington, Ky.

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, programming, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 19, January 4, & March 8. 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.

"Warning" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Oct. 10—Nov. 14—Jan. 2—Feb. 6. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

Help! Our placement dept. has more jobs than we can fill for 1st class FCC license technicians & combo-men. First phone training with proven results. Licensed by New York State—Approved G.I. bill. Earn while you learn. Also audition tapes for announcers at special rates. Contact: A.T.S., 25 W 45 St., N.Y.C. OX 5-9245.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Jan. 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

We're buying stations building a chain, beefing up our flagships! Looking for good format jocks, Newsman, Audio Engineers.

Bill Adams
WNOR RADIO
Norfolk, Virginia

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. BSCE 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.

Radio or TV Sales-Manager or Salesmen . . .

Do you want to travel and see the United States? Are you tired of making \$800 to \$1,000 a month in a never ending fight? How would you like to earn \$25,000 to \$40,000 a year or more representing people like Julie London, Pattie Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 60 other great stars? For the first time in history, you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 5 states.

Call area code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood, & Vine Streets, Hollywood, Calif.

SALES MANAGER

Excellent opportunity for aggressive, experienced sales manager. Live and work in one of America's finest communities and fastest growing market in southern California. Top forty #1 operation. Send complete resume and qualifications to

Box K-142, Broadcasting.

Announcers

Midwest

Negro programmed station has unusual opportunity for top-flight dj. Must be swinger, with fresh/different programming ideas and complete knowledge of R&B format. If you are this and also desire part of operational management, send complete story, with tape and picture to:

Box K-14, Broadcasting.

Production—Programing, Others

WANTED

by Radio and TV Executive
a Girl Friday, between 20 and 30 years of age. Must have top short-hand and typing, pleasant personality, enjoy travel, be able to handle executive details.

This is a stimulating job involving travel throughout the U. S. and Canada. Salary \$600.00 per month. Send resume of experience and a recent photograph with application to

Box K-78, Broadcasting.

TELEVISION—Help Wanted

BUSINESS MANAGER

Expanding group broadcaster seeks man qualified to assume responsibility for Accounting Department at one of its television stations. Knowledge of broadcast accounting essential. Hospitalization, insurance and profit sharing plans. Salary open. However a resume of your qualifications, small photo, and minimum salary requirements should accompany your first letter.

Box K-132, Broadcasting.

Sales

Radio or TV Sales-Manager or Salesmen . . .

Do you want to travel and see the United States? Are you tired of making \$800 to \$1,000 a month in a never ending fight? How would you like to earn \$25,000 to \$40,000 a year or more representing people like Julie London, Pattie Page, Kay Starr, Peggy Lee, Connie Francis, Frankie Laine, Louis Armstrong, Vaughn Monroe plus 60 other great stars? For the first time in history, you can represent these people all under one group for radio or TV commercials for local and regional sponsors, booking engagements plus you can be at home every weekend with your family. We are an old and well-established firm who have been working with the top agencies for many years. We produce commercials and book stars in the United States plus 21 other Countries. Men who are interested must have at least 3 years of broadcasting experience and be willing to travel from 3 to 5 states.

Call Area Code 502-583-0121 for Mr. Grady Sanders or write Star Ads., Taft Building, Hollywood & Vine Streets, Hollywood, Calif.

Help Wanted—Technical

TV OPERATIONS ENGINEER

For educational television facility including VHF transmitter, video tape and color. Equipment maintenance background and 1st class FCC license preferred. Salary range \$610-\$742 monthly. Send resume by Oct. 14, 1966, to Clark County School District, Classified Personnel Dept., 2832 E. Flamingo Rd., Las Vegas, Nevada 89109.

Technical—(Cont'd)

\$10,000 — \$18,000
 Immediate openings for all broadcast engineering personnel in TV, Radio, & Allied fields. Send resume today.
 Nationwide Broadcast Personnel Consultants
 645 N. Michigan Ave.
 Chicago, Illinois
no placement fee

Production—Programing, Others

PROMOTION-PUBLICITY
 We have an opening in Columbus, Ohio for a college graduate, under age twenty-six, with top writing skills and long range management potential. Position covers publicity, advertising, public relations and on-air promotion. Degree in journalism or broadcasting preferred. Good starting salary commensurate with education and experience. Send confidential resume covering education, professional experience, age and current income to Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer (M/F).

TV PRODUCER FOR GROUP BROADCASTER
 The man we want must be versatile—able to write, direct, edit and produce TV film documentaries. Not that he won't have help, but he should have the knowledge and experience to do any part of the creative job. If you're such a man, send us a resume with a complete list of credits and references.
 Box K-130, Broadcasting.

WANTED
 (Very Live)

SCENIC DESIGNER
 NOV. 1, 1966

IDENTIFYING MARKS
 Imaginative • Practical
 Experience • Shop Drawings
 Renderings

ACTIVITIES
 All Live Color Productions
 Large Syndication Division

\$ REWARD \$
EXCELLENT SALARY

LOCATION
 Nation's Number One Independent
 Box K-100, Broadcasting

Television Situations Wanted Management

WHERE WILL YOU GET YOUR NEXT GOOD EMPLOYEE?

Nationwide Broadcast Personnel Consultants
 645 North Michigan Avenue
 Chicago, Ill.
 Area code 312 337-7075
 Ron Curtis—President

P. S. TRY US!

EMPLOYMENT SERVICE

c b i
PLACEMENTS
 A courteous confidential service for Broadcasters
 1615 California St., (303) 292-3730
 Denver, Colorado 80202

BUSINESS OPPORTUNITY

NEW FM-STEREO MUSIC NETWORK
 Live, air-relay, full-time concert programming. Not yet sold in volume, it's the expanding field for healthy profits. Investing relatively little, risking less, our plans tap this huge potential.
 Because money is tight, New York facilities we need are undervalued today; will not be soon.
 NOW'S THE TIME . . . when many FMs are desperate for programming . . . when older radio nets are just low-fidelity newswires . . . when nearly 5 of 10 metro-market homes have FM . . . when top local production for these affluents is too costly.
 With such backers now, we're experienced radio minds, not promoter types. We seek major investors principals only.
 Box K-107, Broadcasting.

WANTED TO BUY—Equipment

WANTED
 Four RCA TK-31 Cameras
 Otis Freeman
 WPIX
 New York City
 212 Murray Hill 2-6500

WANTED TO BUY—Stations

WANTED
AM RADIO STATION
UNDER \$125,000.00
 Box K-140, Broadcasting.

FOR SALE—Stations

FOR SALE
 500 watt radio station. Only active station in Plumas County. For further information write, wire or call
 Radio Station KQCY, 2090 East Main St., Quincy, Calif. Phone 646.

FOR SALE—Stations—(Cont'd)

METROPOLITAN
LOS ANGELES
FM
 Box K-131, Broadcasting.

FOR SALE - CONTROL - UHF-TV
 Smaller market, Midwest with valuable allied properties, now expanding into new markets. Unusual potential for an operator. About breaking even. Priced like a radio station.
 Box K-101, Broadcasting.

FM-STEREO STATION
 For Sale, or will consider working partner-investor. Class B License. Central California Coast 150,000 market. Grossing \$32,000 plus. Terms.
 Box K-123, Broadcasting.

SUNNY WESTERN STATE
 Daytimer—Excellent dial position
 References—No Brokers
 Box K-156, Broadcasting.

Ta Rue Media Brokers Inc.
 116 CENTRAL PARK, SOUTH
 NEW YORK, N. Y.
 265-3430

STATION MANAGERS:
 If you invest \$15M in a radio station @ 29% down, this would buy you a \$50,000 property. Not much of a station. Whereas the same \$15M investment can return \$52M a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail:
 Mr. V. R. Good, Vice President, Columbia School of Broadcasting, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

N.E.	single	daytime	\$150M	terms
Gulf	medium	profitable	250M	terms
N.Y.	metro	daytime	Nego	
M.W.	metro	AM-FM	1.3MM	nego
Fla.	major	fulltime	\$420M	SOLD

CHAPMAN ASSOCIATES
 2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 86)

new AM's in Westwego, La., and West Jefferson Broadcasting Inc. for new AM in Gretna, La.; scheduled prehearing conference for Oct. 13 and hearing for Nov. 14. Action Sept. 28.

By Hearing Examiner Basil P. Cooper

■ In proceeding upon application of Hiram A. Goodman t/as Goodman Broadcasting Co., Madison, Ala., ordered hearing continued from Nov. 9 to Nov. 30. Action Sept. 30.

■ In proceeding on AM applications of Nebraska Rural Radio Association, Lexington, and Town & Farm Co., Grand Island, both Nebraska, granted motion by WMMJ for extension of time from Sept. 29 to Oct. 8 to file proposed findings and from Oct. 17 to Oct. 24 for replies. Action Sept. 29.

■ Scheduled further prehearing conference for Oct. 13 in proceeding on AM applications of Swanee Broadcasting Co., Cumming, and Hall County Broadcasting Co., Gainesville, both Georgia. Action Sept. 29.

By Hearing Examiner Thomas H. Donahue

■ By order in proceeding on application of Boardman Broadcasting Co., Boardman, and Daniel Enterprises Inc., Warren, both Ohio, extended for brief period time for filing proposed and reply findings. Action Sept. 30.

■ Granted request by South Bend Tribune, South Bend, Ind., insofar as it requests continuance of hearing from Sept. 28 to Oct. 19 in proceeding on AM application of Northern Indiana Broadcasters Inc., Mishawaka, Ind. Action Sept. 27.

By Hearing Examiner Charles J. Frederick

■ By order in proceeding on application of Bay Broadcasting Co. and Reporter Broadcasting Co., both San Francisco, for new TV's, announced procedural dates and date for commencement of hearing on Dec. 12. Action Sept. 30.

By Hearing Examiner Isadore A. Honig

■ In proceeding on application of Midwest Television Inc., Springfield, Ill., for new TV, denied applicant's oral motion for continuance of hearing presently scheduled for Oct. 28, and continued from Oct. 3 to Oct. 14 exchange date for amendments to applicant's exhibits. Action Oct. 3.

■ In proceeding on application of Midwest Television Inc., Springfield, Ill., for new TV, ordered prehearing conference to be convened on Oct. 3. Action Sept. 30.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of T. V. Broadcasters Inc. and Tri-City Broadcasting Co. for new TV's to operate on channel 65 in Vineland, N. J., ordered that responses to two pleadings by Tri-City be filed not later than Oct. 12. Action Sept. 27.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Franklin D. R. McClure et al., db/as The Edgefield-Saluda Radio Company, Johnston S. C., and WQIZ Inc., Saint George, S. C., for CP's, took following actions: Certified to commission's review board question of whether it would be appropriate to call upon licensee of WQIZ to file application

for renewal of license and to consolidate such application in this proceeding; reopened record and scheduled prehearing conference for 10:00 a.m., Oct. 14, in offices of commission, Washington. Action Sept. 29.

■ Reopened record in remand proceeding on AM applications of The Edgefield-Saluda Radio Co., Johnston, and WQIZ Inc., Saint George, S. C., and scheduled prehearing conference for Oct. 14. Action Sept. 29.

By Hearing Examiner Jay A. Kyle

■ On examiner's own motion, scheduled prehearing conference for Oct. 10 in proceeding on applications of Lamar Life Insurance Co. for renewal of license of WLBT(TV) Jackson, Miss. Action Sept. 29.

By Hearing Examiner Forest L. McClenning

■ In proceeding on application of Selma Television Inc., Selma, Ala., issued order establishing procedural dates, and continued hearing from Oct. 4 to Nov. 15. Action Sept. 29.

■ By order in proceeding on application of Island Broadcasting System Inc., Riverhead, N. Y., established certain procedural dates. Action Sept. 30.

■ In matter of cease and desist order directed to Back Mountain Telecable Inc. issued order authorizing intervention by WBRE-TV Inc. Action Sept. 30.

■ By order in proceeding upon application of Black Hawk Broadcasting Co., Waterloo, Iowa, extended from Sept. 30 to Oct. 3, date for exchange of exhibits to be offered in direct affirmative presentations of parties. Action Sept. 30.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled further prehearing conference for Oct. 5 in revocation proceeding of WEKY Richmond, Ky. Action Oct. 4.

■ Scheduled further hearing conference for Oct. 12 in proceeding on applications for new TV's by Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council, both Chicago. Action Oct. 3.

■ In proceeding on applications of Trend Radio Inc. and James Broadcasting Co., both Jamestown, N. Y., issued order reflecting actions taken in prehearing conference, viz., specifying procedural dates to govern course of proceeding. Action Sept. 30.

■ In proceeding on application of Connecticut Radio Foundation Inc. for assignment of CP of WTVU(TV) New Haven, Conn., to Connecticut Television Inc. granted petition by Connecticut Television Inc. for leave to amend application to substitute Impart Systems Inc., unrelated corporation as assignee in its stead; returned amended application to processing line, and terminated hearing. Action Sept. 28.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Broadcast Bureau for extension of time from Oct. 3 to Oct. 24 to file proposed findings and from Oct. 18 to Nov. 9 for replies in proceeding on AM applications of James J. B. Scanlon, Pine Bluff, and George T. Herrreich, Hot Springs, both Arkansas. Action Sept. 29.

■ Granted request by Arthur Powell Williams for continuance of prehearing conference from Oct. 5 to Oct. 14 in proceeding on application for renewal of license of KLAV Las Vegas. Action Sept. 28.

■ Closed record of hearing in proceeding

on AM applications of James J. B. Scanlon, Pine Bluff, and George T. Herrreich, Hot Springs, both Arkansas. Action Sept. 28.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Kentucky Central Television Inc. and WBLG-TV Inc., both Lexington, Ky., for new TV's rescheduled hearing dates to Nov. 9 and Nov. 15. Action Oct. 4.

■ In proceeding on applications of Kentucky Central Television Inc. and WBLG-TV Inc., both Lexington, Ky., for new TV's, ordered prehearing conference for 10:00 a.m., Oct. 4, in Washington. Action Sept. 30.

■ By order in proceeding on applications of The Tidewater Broadcasting Co., Smithfield, and Edwin R. Fisher, Newport News, both Virginia, extended for brief period time for filing proposed and reply findings. Action Sept. 30.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of October 4

WGUY Bangor, Me.—Granted mod. of license to change name to Bangor Broadcasting Corp.

WNEB-TV Binghamton, N. Y.—Granted license covering new amplifier to auxiliary trans.

*KTXT-TV Lubbock, Tex.—Granted mod. of CP to change ERP to 25.7 kw vis., 5.13 kw aur.

WLMD Laurel, Md.—Granted license covering specification of type trans. and studio at trans. site; conditions.

WKLP Keyser, W. Va.—Granted license covering specification of type trans.

KMPL Sikeston, Mo.—Granted license for AM station.

WTZE Tazewell, Va.—Granted license for AM station; specify type trans.

WOLD Marion, Va.—Granted license covering use of former main trans. at main trans. location for auxiliary purposes only.

WKBY Chatham, Va.—Granted license covering AM station, specify type trans.

KLIZ Brainerd, Minn.—Granted license covering changed hours of operation using power of 5 kw, install new trans. and DA system, change ant.-trans. and studio location, remote control permitted; condition.

WNCN(FM) New York—Granted license covering installation of auxiliary trans.; specify type trans.

WEER-FM Warrenton, Va.—Granted license covering FM station.

WVOM(FM) Huntington, W. Va.—Granted license covering FM station.

*WVBC(FM) Bethany, W. Va.—Granted license covering noncommercial educational FM station.

*WYCS(FM) Yorktown, Va.—Granted license covering noncommercial educational FM station.

Actions of October 3

WROC-FM Rochester, N. Y.—Granted CP to make changes in transmitting equipment.

WRDW Augusta, Ga.—Granted CP to install alternate main trans. at main trans. location.

WCTW New Castle, Ind.—Granted CP to make changes in nighttime D-A pattern.

KGW Portland, Ore.—Granted CP to install new auxiliary trans. at present main trans. site; remote control permitted.

WDFR-FM Manchester, Ga.—Granted SCA on subcarrier frequency of 87 kc.

KCMS-FM Manitou Springs, Colo.—Granted mod. of CP to change type trans. and type ant.

WCNA-FM Scottsboro, Ala.—Granted mod. of CP to change studio location and remote control point; change type trans. and type ant.

WAQB-FM Atlantic Beach, Fla.—Granted mod. of CP to change type trans. delete dual polarization; change type ant., and decrease ant. height to 285 ft.; conditions.

Actions of September 30

KABC-TV Los Angeles—Granted CP to increase ERP to 25.7 kw aur. change aur. trans.

KGNS-TV Laredo, Tex.—Granted mod. of CP to change ERP to 211 kw vis., 42.2 kw aur.; change trans. location, type trans., type ant., directionalized changes in ant. structure; increase ant. height to 1,020 ft.; condition.

WCCB-TV Charlotte, N. C.—Granted mod. of CP to reduce aur. ERP to 89.1 kw and make changes in ant. system.

WTHI Terre Haute, Ind.—Granted CP to make changes in directional antenna pattern.

WLOL Minneapolis—Granted CP to replace expired permit which authorized changes in daytime directional antenna pattern, DA-1 to DA-2.

WGHQ-AM-FM Kingston, N. Y.—Granted mod. of licenses to change name to W.C.C.

FOR SALE Stations Continued



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BROKERS-CONSULTANTS

RADIO-TELEVISION
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MARKETS can be bought immediately at
less than \$100,000 each on terms.

(A) \$29,000.00 DOWN (C) \$29,000.00 DOWN
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ATTENDING FALL N.A.B. CONFERENCES
DALLAS—OCTOBER 13-14
SAN FRANCISCO—OCTOBER 17-18
DENVER—OCTOBER 20-21

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G. BENNETT LARSON, INC.

Radio Inc.

KATE Albert Lea, Minn.—Granted mod. of license to change name of licensee to Communications Properties Inc.
WCGA Calhoun, Ga.—Granted mod. of license to change studio location and remote control point to Gordon Hills Shopping Center, Calhoun.

WGMR-FM Tyrone, Pa.—Granted license covering installation of auxiliary ant., changes in ant. system.

KOWN-FM Escondido, Calif.—Granted request for SCA on subcarrier frequency 67 kc.

Granted renewal of licenses for main stations and co-pending auxiliaries as follows:
KLOS Albuquerque, N. M.; **WJAB** Westbrook, Me.; **WABH** Deerfield, Va.; **WANN** Annapolis, Md.; **WANV** Waynesboro, Va.; **WASA** Havre de Grace, Md.; **WAVA-AM-FM** Arlington, Va.; **WBBI** Abingdon, Va.; **WELU** Salem, Va.; **WBTM** Danville, Va.; **WCBM** Baltimore; **WCLG** Morgantown, W. Va.; **WCST-AM-FM** Berkeley Springs, W. Va.; **WCTR** Chestertown, Md.; **WDON** Wheaton, Md.; **WELC** Welch, W. Va.; **WEVA** Emporia, Va.; **WFHG** Bristol, Va.; **WFLO** Farmville, Va.; **WGKV** Charleston, W. Va.; **WEAW** Weston, W. Va.; **WHBG** Harrisonburg, Va.; **WHLF-AM-FM** South Boston, Va.; **WHPL-AM-FM** Winchester, Va.; **WJEJ-AM-FM** Hagerstown, Md.; **WJLS** Beckley, W. Va.; **WLEE** Richmond, Va.; **WLLS** Lynchburg, Va.; **WLPM** Suffolk, Va.; **WLSD** Big Stone Gap, Va.; **WMMN** Fairmont, W. Va.; **WMSG** Oakland, Md.; **WNNT** Warsaw, Va.; **WNVA** Norton, Va.; **WSWV** Pennington Gap, Va.; **WTON** Staunton, Va.; **WTTR-AM-FM** Westminster, Md.; **WTVR** Richmond, Va.; **WVAE** Richmond, W. Va.; **WVWV** Grafton, W. Va.; **WVOD-AM-FM** Lynchburg, Va.; **WYVE** Wytheville, Va.; **WCAO-FM** Baltimore; **WCBC(FM)** Catonsville, Md.; **WCOD(FM)** Richmond, Va.; **WFMM-FM** Baltimore; **WJMD(FM)** Bethesda, Md.; **WKAZ-FM** Charleston, W. Va.; **WCWM(FM)** Williamsburg, Va.; **WGIB-FM** Washington; **WGTS-FM** Takoma Park, Md.; **WFOV(FM)** Hampton, Va.; **WTVR(TV)** Richmond, Va.; and **WCHS-TV** Charleston, W. Va., subject to following condition: This grant is without prejudice to whatever action commission may deem warranted as result of proceedings in Doc. No. 16050.

Granted extensions of completion dates for following stations as shown: **WCCB-TV** Charlotte, N. C., to Nov. 30; **KOSI** Aurora, Colo., to Nov. 30; **WLBB** New York, to Jan. 15, 1967; **KCOR** San Antonio, Tex., to Jan. 8, 1967; **KGFX** Pierre, S. D., to April 9, 1967; **WSJC** Magee, Miss., to Dec. 28; **WIVK** Knoxville, Tenn., to Jan. 1, 1967; **WCRT** Birmingham, Ala., to Dec. 1; **WITA** San Juan, P. R., to Nov. 15; **WRIZ** Coral Gables, Fla., to Dec. 31; **WNWC(FM)** Arlington Heights, Ill., to Dec. 1; **WMVB-FM** Millville, N.J., to Dec. 12; **WAWZ-FM** Zarephath, N.J., to March 13, 1967; **KRYT-FM** Colorado Springs, to March 14, 1967; **KTWN(FM)** Anoka, Minn., to April 3, 1967; **WMPL-FM** Hancock, Mich., to Dec. 1; **WCCO-FM** Minneapolis, to April 6, 1967; **WELO-FM** Tupelo, Miss., to April 1, 1967; **WROW-FM** Albany, N. Y., to Nov. 15; **WCHS-FM** Charleston, W. Va., to March 23, 1967; **WORX-FM** Madison, Ind., to Nov. 26; **WWLA(FM)** La Crosse, Wis., to Dec. 27; **WOYE-FM** Mayaguez, P. R., to April 30, 1967; **KORU(FM)** Tulsa, Okla., to Dec. 15; **KGMR-FM** Jacksonville, Ark., to May 2, 1967.

Actions of September 29

WNEW-TV New York—Granted license covering installation of alternate main driver to main trans. and ant.

Haddox Enterprises Inc., Columbia, Miss.—Granted mod. of CP for new FM to change type trans., type ant.; ERP 3 kw.

KABL-FM San Francisco—Granted mod. of SCA on subcarrier frequency of 67 kc.

Granted renewal of licenses for following main stations and co-pending auxiliaries: **KTKO** Oklahoma City; **WBFD** Bedford, Pa.; **WBUT-AM-FM** Butler, Pa.; **WGRP-AM-FM** Greenville, Pa.; **WORC** Worcester, Mass.; **WRAK-AM-FM** Williamsport, Pa.; **WSLT** Ocean City-Somers Point, N. J.

Actions of September 28

WHNB-TV New Britain, Conn.—Granted CP to change ERP to 790 kw vis., 79 kw aur.; change type trans., ant. height 930 ft., conditions.

KTTV(TV) Los Angeles—Granted CP to replace main transmission line.

WTVO(TV) Rockford, Ill.—Granted mod. of CP to change ERP to 759 kw vis., 79.4 kw aur.; change type trans. and ant.; make changes in ant. structure; ant. height 670 ft.; condition.

WCHU(TV) Champaign, Ill. — Granted mod of CP to change ERP to 647 kw vis.,

129 kw aur.; change type trans.; ant. height 1300 ft.; condition.

KYA, KOIT(FM) San Francisco—Granted mod. of licenses to change name of licensee to Ayco Broadcasting of California.

WVIC-AM-FM East Lansing, Mich.—Waived sec. 73.30(a) and 73.210(a) of rules and granted mod. of licenses to permit relocation of main studio 3 mi. from East Lansing at 2517 East Mt. Hope Ave.; remote control operation of FM deleted; East Lansing station identification to be continued.

WTIO(FM) Charleston, W. Va.—Granted mod. of CP to increase ERP to 50 kw and decrease ant. height to 470 ft.

WSSV-FM Petersburg, Va.—Granted request for SCA on subcarrier frequencies of 41 kc and 67 kc.

Granted extension of completion date for WHME(FM) South Bend, Ind., to Dec. 31.

Actions of September 27

KBIM Roswell, N. M.—Granted mod. of license to change studio location and operate main trans. by remote control; conditions.

Granted extensions of completion dates for following stations: **KBLA** Burbank, Calif., to March 12, 1967; **KASA** Phoenix, to Oct. 21; **WFYC** Alma, Mich., to March 9, 1967; **WMEK** Boston, to March 16, 1967; **KBOI** Boise, Idaho, to April 24, 1967; **KMFB** Mendocino, Calif., to April 4, 1967; **KBGO** Waco, Tex., to Nov. 1; **WBCA** Bay Minette, Ala., to Dec. 1; **WTTO** Toledo, Ohio, to Oct. 31; **WTRE** Greensburg, Ind., to March 12, 1967; **WFBC** Greenville, S. C., to Nov. 19; **Cape Canaveral Broadcasters Inc.**, Eau Gallie, Fla., to March 28, 1967.

KTTV(TV) Los Angeles—Granted CP to replace main transmission line.

Actions of September 26

KGGM Albuquerque, N. M.—Remote control permitted while using nondirectional ant.

WEET Richmond, Va.—Remote control permitted.

Actions of September 23

WYXI Athens, Tenn.—Remote control permitted.

Fines

FORFEITURE ORDER

■ By memorandum opinion and order, commission ordered **Harrisburg Broadcasting Corp.**, licensee of **WRLC(FM)** Palmyra, Pa. to forfeit \$100 for rule violations including failing to make equipment performance measurements and to file with commission contract for services of station's part-time first-class radiotelephone operator, and logging violations. This is amount specified in July 15 notice of apparent liability. Action Sept. 28.

NOTICES OF FORFEITURE

■ Commission notified following broadcast station licensees that they have incurred apparent forfeiture liabilities as noted:
M. C. Broadcasting Co., \$2,000, for spurious radiation emission from main trans. of **KDON** Salinas, Calif., and violations of operator, logging and station identification requirements.

Pacific Western Broadcasters Inc., \$500, for failure to have properly licensed operator on duty at **KYNG** Coos Bay, Ore. Action Oct. 5.

Rulemakings

AMENDED

■ By first report and order in Doc. 16762, commission amended table of FM channel assignments as follows: **Portland, Ind.**, assigned 285A; **Reedsburg, Wis.**, assigned 285A; **Brazil, Ind.**, added 249A; **Winner, S. D.**, substituted 229 for 228A; **Ardmore, Okla.**, added 239; **Hutchinson, Minn.**, assigned 296A; **St. Cloud, Minn.**, substituted 269A for 296A; **Gonzales, Tex.**, substituted 292A for 272A; **Cullman, Ala.**, added 221A; **DeLand, Fla.**, assigned 290; **Winter Park, Fla.**, deleted 290; **Live Oak, Fla.**, substituted 251 for 291; **Ocala, Fla.**, substituted 272A for 252A; **Rockford, Ill.**, added 285A and **Corinth, Miss.**, added 237A. Commissioner Cox dissented as to Ardmore. Action Oct. 5.

PROPOSED

■ By memorandum opinion and order and further notice of proposed rulemaking, commission (1) invited comments on proposal to add FM channel 296A to Ames, Iowa, and delete channels 252A and 257A from Boone, and, in lieu, assign channel 255 to that city, with added comments invited on feasibility of using channel 255 at Boone with site located about 18 miles south of community; and (2) denied petition by **Ames Broadcasting Co.** insofar as it requested assignment of either channel 273 or 252A to Ames. Commissioner Cox dissented. Action Oct. 5.

DENIED

■ By memorandum opinion and order, commission denied petition by **Gordon Sherman** to add UHF TV channel 48 to Orlando, Fla., and terminated proceeding in Doc. 16672. **Sherman's** competing application for only other UHF channel 35 in Orlando has since been dismissed, and there is no public need at this time for additional channel assignment in that city. Action Oct. 5.

New call letters requested

Barbourville, Ky.—**Barbourville-Community Broadcasting Co.** Requests **WYWY**.

Tioga, N. D.—**Tioga Broadcasting Corporation**. Requests **KTGO**.

Jackson, Ga.—**Robert P. Shapard Jr.** Requests **WJGA**.

Jackson, Ga.—**Robert P. Shapard Jr.** Requests **WJGA-FM**.

***Memphis—Christian Brothers College**. Requests **WCBD(FM)**.

Columbia, Miss.—**Haddox Enterprises Inc.** Requests **WFFF-FM**.

KDES-FM Palm Springs, Calif.—**KDES Inc.** Requests **KGEC(FM)**.

Bad Axe, Mich.—**Thumb Broadcasting Co.** Requests **WLEW-FM**.

WNFO(FM) Nashville—**Hickory Broadcasting Corp.** Requests **WKDA-FM**.

Reno—KBUB Inc. Requests **KBUB-FM**.

***Southfield, Mich.**—**Southfield Senior High School**. Requests **WSHJ(FM)**.

Quincy, Calif.—**Wonderland Broadcasting Co.** Requests **KFRW(FM)**.

Menomonie, Wis.—**Menomonie Broadcasting Co.** Requests **WDMW(FM)**.

***Kankakee, Ill.**—**Olivet Nazarene College**. Requests **WKOC(FM)**.

KAHU-FM Honolulu—**Royal Hawaiian Radio Co.** Requests **KFOA(FM)**.

***Springfield, Mass.**—**American International College**. Requests **WAIC(FM)**.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Oct. 5. 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.

■ **Orange county, Calif.**—**American Cablevision Co.**, Beverly Hills, Calif. (Jack Kent Cooke, president-multiple owner) has been granted a nonexclusive franchise.

Morrison, Iowa—**Intercity Cable Corp.**, a subsidiary of **Rock Island Broadcasting Co.** (**WHBF-TV** Rock Island, Ill.) has applied for a 20-year franchise. **George Hillar** was the representative.

New Albin, Iowa—**Fay Grim** of **Blue River, Iowa**, owner of **Kickapoo Antenna-vision Co.**, has applied for a 25-year fran-

chise. **Fay Grim** operates systems in **Blue River, Gay Mills, Readstown and Lansing**, all Iowa.

■ **Walden village, N. Y.**—**Liberty Video Corp.** (Alan Gerry, president), has been granted a 10-year franchise. The firm proposes an 11-channel system, time-weather and background music. The city will receive 2% of the firm's annual gross receipts.

■ **Mullins, S. C.**—**Mullins and Marion Broadcasting Co.** (**WJAY Mullins**) has been granted a 2-year franchise.

Nashville—**John M. Stone** of **Texarkana, Ark.**, **Dale Hart** and **Joe Davis** of **Tulsa, Okla.** and **Larry Miller** of **Camden, Ark.**, have each applied for a franchise. All three propose a 12-channel system. FM and educational television. The franchise that the firms are seeking is one that had been forfeited by a **Texarkana** group which included **Phil Dunklin**, **Connor Putman** and **Floyd Bell**. The group failed to get the project underway.

■ **Milton, Wash.**—**KTNT-TV** **Seattle-Tacoma**, a division of **Tribune Publishing Co.**, has been granted a franchise.

WITH the opening of Parliament last week in Ottawa, Canadian broadcasters are looking forward to consideration in committee soon of their proposals for a basic new law to govern radio-TV. A government white paper in July already has set the pattern.

If all goes well the new law could become a reality as early as this time next year. It thereby would put Canada well up on its friendly neighbor to the south. The U.S. still is laboring under its much-amended Communications Act of 1934 with no immediate prospect of up-dating.

When the architecture for the new Canadian law is fully delineated, one of its many outstanding broadcaster-contributors will be an executive who is as well known in the States as he is in the Dominion. He is S. Campbell Ritchie, president of CKLW-AM-FM-TV Windsor, Ont.-Detroit, part of the RKO General stations group. This year he is celebrating his 30th anniversary with CKLW.

Legal Gains ■ "Cam" Ritchie, as he is better known, has worked hard among the ranks and also as an officer of association groups and committees to help win acceptance of the principle of "an impartial agency of regulation" in Canadian broadcasting. Until the establishment of the Board of Broadcast Governors in 1958, the private commercial broadcasters in that country not only competed for business and audience with the government-owned Canadian Broadcasting Corp., but in effect were regulated by it as well.

Now the new legislative effort looks toward the preserving and strengthening of the impartial agency principle. This is one proposal set forth in the recent white paper. Not that Mr. Ritchie and other Canadian broadcasters are not proud of the many fine offerings of the CBC. They are and they carry some often. But the shifting of regulation to the neutral agency places broadcasting more on an equal basis in Canada.

Mr. Ritchie presently is vice president for radio and a member of the executive committee of the Canadian Association of Broadcasters. He also is chairman of the CAB's copyright negotiating committee and has served on the CAB board for several terms. He is past president of the Central Canada Broadcasters Association.

Spreading the Word ■ Fellow members of the CAB cite another of his contributions to the cause: They say Mr. Ritchie probably has accepted as many if not more public speaking engagements than anyone in recent years to support the freedom and progress of Canadian broadcasting. It's a subject he knows and loves so well he usually speaks extemporaneously.

Apart from the world of radio-TV, but still in the true broadcasting tra-

Problem solving: national and international

dition, Mr. Ritchie always has been active in community affairs in the Windsor-Detroit area. He is president now of the Windsor Convention Bureau, for example, and past president of the local Lions Club. The list is long and includes the Detroit Adcraft Club.

Top agency and advertising executives on the Detroit scene are among Mr. Ritchie's close personal friends, a relationship that has evolved over the years through persistent but respected efforts to tell and sell the "strong independent

WEEK'S PROFILE



Samuel Campbell Ritchie — president of CKLW-AM-FM-TV Windsor, Ont.-Detroit; b. Hamilton, Ont., Jan. 31, 1915; Associate in Music Arts degree, 1945, Trinity College, London; singer-announcer, CHML Hamilton, 1934-35; joined CKLW early in 1936 as singer-announcer, becoming chief announcer later that year, program manager in 1939 and operations director in 1946; subsequently became stockholder-director and in 1954 operations director of CKLW-TV also; named president-general manager of CKLW stations by RKO General in 1961 and he continues as president since his naming of new station managers in 1965; served with Canadian Army in England 1942-46, retiring as major; m. Eleanore Cunliffe of Windsor March 18, 1939; children—Ladd 25 and Colin 18; vice president for radio and member of, executive committee, Canadian Association of Broadcasters; past president, Central Canada Broadcasters Association; president, Greater Windsor Convention Bureau; director, Windsor Chamber of Commerce; hobbies—boating, curling.

voices" of the CKLW stations in the twin-city market. Historically CKLW is one of the best-known international radio signals in the U.S. while CKLW-TV in the past dozen years has equally earned its place in greater Detroit.

Mr. Ritchie is most proud of CKLW's role in helping to found and support the Windsor symphony orchestra in recent years. From his office facing the Detroit river and downtown Detroit he also can watch the huge parade that begins at the stations every July 1 for the Windsor-Detroit International Freedom Festival, an annual event with which the CKLW outlets have been deeply involved.

Business Success Too ■ The good-neighbor role continues very naturally for the CKLW stations under the leadership "of that courtly gentleman from Canada," Mr. Ritchie's associates in Detroit advertising circles observe. And, they point out, it has helped the stations to win business a little more easily despite some of the Canadian restrictions involved. Last year was best on record for CKLW-TV, while CKLW had its best in the past several years.

Because of government policy it was not until last week that CKLW-TV could air programs in color. Also under local law, advertising copy must be submitted and approved before broadcast and many health and food claims are much more strictly regulated than in the U.S. The CKLW stations maintain customs desks and personnel for clearance of program tapes or films and other materials at both the Windsor studios and the downtown Detroit sales offices. The stations also have international staffs. Programming too must be 55% Canadian "in content or character."

Mr. Ritchie's involvement in the day-to-day operations on both sides of the microphone for so many years was of considerable help to him in working out the most efficient methods for coping with all of these housekeeping problems.

It was his singing that brought him into radio in 1934 when he won an amateur-hour contest on CKOC Hamilton, Ont. He got a job as announcer-singer for CHML Hamilton and worked there until 1936 when he joined CKLW.

Founded CFRS ■ During World War II Mr. Ritchie served in England and was responsible for the establishment and operation of the Canadian Forces Radio Service.

He still is somewhat awed by the power of the broadcast media and hence doubly aware of its responsibilities. For this reason he is against editorializing since he feels most stations are not yet staffed with enough depth and experience to undertake such a serious task. "We must present both sides of the question, then let the people decide for themselves," he says.

Who's got the button?

A couple of years ago the Avis car rental company announced in large-space newspaper and magazine ads that it could not afford television commercials. The ads featured the tag line: "Aren't you glad?"

Doyle Dane Bernbach, the Avis agency, has stooped to stealing its own stuff. A 20-second television commercial, now in circulation, features an announcer in closeup with a message that goes approximately as follows:

Avis is only number-two in car rentals.

Avis cannot afford "long television commercials."

After a pause for dramatic effect, the announcer delivers the tag line: "Aren't you glad?"

OK, so Avis dislikes television advertising. That doesn't strike us as a very strong reason to rent an Avis car.

Another tag line from the Avis kit is: "We try harder." Not a bad slogan to hang in the Doyle Dane Bernbach copy department.

A down payment on the future

THE \$275,000 study that United Research Inc. was hired to prepare for the Council for Television Development will be more than worth its cost if it succeeds, as we believe it should, in dissuading the FCC from tightening its multiple-ownership rules. URI, as reported in this and earlier issues of BROADCASTING, has compiled a mass of evidence suggesting that the FCC is defeating its own purposes with its present restrictions on group ownership and would only be compounding its own errors if it adopted the more stringent rule it has proposed.

So the members of the CTD have bought a promising insurance policy at a relatively low premium. But it is insurance of limited application. It may have saved the broadcasters from the immediate threat of the FCC's multiple-ownership action. It provides no security whatever against less immediate but no less significant threats to the current structure and function of the television system.

No broadcasting company, whether it owns one television station or several, can go comfortably to sleep with the URI report as a pillow. Indeed if the groups had been wider awake in the years preceding the FCC's issuance of its multiple-ownership proposal, they might not have been forced to ante up the \$275,000 to defend themselves.

On June 28, 1965, after the FCC had issued its notice of proposed rulemaking and its interim policy discouraging the acquisition of group holdings in major markets, this publication observed:

"As we have said before, a good many groups have neglected the job of justifying their value as communications forces. Not enough of them have spent what they could have afforded on program innovation. Not enough have done the necessary publicizing of their good works. On the whole the groups have interpreted their commercial success as an indication of the value of their services and have let it go at that."

That observation may be more pertinent now than it was in June 1965. New demands on spectrum space by non-television services and new potentials for television distribution by other means are looming reasons for today's television stations to invigorate their efforts to establish the uniqueness of the service they provide.

The URI report makes something of a case for the group owners, as a class, in the general enterprise of individual program creation and community service. But it also confirms that 51% of all stations, group or singly owned, devote 10% or less of their total programming to local orig-

inations, another 32% devote 11% to 15% of their time to local shows, and only 17% are local for 16% or more of their schedules.

Mere quantity of local programming is, of course, no definitive measurement of any television station's importance to its community—and certainly the FCC, contrary to some efforts it has made in the past, is in no position to judge whether a station ought to supply 10% or 50% of its own schedule. But in an age when wires can deliver 12 or more channels of television service and satellites can be designed to broadcast to the home, the extent and nature of individualized television service will be matters of increasing interest.

The folks out there

ON David Susskind's new interview show, Senator Robert F. Kennedy (D-N.Y.) has said in one breath that he finds television "awfully boring" but in the next that his brother could not have been elected President without television in 1960 and that he would not have won his Senate seat without it in 1964.

A good many active men in government see little of television's regular programming, and they assume that their own attitudes toward the medium must be shared by the public at large. Senator Kennedy's own references to television's power as a distributor of political information refute the notion that the U.S. population behaves as a few of its government servants do. As Mr. Kennedy admits, if television lacked popularity, neither he nor his brother would have gotten their biggest jobs.

Not the answer

THE preliminary recommendations of an American Bar Association committee to restrict coverage of crime news aren't receiving a very warm welcome from the news media, or indeed from some respected members of the bar. The reception is deserved.

If applied, the restrictions would unduly impair the news media in their function of reporting legitimate news and could even shelter corrupt or inefficient officials from public exposure. The news media must intensify their joint efforts to counter the ABA committee's report.



Drawn for BROADCASTING by Sid Hix
"What happened to that gabby barber who's been cutting your hair? A local radio station signed him up for an all-talk show!"



Now a hospital climate to baby grown-ups, too.

Like most nurseries, this one has individual temperature and humidity controls. However, many other hospital rooms are cooled only by open windows and fans—rough on patients when the weather is hot and humid.

Even in other institutions and commercial establishments that have centrally-controlled cooling and heating systems, the climate can be far from

satisfactory. Too cool for some, too warm for others.

An ITT environmental system allows individual room control of temperature and humidity all year round. Babies and grown-ups alike can be made comfortable in a room that's cool, warm, or somewhere in between.

Wherever there's a comfortable and modern hospital, school, office build-

ing or store, there's a good chance some ITT equipment is at work. Equipment such as Bell & Gossett circulating pumps; Nesbitt, Reznor and Hayes heating and air-conditioning units; General Controls thermostats and other controls; and Wakefield and Art Metal lighting fixtures.

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

ITT

Collins could sell FM transmitters for 20% less



BUT then they wouldn't be the best in the world

All Collins transmitters could be sold for less.

- Corners could be cut on transformers (narrowing safety margins for continuous operation).
- Less shielding could be used against spurious radiation (sacrificing some degree of stability).
- Standards on components, wiring, cabling and switches could be lowered.
- Collins' rigid testing could be bypassed.
- Meeting proper load conditions could be left to luck.
- Money devoted to research and development could be saved.
- Collins' 2-year warranty could be cut to the 1-year period of other manufacturers.

All these compromises could lower the price—as well as the *quality, performance and reliability* of the product—about 20%. But then Collins transmitters wouldn't be known for their careful engineering, conservatively-rated components, and precision manufacturing techniques.

Collins gives the broadcaster a discount in the form of quality and service. And that's worth a lot more than 20%.

For technical information on any FM transmitter ranging from 250w to 20kw, contact Collins Radio Company, Broadcast Communication Division, Dallas, Texas. Area Code 214, AD 5-9511.

COMMUNICATION / COMPUTATION / CONTROL



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