JANUARY 16, 1967 50 CENTS 36TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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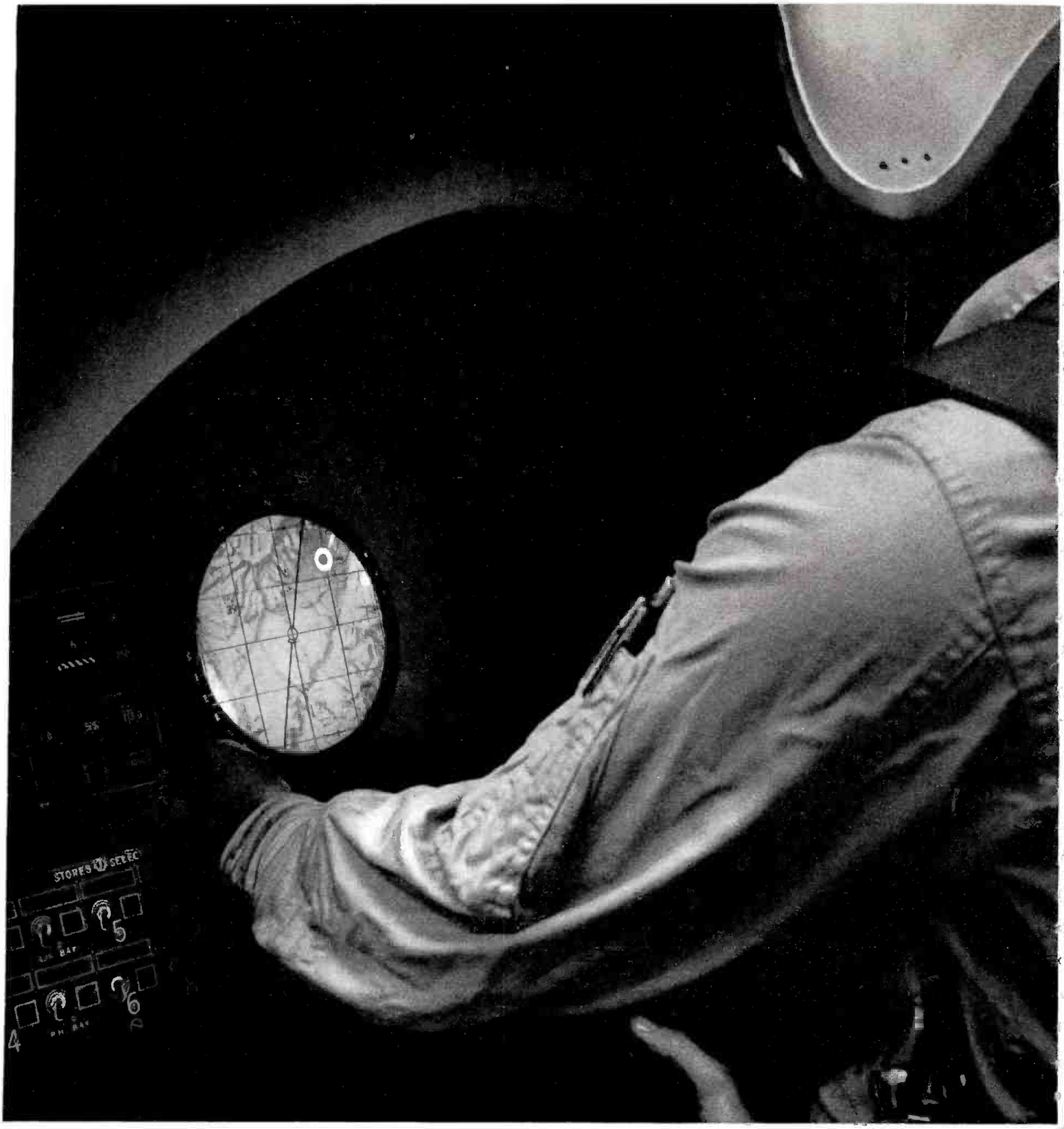

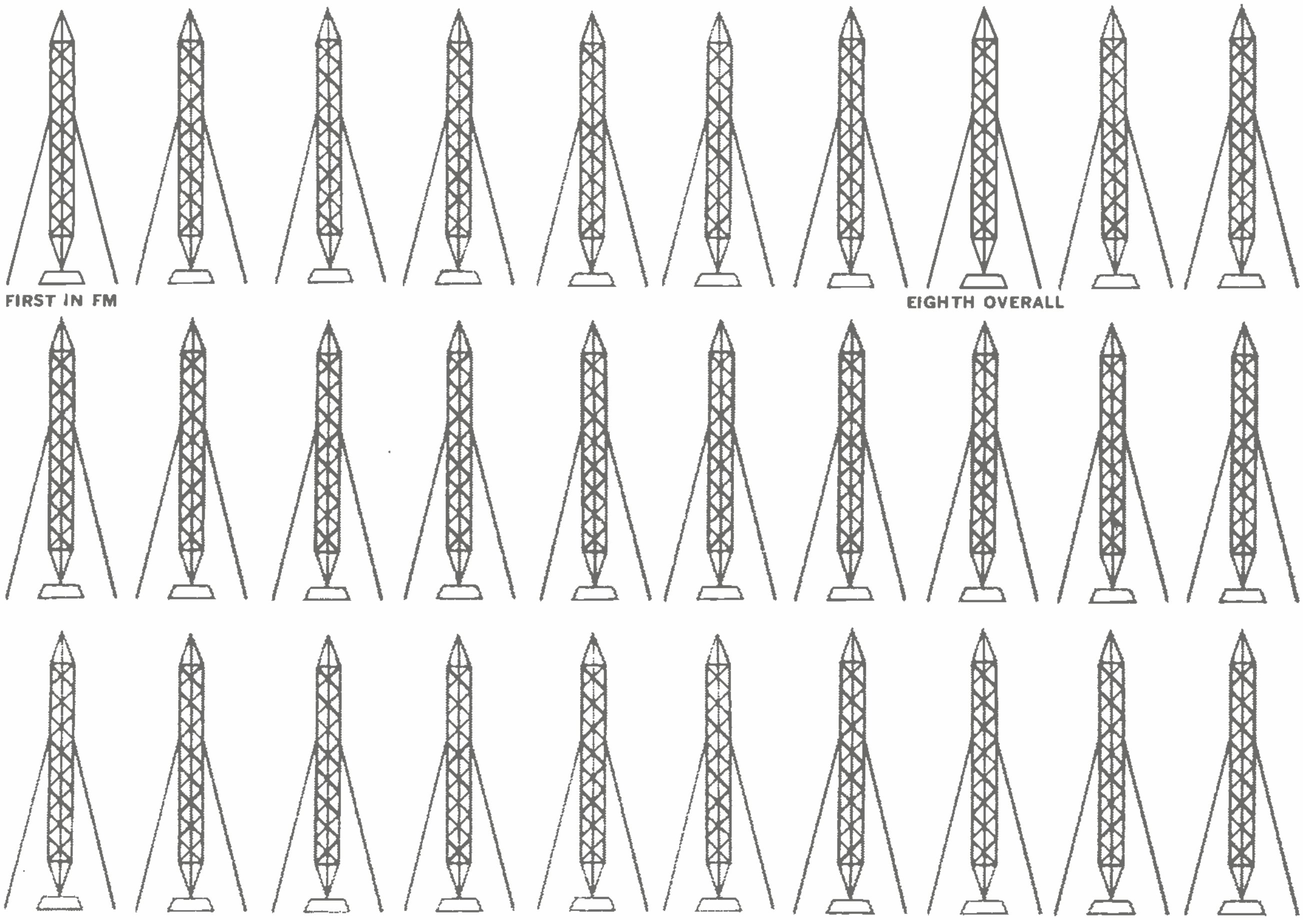

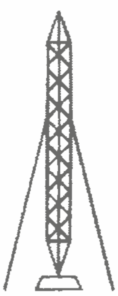

WJMD-FM would like to shout FIRST! FIRST! FIRST! FIRST! because we are, in the Nation's Capital!*

(but we have a quiet personality, with 51 minutes of good stereo music in every hour)

It was WJMD-FM's 51 minutes of soft, good stereo music in every hour (and our quiet way with commercials) that made us so popular. First among FM stations in Metropolitan Washington D.C. and eighth among all 31 AM and FM stations. Including those big fellows with as much power and size as Texas.

But while we're proud of being #1 (and #8) we don't want to change our personality and start shouting now. Instead, we thought we'd just quietly ask you to keep WJMD-FM in mind when you're thinking about Metropolitan Washington D.C. schedules. It's a big quality-conscious market that can afford to live up to its tastes. And WJMD-FM talks softly to the cream!

WJMD·FM

Division of the Atlantic Broadcasting Company
Represented by Roger Coleman, Inc., 37 W. 57th St., N.Y.C.
New York • Chicago • Detroit • Los Angeles

**Mediastat October-November 1966.*

In the Dallas-Fort Worth Market KRLD-TV delivers more*

Homes	32.1% more than the 2nd station
Adults	30.4% more than the 2nd station
Women	26.2% more than the 2nd station
Housewives	22.2% more than the 2nd station
Men	39.0% more than the 2nd station
Teens	6.4% more than the 2nd station
Children	28.6% more than the 2nd station

Contact your ATS representative for the "more" required by your clients in the nation's 12th ranked television market.

*November 1966 ARB Market Report Station Audience Summary Average quarter hour estimates 9:00 AM to midnight Sunday thru Saturday

represented nationally by ADVERTISING TIME SALES, INC.

KRLD-TV DALLAS — FT. WORTH

The Dallas Times Herald Station

CLYDE W. REMBERT, President

CLOSED CIRCUIT®

Push the button

At BBDO it'll no longer be "run it up the flag pole and see who salutes" in judging TV network placements. It'll be "run it through the machine and get the rating"—before show ever gets on air. After two years of development, agency's computerized technique of predicting ratings of TV shows will be put to use for clients buying into 1967-68 season.

BBDO says its "Preseason Predictor" has turned in record of 70%-80% accuracy on 1966-67 season (BROADCASTING, *June 13, 1966), has been within three points of Nielsen audience averages. Agency has been making PSP presentations to clients, declares system "go" for next season's buying.*

The enforcers

Any station that wants to exceed commercial time limitations in National Association of Broadcasters codes will have to give "convincing" reasons—if it's to avoid trouble with FCC. That's word FCC Chairman Rosel H. Hyde has given Howard Bell, director of NAB Code Authority, who had feared that there'd be defections of code subscribers if Code Authority stuck to its standards but FCC didn't. Last October FCC sent questionnaire to all stations requiring them to justify commercial time exceeding upper limits in radio code (18 minutes per hour) and television code (16 minutes). Among broadcasters there has been speculation that FCC might buy almost any explanation for excess. Mr. Hyde says that speculation is ill-founded.

There were indications last week of movement within NAB to make time standards more flexible. At Los Angeles meeting of radio code board this week (Jan. 19-20) proposal will be offered to let stations exceed 18 minutes temporarily if adequate cause can be shown. But 18 minutes would remain as basic limit.

Reprisal on Hill

Congressional sources indicate any hope broadcasters might have entertained for legislation extending term of licenses from three to five years (or more) have evaporated for next session of Congress because of controversy over endorsement of candidates by some stations and allegations of bias in election coverage.

Chairman Harold D. Cooley (D-N. C.) of House Agriculture Committee, defeated last November after 32 years in House, has charged editorializing in his district contributed to his loss. Other congressmen, who were burned by stations' endorsements of opponents but won anyway, look less favorably upon broadcasters' editorial freedom. House Commerce Committee chairman Harley O. Staggers (D-W. Va.) and House Speaker John W. McCormack (D-Mass.) have evinced concern.

Same face, same place

Word along Madison Avenue is that Frank Stanton's contract as president of CBS has expired, and that's correct. It expired Dec. 31, and he's working without one—but with no change in title, authority, status, responsibility, salary or benefits. Under old contract, filed with Securities & Exchange Commission, he could invoke provision for 10-year consultancy at half pay, adjusted upward for cost-of-living increases, but he hasn't done so, and inside word is that nothing whatever has changed—except he's now working without contract.

Dr. Stanton isn't only CBS executive with no contract. In fact, aside from talent, Goddard Lieberson, president of CBS/Columbia Group, has only one currently in effect, and his dates from years back when he headed Columbia Records. Dr. Stanton's original contract terminated Dec. 31, 1965, but was subsequently extended for one year.

Manana problem

Government-industry committee preparing for test of feasibility of permitting land-mobile radio operators to share unused VHF channels with broadcasters appear ready to scratch Los Angeles as city in which to conduct experiment. Reason is difficulty in getting necessary agreement from Mexico. New cities mentioned at committee meeting last week are Chicago, New York, Boston, Washington.

Committee, constituted in October, had almost at once decided to build land-mobile base station that would operate on channel 6 in Los Angeles. However, agreement with Mexico prohibits operation on that facility without concurrence of that country, so letter requesting permission was dispatched. When response was received, via State Department, last week, it contained questions, rather than answer. Commission officials replied promptly, but delay in resolving problem is persuading committee members that selection of different city might be best solution.

Watch on the right

AFL-CIO is latest national organization to assert interest in what it describes as "right-wing propaganda" in syndicated talk programs. George Meany, president, has sent notice to all state and local central bodies urging trade union movement to "increase its efforts to control unfair telecasting and broadcasting."

Two-page bulletin urges unions to seek to invoke "fairness doctrine" by demanding time to reply from purportedly offending stations. If station refuses, Mr. Meany suggests complaint should be sent to FCC with copy to Albert Zack, director, department of public relations, AFL-CIO.

Good questions

Would President Johnson's proposed new "Department of Business and Labor" become agency to handle consumer affairs? And as such would it concern itself with advertising in keeping with some of those in government who regard advertising as anticompetitive and wasteful? Those questions were being asked in wake of President's State of Union address last week.

Secretary of Commerce John T. Connor, who has been at odds with his administration colleagues on advertising's usefulness in economy, presumably would go if new department is created. In one aspect, creation of new department would be reversion to situation that prevailed prior to 1913 when President Taft separated old Department of Commerce and Labor into two separate cabinet posts.

Headway

Mutual President Matthew J. Culligan, back from swing through South and Southwest, reports MBS is continuing to receive "overwhelming yes votes" of affiliated stations for plan to beef up network programing in news and sports (BROADCASTING, Nov. 21, 14, 1966). Once affiliate support is mustered across country, amendment contracts will be issued for stations to sign. MBS's unofficial target is to inaugurate new plan by March 1.

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CLASS OF SERVICE

This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

W. P. MARSHALL
CHAIRMAN OF THE BOARD

TELEGRAM

R. W. McFALL
PRESIDENT

SYMBOL
DL = Day Lett
NL = Night L
LT = Internat Letter T

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination

JANUARY 4, 1967

TO ALL MCGAVREN-GUILD OFFICES

LATEST MIAMI, FLORIDA RATINGS SHOW WOCN NUMBER 1 ADULT ORIENTED STATION (18-39 AGE GROUP) PER AVERAGE HALF HOUR 6AM TO MIDNIGHT SEVEN DAYS A WEEK.

WOCN IS NUMBER 1 STATION ALL AGES 6AM TO MIDNIGHT SEVEN DAYS A WEEK OUT-OF-HOME LISTENING.

MEDIASTAT RATES WOCN NUMBER 1 IN MEN (18-34) 6AM TO 4PM MONDAY THRU FRIDAY. WOCN NUMBER 1 WITH ADULTS OVER 18 6AM TO 7PM MONDAY THRU FRIDAY. NUMBER 1, ETC. ETC. ETC.

THE AMAZING OCEAN STORY IS DOCUMENTED BY OCTOBER-NOVEMBER MEDIASTAT, SUBSTANTIATED BY THE TWO OTHER LEADING RATING SERVICES.

A NEW OCEAN IS IN MIAMI.

ED WINTON
RADIO STATION W-OCN

The following are some of the people who have advised and helped me.

My thanks to:

Gordon McLendon
Don Keyes
Meyer Feldman
Sol Taishoff
Maury Long
William O'Neil
Bill Stubblefield
Eugene T. Smith
William Murdock
Frank Beck
Bill Doty
Barry Clark
Frank Selwyn
Linda Dietz
Syd Yudain
Don Reed
John Gerner
Syd Dickstein
Mildred Kurlansky
Irene Sperling
Ron Crider
Elaine Goldstein
Frank Logan
and
Violet Winton

W-OCN Radio

Miami's only 24-hour service of Beautiful Music!

ED WINTON

WEEK IN BRIEF

Last year's spot-TV billings pass '65 figures with ease but gains are not spectacular. Percentage of increase in '66 may actually have dropped; sales outlook for '67 is uncertain. See . . .

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NAB officials start drive against congressional critics' efforts to put clamps on election coverage, editorials and endorsements. Wasilewski urges lawmakers to exercise impartiality. See . . .

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GARDNER BACKS LABELING . . . 34

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DEPARTMENTS

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Broadcasting

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Consumer idea headed for Congress

Long-rumored talk of establishing new method of informing consumers about products through government finally materialized in Washington Friday (Jan. 13) when New York congressman announced plans for bill to create voluntary tag system for non-food products.

Representative Benjamin S. Rosenthal (D-N.Y.), chairman of House Consumer Affairs Subcommittee, said he would introduce bill today (Jan. 16) to create government bureau to test products and tell public about items' performance, durability, care and other characteristics through "Info-Tags" attached to product.

As part of two-pronged effort to provide more data to consumers, he also urged government agencies that collect product and price information to make it available to public. He cited General Services Administration, which collects such information for government procurement, and Bureau of Labor Statistics, which gathers city-by-city price fluctuations monthly.

Testing and labeling would be handled by new National Consumer Information Foundation to be funded by government. It would, in cooperation with interested industries, rate product performance on certain characteristics such as durability, care and safety. However, labels would shy away from evaluation of products or monetary, comparative or other "best-buy" basis, he said.

He said new ways must be explored to disseminate consumer information. Such statements also had been voiced by other government officials (BROADCASTING, Oct. 31, 1966).

Plan, he said, is similar to that in operation in Sweden and just beginning in Great Britain. He foresaw initial cost to government of from $500,000 to $1 million, but said that after about five years system could be sustained by manufacturers who would grow to see advantages. Representative Rosenthal admitted that first industry reaction to plan would be adverse but, he hoped firms would change their mind.

Code chief critical of cancer criticism

Criticism of radio-television's efforts at setting up cigarette advertising guidelines was met Friday (Jan. 13) by criticism of critic.

Howard Bell, director of National Association of Broadcasters Code Authority, hit at American Cancer Society's claim that broadcast guidelines weren't strict enough.

ACS statement was made in Chicago by its president, Ashbel C. Williams. who speculated that government may eventually ban cigarette commercials on TV and felt such a move would be best thing that could happen. He said ACS would keep in touch with government agencies in drive to get cigarette ads off TV.

Mr. Bell called Ashbel statements "unrealistic," and "discriminatory". Elimination of cigarette advertising on television, he said, will not—as cancer society seems to believe—cause disappearance of issue of cigarette smoking and health. "It will not," he went on, "accomplish the society's basic objectives of discouraging the American public from smoking."

NAB code head pointed to Great Britain as example of cigarette sales increasing despite government ban on TV commercials.

Mr. Williams also had called on government to strengthen danger warning on cigarette packages. Present phrasing: "Cigarette smoking may be hazardous to your health," he said, is too weak. He wants it to read: "Cigarette smoking is dangerous to health."

Aspects of cigarette labeling and advertising came up earlier in week with recommendation of Health, Education and Welfare Secretary John Gardner that tar and nicotine contents of cigarettes be included in advertising (see page 34).

Color moving up north

There were approximately 120,000 color TV sets in Canada at end of 1966, as compared with 22,000 at beginning of year, according to Television Bureau of Canada. Bureau predicted that growth trend will continue and forecast number of color TV homes would rise to 308,000 by end of 1967 and 1,594,000 by end of 1970.

Two groups cooperating on helping FM stations

Officials of Radio Advertising Bureau and National Association of FM Broadcasters are slated to meet shortly, probably this week, to work on plan under which RAB's projected stepped-up service for FM stations would be made available through NAFMB to its member stations, as adjunct to NAFMB's own member service.

Plan was broached Thursday at meeting of NAFMB board, which heard Miles David, RAB president, outline RAB's FM plans.

Mr. David and Abe Voron of WOAL-(FM) Philadelphia, NAFMB president, plan to continue discussions. Venture, according to informed sources, would be cooperative project, not involving merger of NAFMB into RAB as some reports have speculated.

Sherril Taylor, radio vice president of National Association of Broadcasters, also appeared at NAFMB board meeting to bring group up to date on NAB's FM plans.

Quaker's 'Quisp' and 'Quake'

Television, both network and spot, is to get full responsibility for launching twin new children's cereal products of Quaker Oats Co., Chicago firm announced Friday (Jan. 13). Quisp and Quake cereals are each based on cartoon characters to be sold heavily on kid shows. Agency is Papert Koenig Lois Inc., New York.

FCC consolidates CATV-phone cases

FCC is deepening and widening its inquiry into telephone company activities in CATV. It announced Friday (Jan. 13) new hearing in which controversial question of CATV pole-line attachment agreements will be aired.

Commission said it will conduct hearing on lawfulness of CATV channel service tariffs of three General Telephone Electronics Co. subsidiaries and eight United Utilities Inc. subsidiaries.

Hearing will be consolidated with separate inquiries now underway involving lawfulness of CATV tariffs of 18 Bell systems and of California Water & Telephone Co., subsidiary of GT&E.

Issues in consolidated hearing will be broadened to permit investigation of CATV industry charges that control of access to poles on which CATV sys-

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WEEK'S HEADLINERS

John P. Blair retires as chairman of John Blair & Co., station representation firm he founded almost 34 years ago, but will remain as board member. Management is taken over by board, which is headed by **Frank Martin,** president and chief executive officer (see page 28).

Edward N. Ney, senior VP and director of Young & Rubicam, New York, named to newly created post of director of Young & Rubicam International. Mr. Ney will be relieved of all current domestic assignments and will be given responsibility for offices in Toronto and Montreal; London; Paris; Brussels; Madrid; San Juan, P. R.; Caracas, Venezuela; Santo Domingo, Dominican Republic; Frankfurt, Germany; Milan, Italy, and Amsterdam in Netherlands, plus new operations to be opened in near future in Mexico and Denmark. New York International Services, operating arm of Y&R International, will continue to report to Mr. Ney. **Clark Warren,** VP and manager, New York International Services, will become manager of new office in Mexico and will be succeeded by **Gerald C. Iannelli,** VP and account supervisor in New York. **William Tragos,** Y&R's manager in Brussels, becomes manager in Paris. **John Destler,** in account management in Brussels office, succeeds Mr. Tragos. **Sumner Winebaum,** head of Paris office, will return to New York for assignment to be announced later. **Rudie Koster,** previously partner in Koster & Von Staal, agency in which Y&R obtained controlling interest in 1964, becomes manager of agency's Amsterdam office.

Mr. Ney

Edward G. Bishoff, VP in charge of sales, ABC Radio central division, Chicago, becomes VP in charge of division. Mr. Bishoff joined ABC in sales in 1949, and subsequently was elevated to account executive and sales manager, becoming VP in 1962.

Bernard Shlossman, VP and account supervisor, Papert, Koenig, Lois, New York, named management supervisor on all Procter & Gamble assignments. Also on P&G are **Alan Pesky** and **John Gillin,** account executives, who became account supervisors, and **William Dowling,** former account executive, Benton & Bowles, New York, who joins PKL as account executive.

For other personnel changes of the week see FATES & FORTUNES

tems must string lines gives telephone companies unfair leverage in dealing with systems.

CATV representatives have claimed that telephone companies are attempting to pressure systems into leasing circuits from them instead of building own plant. Telephone companies have also been accused of attempting to restrict kinds of service plants may provide.

Another key issue involves applicability of law requiring common carriers to obtain from commission certificate of convenience and necessity before extending their lines or building new ones.

Commission acted on own motion in ordering hearing, (BROADCASTING, Oct. 17, 1966).

Morton back to radio

Morton Salt Co., Chicago, through Needham, Harper & Steers there, after many years returns to heavy radio campaign on ABC, CBS and MBS plus spot in 20 major markets. Drive starts this week for 18-month run aimed at housewives.

Looks like hearing

FCC is scheduled to consider this week staff recommendation that stations connected with controversial Dr. Carl McIntire get what they requested —hearing on their license-renewal applications.

Score of religious, social and labor groups have asked commission to deny renewal of licenses for WXUR-AM-FM Media, Pa. on ground that programing is one-sided and weighted toward right-wing radicalism.

Instead of opposing petitions, stations said they "consent" to petitioners' request (BROADCASTING, Sept. 5, 1966).

Syracuse area CATV's get yeses and noes from FCC

Eleven decisions involving Syracuse, N. Y., CATV market were announced by FCC Friday (Jan. 13).

Commission granted waivers of top-100 market CATV rule to Unicable Inc. and Auburn Cablevision Corp. to serve Oswego and Auburn respectively, and partial grant to GE Cablevision Corp. for Auburn. FCC, however, denied GE Cablevision's petition to serve Van Buren.

Other denials were issued to GE Cablevision and Newchannels Corp. (Newhouse) to serve Syracuse, Camillus and Solvay. Other grants were made to New York-Penn Microwave, to serve Auburn, and Eastern Microwave, for Oswego.

FCC dismissed Eastern's request to serve East Syracuse, and set for hearing proposal to serve Syracuse proper.

Top-100 rule requires that cable system obtain FCC permission before carrying signal beyond its Grade B contour into any major TV market. Syracuse is 35th.

Budget boosted

Finance committee of National Association of Broadcasters approved operating budget of about \$2.3 million at meeting in Washington Friday (Jan. 13). Current operating budget is \$2.25 million. Final decision will be made next week at NAB board meeting in Mexico City, Jan. 22-27.

Also before television board in Mexico City will be proposal to create small-market television committee. Idea was brought up at NAB executive committee meeting Thursday. Last year NAB radio board approved creation of small-market radio committee.

Sontag for 'Vegas' show

Overmyer Network has appointed executive to take charge of its *Las Vegas Show* slated to begin as late-evening two-hour variety programing in spring. David B. Sontag, executive with Ashley-Famous Agency, has been named executive producer of show that ON plans to feed to stations. Ashley-Famous, which replaced William Morris Agency as packager last month (BROADCASTING, Dec. 19, 1966). continues in that role. Mr. Sontag at one time had been ABC-TV's executive producer in charge of specials and talent.

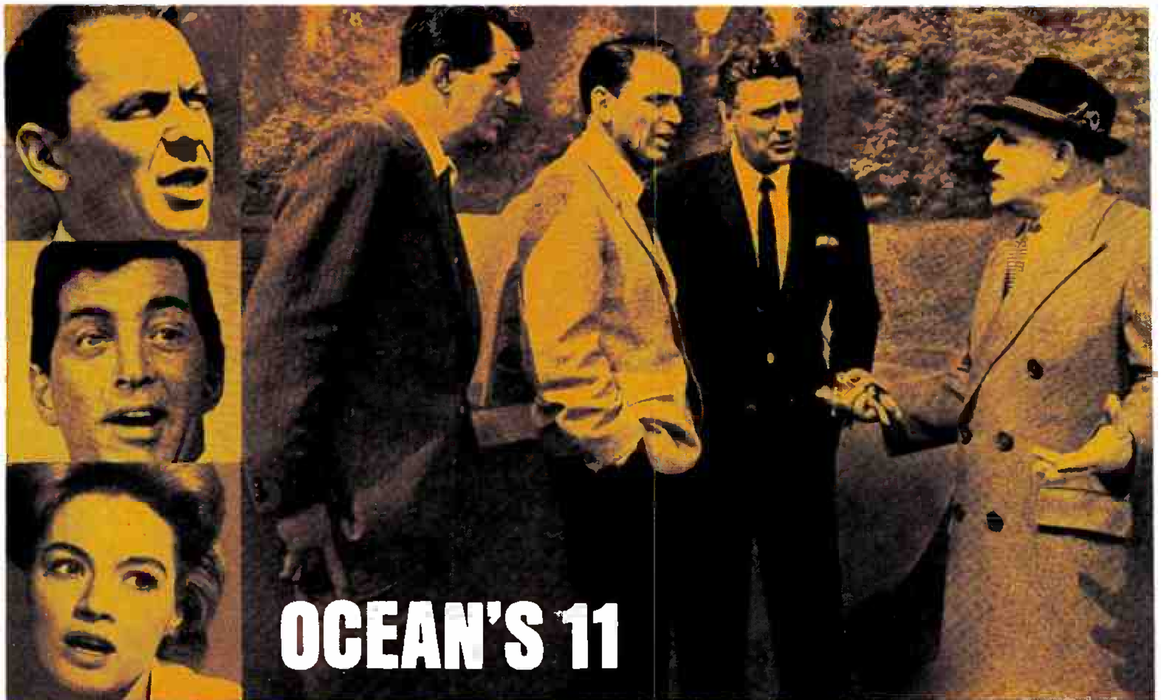
FCC information chief

Leonard Weinles, former news and public affairs director at WCBS New York, appointed chief of FCC's office of reports and information. He succeeds George O. Gillingham, who retired last September. Before joining WCBS, Mr. Weinles spent 13 years with NBC, was executive producer of public affairs for WNBC-TV New York and worked briefly for WNEW New York. He's native of New York, graduate of College of City of New York, 1947, with MA from Columbia University, 1948.

Frank Sinatra

Dean Martin

Angie Dickinson



Troy Donahue

Connie Stevens

Diane McBain

Two of the big ones in color from

WARNER BROS. TWO

another great selection of feature motion pictures for television

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

in South Florida television

Miami's newest most modern full color television facilities

WLBW-TV Channel 10

DATEBOOK

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

■Indicates first or revised listing.

JANUARY

Jan. 15-17—Annual winter meeting and election of officers of the Oklahoma Broadcasters Association. Speakers include Robert Cahill, legal assistant to FCC Chairman Rosel H. Hyde. Skrivin hotel, Oklahoma City.

Jan. 16—Annual winter meeting and election of officers of Idaho Broadcasters Association. Downtowner motel, Boise.

Jan. 16-17 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Toronto.

■Jan. 16-20—Sixth world conference sponsored by NBC International to be attended by foreign-office directors and representatives. Sales policy for feature film distribution to overseas TV stations to be set during the conference. 30 Rockefeller Plaza, New York.

Jan. 17—Annual winter meeting of the Utah-Idaho AP Broadcasters Association. Downtowner motel, Boise, Idaho.

Jan. 17—Luncheon meeting of the New York City chapter of the American Women in Radio and Television. Program will be on "The Sex Syndrome." Plaza hotel, New York.

Jan. 18—Annual winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

Jan. 19-20 — First annual winter meeting of Virginia Association of Broadcasters. Sheraton Motor Inn, Richmond.

Jan. 19-20—Meeting of National Association of Broadcasters radio code board. Century Plaza hotel, Los Angeles.

Jan. 20—Annual dinner, Federal Communications Bar Association. Shoreham hotel, Washington.

Jan. 20—Deadline for entries, 1966 Radio Free Europe Reporting Award. Cash award ($500) in three categories—newspaper or wire services, radio or TV programs and magazines—for outstanding coverage (broadcast or published) in U.S. dealing with one or more East European countries. Entries to Reporting Award, Public Affairs Division, Free Europe Inc., 2 Park Avenue, New York 10016.

Jan. 23—Business meeting, Illinois-Indiana Cable TV Association. Ramada Inn, Terre Haute, Ind.

Jan. 23-27—National Association of Broadcasters joint board meeting. Continental Hilton. Mexico City.

Jan. 24-26—22d Georgia Radio-TV Institute sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Representative Horace Kornegay (D-N. C.); Fred Friendly, professor of journalism, Columbia University; Roger Peterson, ABC News, New York; Admiral Wallace McDonald, chief of Naval Operations, and Mrs. Krin Crawford Holzhauser, president-elect of American Women in Radio and Television. University of Georgia, Athens.

Jan. 25—Deadline extended for U.S. entries in the American TV Commercials Festival. Competition is open to all commercials introduced during 1966, and judging will be by 10 regional panels of advertising executives. Entry forms are available from the festival office, 6 West 57 Street, New York 10019.

■Jan. 25—Board of directors meeting, Institute of Broadcast Financial Management. Americana hotel, New York.

Jan. 26—First annual dinner dance of Pacific Pioneer Broadcasters, featuring installation of officers. Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 26-28—Annual winter convention and election of officers of South Carolina Broadcasters Association. Speakers include George Smith, chief, FCC Broadcast Bureau. Hotel Wade Hampton, Columbia.

Jan. 26-29—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

Jan. 27—Annual awards dinner of the UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 27-28—Technical conference on color television broadcasting sponsored by the Detroit, Toronto, Rochester (N.Y.) and Chicago sections of the Society of Motion Picture & Television Engineers in cooperation with the University of Michigan. Rackham Memorial Building, Detroit. For further information contact Howard W. Town, NET Inc., 2715 Packard Road, Ann Arbor, Mich.

Jan. 27-29 — Midwinter conference of the Advertising Association of the West. Sahara hotel, Los Vegas.

Jan. 30-Feb. 2—24th annual convention of the National Religious Broadcasters. Speakers include Paul Comstock, vice president for government affairs of the National Association of Broadcasters. Palmer House, Chicago.

FEBRUARY

Feb. 1 — 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.

Feb. 1—Deadline for 1966 entries, including radio and TV, in the George Polk Memorial Awards sponsored by the department of journalism, Long Island University. Applicants send letters containing background descriptions. Radio and TV program entries require disk, sound tape or film supplemented when possible with scripts. Material should be submitted to Professor Jacob H. Jaffee, curator of the awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 33d annual Headliner Awards for outstanding achievement in news reporting and writing, news photography, feature writing and pictures, and radio and television reporting sponsored by the National Headliners Club. Awards are included for broadcast editorials and public service by a station or network. For rules, regulations and entry blanks write: Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City 08401.

Feb. 1—Deadline for entries for the 35th annual Sigma Delta Chi Distinguished Service Awards. Entries may be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained by writing to Sigma Delta Chi, 35 E. Wacker Drive, Chicago 60601.

Feb. 1—Deadline for receipt of entries for 1966 Medical Journalism Awards sponsored by the American Medical Association. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn Street, Chicago 60610.

Feb. 1—Meeting, Alabama CATV Association. Guest House, Birmingham.

■Feb. 1—Winter meeting of the South Dakota Broadcasters Association. Holiday Inn, Pierre.

■Indicates first or revised listing.

Dog bites man...that's news?

Yes, when rabies is a threat.
And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal.
Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.
Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.
Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution.
As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.

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RCA TK42
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COLOR
RCA TK42
The Secret's in the "Big Tube"

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With the TK-42 you get the benefits of RCA's technical advances: Self-correcting circuits, which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

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

The Most Trusted Name in Electronics

■Feb. 1—Annual meeting of stockholders of Warner Bros. Pictures Inc. to elect five directors and to transact other business. 100 West 10th St., Wilmington, Del.

Feb. 2—Annual winter convention of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 2—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Motor Inn, Madison.

Feb. 2—Annual meeting of the Minnesota AP Broadcasters Association. Minneapolis.

Feb. 3-4—19th annual radio-TV news seminar sponsored by the Northwest Broadcast News Association and the school of journalism and mass communication, University of Minnesota. Speakers include Bruce Dennis, WGN-TV Chicago and president, Radio-Television News Directors Association; Dr. Donald Gillmor, author of "Free Press and Fair Trial;" and Wisconsin attorney general Bronson La Follette. University of Minnesota, Minneapolis.

Feb. 6-7 — Seminar sponsored by the Canadian Radio Sales Bureau and Radio Advertising Bureau. Vancouver, B.C.

Feb. 6-8—Meeting of National Community Television Association board of directors Jack Tar hotel, Clearwater, Fla.

Feb. 6-8—Ninth annual Conference on Advertising/Government Relations, sponsored by the Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

■Feb. 10—Luncheon of the Western States Advertising Agencies Association and presentation of association's "Man of the Year" award. Ambassador hotel, Los Angeles.

Feb. 13—Mike Award dinner of Broadcast Pioneers and Broadcasters Foundation, honoring WOR New York. Hotel Pierre, New York.

Feb. 13—Deadline for comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

Feb. 15 — Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Feb. 16—Radio workshop sponsored by the Radio Advertising Bureau and the Association of National Advertisers. St. Regis hotel, New York.

Feb. 17-18—Annual winter meeting of New Mexico Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. White Winrock motel, Albuquerque.

Feb. 17-19—Fifteenth annual meeting of the New England chapter of the American Women in Radio and Television. Hotel Statler-Hilton, Boston.

Feb. 21-23—Twentieth annual conference of the Western Radio and Television Association. Disneyland hotel, Anaheim, Calif.

Feb. 21-22—Meeting of National Association of Broadcasters television code board. Camelback Inn, Scottsdale, Ariz.

■Feb. 23—Annual stockholders meeting of Metro-Goldwyn-Mayer. Lowes State Theater, New York.

Feb. 28—Deadline for reply comments on proposed FCC rulemaking to establish a table of assignments for the 20 educational FM channels (channels 201 through 220, 88.1 mc through 91.9 mc).

MARCH

March 1-3—Annual National Association of Broadcasters state presidents conference Sheraton-Park hotel, Washington.

■Indicates first or revised listing.

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*Reg. U. S. Patent Office

MONDAY MEMO from WILLIAM H. HARRISON JR., O'Connor & Goldberg, Chicago

Radio for retailers: fast and reasonable

Some of the nation's top retail executives have been meeting in Chicago this weekend for the 15th annual Retail Advertising Conference. One of the interesting trends has been to see the growth of the broadcast media in retailing, which traditionally has been so strongly newspaper oriented.

Our company too has been learning how radio can work effectively in partnership with newspapers to achieve new sales goals or build store personality. Radio recently helped us win a greater share of the market for men's shoes.

O'Connor & Goldberg is Chicago's largest independent shoe retailer. Our company has had a colorful history, starting in 1903 with one small store in the Loop that boasted a total stock of only 57 pairs of shoes. Today the company does an annual volume of more than $7 million and sells over 500,000 pairs of shoes a year.

O-G Goal: Up ▪ Within the next few years we are aiming for an annual volume of $10 million and believe this can be done by continuing to improve customer service and the selling climate. O'Connor & Goldberg presently has 14 stores throughout the greater Chicago area, plus one at Hammond, Ind.

Our three Loop stores still account for about 40% of the company's yearly sales. The volume at our outlets in the suburban shopping centers, however, is showing substantial gains.

In the store of the future we hope we can have individual fitting rooms, offer plenty of personal attention and perhaps even serve a refreshment. We find there is not too much resistance to price these days and the demand is for better merchandise. Therefore we want to keep building our style image.

Our experience shows there is little brand loyalty for shoes today and possibly only one person in five has a preference for a particular brand. We carry well-known national brands and also feature our own O-G label. Men's shoes, for example, range from "Mr. O-G" to "O-G Private Stock."

Since 1903, people in Chicago considered O'Connor & Goldberg a chain of shoe stores for women. Most of this time women's shoes did represent 70% of the volume.

But not quite two years ago we set out to establish O-G as the best place to buy men's shoes as well. Our first step was to obtain endorsement by top athletes of Chicago like Bobby Hull, Ernie Banks, Johnny Morris and Gary Peters. We ran a campaign of full-page and 1,000-line newspaper ads with the theme, "O'Connor & Goldberg: where Chicago's finest athletes buy Chicago's finest footwear." Almost immediately the response to these ads proved we were on the right track.

Grow With Radio ▪ Early last year we were presented an idea to further this theme on radio. Radio was an unknown quantity to us since we have been primarily a newspaper advertiser. The plan was for us to buy Lou Boudreau's *Lead Off Man* on WGN Chicago preceding the Chicago Cubs games. It was noted we would automatically add the prestige of another top athlete, former American League "Most Valuable Player," youngest manager in baseball history and now one of Chicago's most popular sports broadcasters. We bought.

Mr. Boudreau sent telegrams from spring training camp to our managers alerting them about O-G's sponsorship. WGN held a dinner for managers and their wives to meet Lou and his partner, Vince Lloyd, as well as some of the Cubs players. The station also arranged to print and distribute 50,000 pocket schedules.

In addition we awarded a pair of shoes to every ball player or other sports figure appearing on Lou's show. To our pleasant surprise everybody from the home team to men like Sandy Koufax, Willy Mays and Walter Alston came in for their shoes. They also autographed their pictures, helping us to build quite a sports gallery.

Man Talk ▪ The commercials were sincere, man-to-man types but with a definite light touch. Our agency, I. C. Haag Advertising, came up with a campaign built around this theme:

"When your feet are feelin' grouchy, come in and see your friendly foot-fittin' fella at O-G." This was set to music. We also began mentioning our salesmen by name on the air as friendly foot-fittin' fellas. We even had fun with our company name. For years visitors have been stopped by the combination of O'Connor & Goldberg so the last line of our jingle goes like this:

"O'Connor & Goldberg . . . O'Connor & Goldberg . . (MUSIC STOPS) O'Connor & (SINGER WITH QUESTION IN VOICE) Goldberg?"

Then we added the singing talents of Billy Williams, the pop singer who made "Oh yeah" famous in his hit tune "Gonna Write Myself a Letter." Billy winds up the jingle with a lusty "Oh yeah . . . O-G!" Well, this has really caught on.

Now the results are all in and we can study them. Even though the Cubs wound up last season in 10th place, the program made the public newly aware of O'Connor & Goldberg as a store for men's shoes. We showed a substantial increase in sales and we received numerous compliments on our association with Lou Boudreau, the Cubs and our commercials.

Sells Gals Too ▪ I might add that despite slanting all commercials to men we also saw a healthy sales increase in women's shoes. We feel radio deserves part of the credit for that too.

Like all retailers we believe newspaper advertising is a must. But we think we have found a new medium—radio—that works as a great partner with newspapers. Radio makes our newspaper ads more effective—helps them pop out of the page.

The right program, the right time, the right copy and imaginative merchandising of the program makes radio a great buy for any retailer who wants to change an image or build a new identity fast at a reasonable cost.

William H. Harrison Jr. is president of O'Connor & Goldberg, Chicago-area shoe chain. He received his BA in 1939 at Dartmouth College and an MA in 1940 at Columbia University. Before joining O-G he headed his own management-consulting firm, Harrison and Associates. He and Mrs. Harrison, the former Martha R. O'Connor, were married in 1941. They have two children. O'Connor & Goldberg's radio agency is I. C. Haag Advertising, Northbrook, Ill., radio-television specialists.

We're simplifying timebuying.

We've called upon MMR—Major Market Radio—to represent six of our major market radio stations—WHN New York, WIBG Philadelphia, WJW Cleveland, WJBK Detroit, WGBS Miami, and WSPD Toledo*.

MMR is a nationwide radio rep with an intentionally limited list—and MMR intends to keep it limited. That way, its sales staff will have more time to concentrate on local marketing problems and campaign strategies. And more time to come up with radio marketing solutions and availabilities that are tailor-made to the aims of the advertisers.

Then MMR will be saving *you* time—just by presenting the background, the facts and figures you need to make sound timebuying decisions.

*Venard, Torbet & McConnell will continue to represent KGBS Los Angeles. Storer Television Sales handles our television stations.

STORER
BROADCASTING COMPANY

ATLANTA WAGA-TV	BOSTON WSBK-TV	CLEVELAND WJW-TV	DETROIT WJBK-TV	MILWAUKEE WITI-TV	TOLEDO WSPD-TV	
LOS ANGELES KGBS	MIAMI WGBS	CLEVELAND WJW	DETROIT WJBK	NEW YORK WHN	TOLEDO WSPD	PHILADELPHIA WIBG

OPEN MIKE ®

Wanted

EDITOR: CONGRATULATIONS ON GREAT COLOR ISSUE JAN. 2. REQUEST DOZEN EXTRA COPIES AND PERMISSION TO REPRINT WITH APPROPRIATE CREDITS.—*Jim R. Rogers, sales manager, Jefferson Productions, Charlotte, N. C.*

(Permission granted, and 12 copies are en route. A limited number of extra copies of the Jan. 2 color-report issue are still available at 50 cents each. Address orders to Circulation Department, BROADCASTING, 1735 DeSales St., N. W., Washington 20036.)

Helping hand

EDITOR: An editorial in the Nov. 28 issue of BROADCASTING reports on a meeting of The Television Bureau of Advertising. . . .I cannot locate any Washington office of this organization but would like very much to see a fuller report of the meeting to which you refer.

Perhaps you have an address at which I could write the bureau or further information which would be of help. . . . *—Robert Bennett, legal assistant to Commissioner Johnson, FCC, Washington.*

(Glad to be of help. Television Bureau of Advertising was formed Dec. 1, 1954. Address is 1 Rockefeller Plaza, New York. President is Norman E. Cash. This and similar information on trade associations in this field can be found in the BROADCASTING 1967 Yearbook.)

Real-life drama . . .

EDITOR: I read your editorial about "Kerry Drake" in the Jan. 2 issue of BROADCASTING with much interest.

I was pleased that you got the sly humor of Kerry's remark that "nothing polishes glass like a newspaper—and no TV or radio set can make that claim." You must forgive the boy's allegiance, since newspapers have supported him for almost a quarter of a century.

However, you did not mention certain points that were covered in the current story. I made an effort not to neglect the fact that TV and radio are with us. . . . Also, on Sunday, Dec. 25, Kerry's host at the island retreat in Florida says: "Welcome to Camp Coquina, Sgt. Drake. You'll really unwind here. No mail delivery! No newspapers! No idiot-box! Not even a radio!"

There are few places left in the civilized (?) world that can make that claim, but Kerry found one.

Incidentally, the current rabid bat story was based on a real-life drama that happened this summer. Under identical circumstances, police officials, health authorities, newspapers, radio and TV were unable to get through to the victim for 48 hours. Fortunately, the real-life ending was happy.

What the ending will be in "Kerry Drake" I cannot reveal before the sequence comes to a close some three weeks hence.—*Alfred Andriola, creator of "Kerry Drake", New York.*

EDITOR: Just read your editorial, "Get with it, guys." It called to mind a typical letter recently received [from a listener in Rhode Island who heard an announcement on a WWVA Wheeling, W. Va., all-night show alerting states to the east that a physician on a honeymoon had been bitten by an animal subsequently identified as rabid and needed treatment at once. The listener was instrumental in locating the doctor and informing him of his plight.]

Who has Kerry Drake saved recently? *—J. Ross Felton, operations manager,* WWVA *Wheeling, W. Va.*

It's done in Boston, too

EDITOR: We would like to make one correction in the very fine Monday Memo by Leonard B. Gross (Jan. 2). Mr. Gross states that KCBS San Francisco is the only station utilizing traffic commuter reports by a scheduled helicopter passenger airline.

For the past year and a half, WNAC Boston has utilized, with much success, the facilities of Air General Inc. This regularly scheduled helicopter airline service operating out of Logan airport in Boston reports both morning and afternoon traffic for WNAC.

We heartily concur with Mr. Gross on the effectiveness of this service.—*Perry S. Ury, vice president and general manager-radio,* WNAC-AM-TV *Boston.*

TV-serviceman's help noted

EDITOR: I want to thank the CBS television network for its national coverage of a news story about the television serviceman in Texas that helped a poor Mexican-American family that had been burned out of house and home on Christmas day.

The television service industry needs more support by the broadcasting media. It was a wonderful thing that was done in Texas; there are few people that go out of their way to help others these days. Our fellow serviceman in Texas rates a salute from all of us. . . . *—Stuart V. Scheffel, owner, Scheffel Electronics, Santa Barbara, Calif.*

The Class of '67

"THE PORTER WAGONER SHOW"

showcases top guests stars of the caliber of Jimmy Dean, Minnie Pearl, Sheb Wooley, Carl Smith, in addition to show regulars Norma Jean, Spec Rhodes and the Wagon Masters. Both Porter Wagoner and Norma Jean are under lifetime recording contracts to RCA Victor. Porter Wagoner is the most popular country singer in the nation with a genuine homespun approach that endears him to everyone.

Desilu

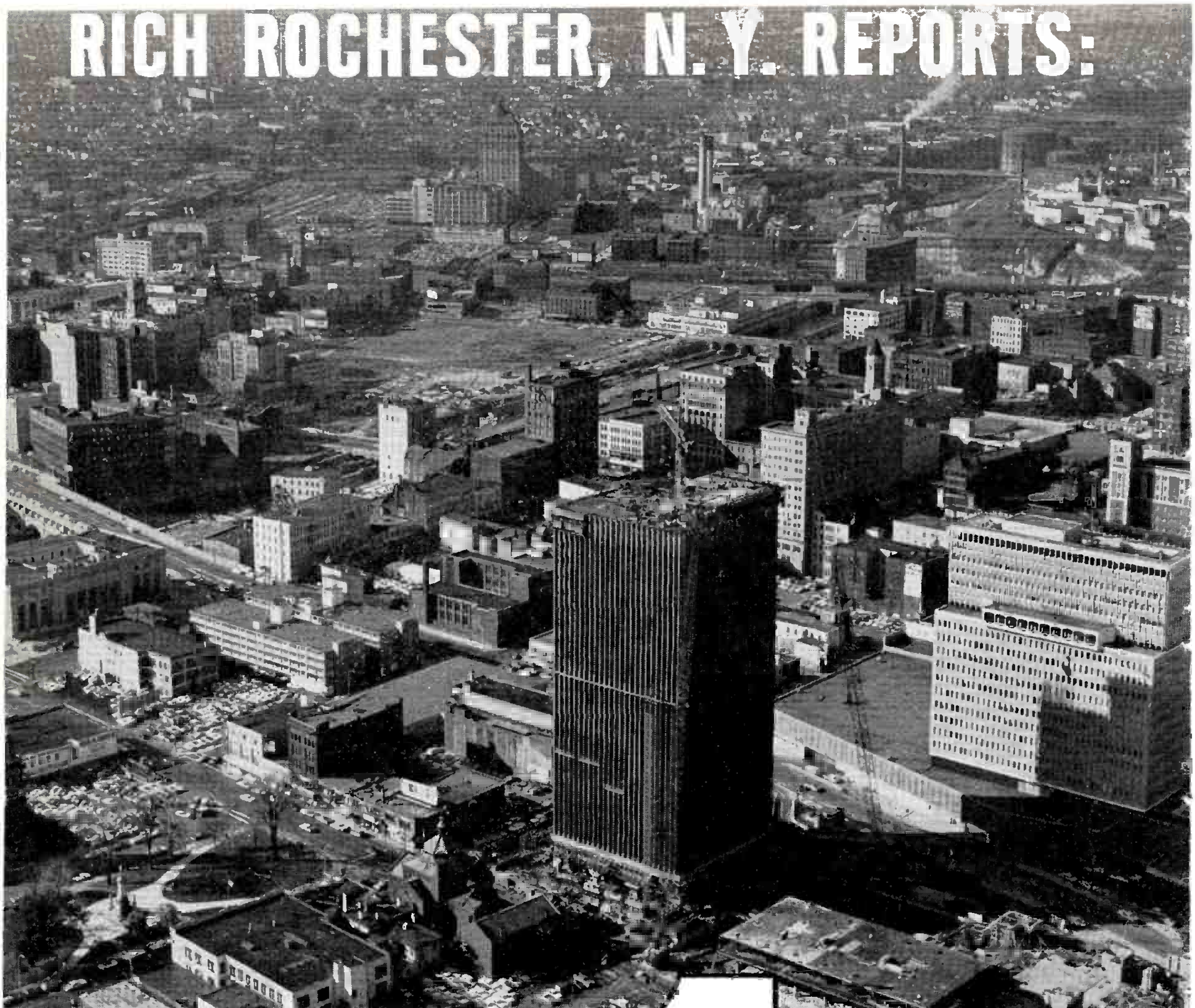
proudly announces distribution of two class TV country and western packages for your 1967 programming. Both color half-hours are top-rated in such markets as Washington, D.C., Houston and St. Louis. Both series have demonstrated their sales success with enviable ratings and sales records in the more than 50 markets in which they are now playing.

THE PORTER WAGONER SHOW!
&
THE WILBURN BROTHERS SHOW

"THE WILBURN BROTHERS SHOW"

features the well-known Nashville sound. Teddy and Doyle Wilburn are under lifetime recording contracts to Decca. They are rated tops on both Cash Box and Billboard western music lists. The show's Loretta Lynn is America's top female country and western star. Cast regular Harold Morrison is the most popular country comedian in the nation. Some of the top guests include Moon Mulligan, the Osborne Brothers, Stonewall Jackson, Wilma Burgess.

DESILU SALES INC.
Bernard Weitzman, vice-president and general manager
780 North Gower St.
Hollywood, Calif. 90038
(213) HO 9-5911



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WROC-TV is #1

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...IN ADULT VIEWERS
...WITH WOMEN
...WITH MEN

SIGN-ON TO SIGN-OFF
SEVEN DAYS A WEEK*

*Average Quarter Hours,
NSI Oct.-Nov. '66, ARB Nov. '66

YOUR PETRYMAN HAS ALL THE NUMBERS AND THEY'RE ALL GREAT!

Represented by
Edward Petry & Co., Inc.

WROC
ROCHESTER, N.Y.

TV CHANNEL 8 NBC

WROC BROADCAST CENTER

A RUST CRAFT STATION

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 16, 1967, Vol. 72, No. 3

Spot TV steady—not spectacular

Although total is up, percentage of increase in 1966 may have dropped; future is uncertain but most reps expect good year in 1967

Spot business advanced on most television stations in 1966, but probably not on quite so many or by quite so much as they've been accustomed to, though total spot TV billings almost certainly surpassed 1965's by a comfortable margin.

The sales outlook for 1967 is less clear than it usually is at the start of a new year, but the consensus appears to be that, unless the national economy takes a heavy setback, it'll be a year pretty much like 1966, marked by solid but probably not spectacular gains.

These conclusions were drawn last week from results of BROADCASTING's sixth annual yearend business survey of television stations and a corollary sampling of leading station representation firms.

The findings of both the station and the rep studies differed from those of earlier surveys in the series in two respects:

- Although it appeared clear that 1966 spot business climbed substantially beyond 1965 levels and that a majority of stations shared in the increase, the extent of the gains appeared to be somewhat less in 1966 than in any other year since 1961, and virtually nobody —station operator or representative—claimed to have made spectacular gains.
- There is more uncertainty about the new year's spot sales outlook than at any time since the surveys started. Conflicting reports, both as to current business and regarding first-quarter and full-year prospects, are far more widespread and predictions are more frequently hedged, despite the apparent underlying belief that 1967 will bring at least modest gains over-all.

In the station survey, 78% of those indicating full-year results reported gains. But not many indicated how big their increase was, and those that did placed it almost without exception in the 5%-to-10% range. A year ago 82% reported gains that averaged, where figures were given, about 12%.

The number of stations reporting declines in full-year spot sales rose from 4% a year ago to 13% in 1966. In neither year were there enough estimates to provide a meaningful average for the extent of the drop-offs, but the figures most frequently mentioned in both years were in the area of 2% to 5%.

Nine percent of the 1966 station respondents estimated full-year spot billings were about the same as in the preceding year. In 1965, 14% of the respondents were in this category.

Better—But Not Much ▪ Among reps, virtually all of those contacted said 1966 business exceeded 1965's—but by smaller percentages than usual.

Among those putting a numerical value on their 1966 gains, the average increase was about 10%, whereas a year ago it was 16%. This time the range among individual reps was from 6% to 15%; in 1965, the high was 24% and none of those offering estimates reported less than 10%.

Some major reps speculated that spot TV has reached the stage—and size—where it could no longer expect the big percentage gains that have marked most of its past years, and will have to be content with increases that, although representing more modest percentages, will still reflect substantial dollar-volume advances.

In the station survey, 1966 increases appeared to be more widespread in markets with four or more stations. More than eight out of 10 (83%) of respondents in those markets reported gains, and virtually all of the rest said 1966 spot business had at least held even with 1965 levels.

In three-station markets, 78% of the respondents reported gains, 17% said business was down and 5% reported no change from 1965.

In one-station and two-station markets 74% reported increases, 16% declines and 10% no change.

December business appeared to be especially spotty, with some stations—and reps—reporting lively sales while others complained of reduced activity.

Overall, 72% of the station respondents said their December spot sales were up from December 1965, as com-

Schaefer spends another $1 million on sports

An investment of approximately $1 million will be made by the F & M Schaefer Brewing Co., Brooklyn, N. Y., in 1967 to sponsor a package of more than 20 major sports events from Madison Square Garden-RKO General sports presentations over a hookup of 22 eastern stations.

A joint announcement today (Jan. 16) from Schaefer and the producing combine noted that the events will be telecast in color as part of the "Schaefer circle of sports" undertaking. The agency for Schaefer is BBDO, New York.

The package includes at least 10 major boxing bouts, with the Emile Griffith-Joey Archer middleweight title on Jan. 23 set as the first offering. Other sports events scheduled to be presented are the National Hockey League all-star game (Jan. 18); the Westminster Kennel Club annual dog show on Feb. 13-14, championship wrestling from Madison Square Garden next month, as well as four major track meets and the national horse show.

The eastern network for Schaefer includes stations in New York, Philadelphia, Boston, Cleveland, Washington, Baltimore and Providence, R. I.

pared with 87% reporting December increases in the survey a year ago. However, where the extent of this increase was given the average was the same in both years: 18% (as compared with an average increase of 21% by the December gainers in 1964, 27% in 1963 and 24% in 1962).

More Drop-Offs ▪ Some 16% of the station respondents reported December sales below December 1965 levels, as against 5% showing twelfth-month declines a year ago and 7% the year before that.

In assessing 1967 prospects, stations and reps alike cited the national economy as likely to be one of the principal factors affecting national advertising expenditures. But they were frequently at odds with themselves, not only in their accounts of December and first-quarter sales and the outlook for 1967 as a whole, but also on such questions as whether color would or would not boost spot revenues.

Some thought color would attract new advertisers and increase the spending of existing clients; others thought the higher costs of color production might be taken out of expenditures for times.

They seemed agreed, however, that color is of prime interest to buyers: 83% of the stations reported their clients "regularly" (46%) or "frequently" (37%) indicate an interest in color, and the rest, 17%, said they "occasionally" do.

They also agreed, as always, that one-minute lengths represent the availabilities in greatest demand among agencies and in shortest supply. Although some stations and reps complained of little client interest in 20-second announcements, the stations as a whole indicated 20-second sales in December were running a little higher than a year ago, while other lengths were at best holding steady with their December 1965 sales levels.

Reps and stations saw increased interest, but of different intensities, in the 30-second lengths being increasingly offered by stations.

Highlights of reports and views gathered from station representatives follow:

One major rep, handling more than 40 TV stations, characterized December as an encouraging month with overall sales about 3% ahead of the previous December. But this organization said half of its markets under top-50 ranking had volumes off an average of 13% for the month.

Better in '66 ▪ An official of the company said 1966 billings had been about 6% ahead of 1965 figures. He thought the first quarter of the new year would run 5% ahead of last year's first period but declined to estimate the prospect for 1967, noting uncertain factors in the national economy which could turn national spot business in either direction.

Another rep organization with a long list of stations said its December business had run even with the same month last year but that the first-quarter outlook is for a 5% overall gain. The same rep said its volume for all for 1966 had been up about 8%.

An official of this company sees 1967 as an unpredictable year for national spot with the state of the over-all economy holding many questions and intermittent changes in spot's competition with network another imponderable.

The president of another major representative company characterized the fourth quarter as slightly better than the corresponding period of 1965 with December "surprisingly good." But he was less sanguine about the first quarter of 1967.

"It's a replica of the first quarter of 1966 when uncertainty was the key word," he recalled. "Again there's a wait-and-see attitude by advertisers and often they are buying only three or four weeks before air time. I would say this is becoming a design of buying on the part of many advertisers."

He attributed this changing pattern in large measure to the advent of a "sec-

COMMERCIAL PREVIEW: Water can sell beer

Olympia Brewing's television commercials are coming out swinging in 1967. The West Coast regional advertiser is using what it calls "a swinging new cinematic style" in the production of its new commercials. Formerly, the brewery's "it's the water" story was the dominating theme of all Olympia Beer television promotion. Those campaigns told about the little home town of Tumwater, Wash.—"where the water is"—and of the brewer's great Pacific Northwest heritage.

All these points will be made in the 1967 television package but a lively new selling approach has been added. The object is to keep in step with today's ever-growing, ever-changing Western beer market.

This contemporary selling approach, designed by Olympia's agency, Botsford, Constantine & McCarty Inc., Seattle, meshes color cinematography with unusual musical scores and copy which, as an example, may read: "This is the Pacific Northwest . . . the water country . . . where we brew Olympia Beer. It's nice country to look at . . . but we're not here for the scenery. We're here for the water. It's the water . . . the natural artesian water of Tumwater, Wash. Sure, we could brew a beer without Tumwater's water. But it wouldn't be Olympia. When you want the taste of a really good beer . . . ask for Oly . . . the beer from Tumwater . . . where the water is."

There are a total of five 60-second commercials prepared by BC&M for Olympia that have a similarly rythmic blending of color photography, music and staccato words. Television continues to be Olympia's prime advertising vehicle in 1967. TV expenditures, stated to be the largest in the brewery's history, figure to be increased significantly from last year's total of about $2 million. This should maintain Olympia's position among the largest users of spot TV in the West. Plans call for spot schedules to be placed in prime evening viewing time within or next to top-rated network programs.

Are retailers taking another look at television?

There were several indications last week that retailers are reconsidering their traditional reliance on newspaper advertising in an age of suburbs and TV.

At the National Retail Merchants Association convention in New York, a workshop on media evaluation devoted most of its attention to television.

John Tesorero of the Outlet Co., Providence, R. I., which owns TV as well as radio stations (WJAR-AM-TV Providence; WDBO-AM-FM-TV Orlando, Fla. described his store's success in color TV. "Every day," he said "our weather girl wears a different fashion item from the store. The impact in color is tremendous. We've had a definite sales response."

The only regret in regard to television was expressed by Leo Sachs, sales promotion manager of Crowley-Milner, Detroit. He said: "We should be ashamed of ourselves for letting television get away from us. National advertisers have bought up all the prime time."

Attitudes of the convening merchants were summed up by Edward Engel, NRMA vice president "There is a definite trend to television, and merchants are convinced that color is even more effective than black and white, particularly for fashions and home furnishings. I'm sure that as color penetration increases there will be more retail advertising on television."

In Chicago ▪ In Chicago over the weekend, participants in a retail advertising conference were scheduled to witness a presentation on Jan. 14 by Howard Abrahams, local sales vice president of the Television Bureau of Advertising.

Mr. Abrahams was set to describe the situation of retailers still primarily on newspapers as follows: Downtown dailies, with static or even declining circulation but increasing rates, often fail to reach the suburbs. The suburban papers that have sprung up to exploit the gap are often inefficient investments. Television, in contrast, delivers urban and suburban audiences simultaneously, at or below competitive rates. TV enables retailers "to talk to customers with all the impact of sight, sound, motion and that important quality of emotion."

Don Eastin, publicity director of Knapp's Department Stores in Lansing and East Lansing, Mich., was prepared to agree:

"We schedule a minimum of 21 spots a week year-around and a maximum of 55. This is sufficient to insure that the institutional flare seeps through the item advertising. We are gaining constantly with a growing share of business in our community.

"We recommend the use of television for your store. You will find that your use of television will be rough at the start. But cheer up . . . after some trial and error you will come out shining."

Experiment in Midwest ▪ Retailers nationally are watching Carson Pirie Scott & Co., Chicago, in its experiment with color TV spots (BROADCASTING, Jan. 2). Meanwhile, TV appears to be getting further recognition in other Chicago retail quarters. K. Ingraham, who originated color spots for the Chicago group of Sears, Roebuck stores, will become national retail sales promotion and advertising manager of Sears at the end of January. Described as "a proponent of television advertising," Mr. Ingraham succeeds a manager widely regarded as "a print man."

ond season" on the TV networks: Advertisers are holding back on spot TV buys to evaluate the availabilities offered by TV networks and subsequently making spot purchases to supplement, complement or compete with network investments.

Broad View ▪ Over-all business at stations represented by this company rose by about 7% over 1965 and the prospects for 1967 are for a similar increase or an even smaller percentage gain. He noted that piggyback advertising is likely to accelerate and said the emergence of UHF stations in key markets will have some effect on business at established stations.

He added that the spot-TV industry can no longer expect to register the high gains of earlier years because the "business had acquired a maturity and already has attained a high level of sales."

A representation company with a short list of stations in top markets indicated December business had been up 12% and looked for a gain of close to 10% in the new year's first quarter.

Volume for this rep for all of 1966 outstripped the previous year by 13%. A top official of this company saw no reason to prevent 1967 from bringing a 10% increase in his spot business over last year and cited the added value of color TV as a major reason for this prediction.

The vice president and sales director of a large representative company estimated that business in 1966 was up 6% over 1965, but said he was hesitant about projecting the outlook for 1967. He noted that the first quarter of 1966 generally had been below expectations, but added that the first quarter of this year to date shapes up as even gloomier.

"Almost half of our stations are running behind the first quarter of 1966," he pointed out. "Where we are ahead, fortunately, we're substantially ahead, and this is generally in the larger markets."

He echoed the views of other representatives that stations cannot expect the "sensational" gains of earlier years. Except in special situations in which a station may increase its coverage, for example, appreciable increases in business will not materialize, he indicated.

Color Important ▪ He voiced the view that color may help to clear what he called the "$3-cost-per-thousand barrier" set up by some agencies. He explained that these agencies often will not buy into time slots that do not fulfill this objective, but said the added values of color may reshape the thinking of agencies later in 1967 or 1968.

One company representing a score of stations fell by 2% to 4% in 1966 last-quarter sales, compared to 1965's similar period, according to its general sales manager. Sales this quarter, he said, should be up 2% over 1966's first quarter.

Good Overall ▪ He reported over-all sales in 1966 rose 10% to 12% over 1965. A general picture showed one station up 38%, two up 15%-18%, three up 2%-3%, and 12 to 15 stations averaging 8%-9% gains.

The 30-30 spots are "in complete demand," but prime-time 20's "go begging," he said. Color sparks only occasional interest, he observed, because of an importance placed on "money efficiency." Prospects indicate 1967 sales performance will be about the same as 1966's, he said. Right now, he added, "no one's screaming it will be a big year."

The director of national sales for a firm handling a short list of major-market stations reported a 10% gain in sales during 1966's fourth quarter, compared to that period one year ago. Sales for the full year, he said, increased 15%—"way ahead" of 1965.

Sales Off ▪ He thought sales in 1967's first quarter, particularly in January, would be softer, and that 1967 would be a more competitive year, where broadcasters would have to "devise new accounts" to maintain and improve revenues and pay off investments in color equipment.

Another rep for a relatively short list believed cutbacks in the latter part of 1966 were in part traceable to the stock market's performance and that the current outlook is especially good because of recent market strength.

His 1966 TV billings, he indicated, were 14% over 1965. The sales director of a group representative said that business in the fourth quarter of 1966 was "sluggish," with December particularly "depressed," but that the year as a whole was "excellent" with sales volume outpacing 1965's by an estimated 15%.

Minute commercials, particularly in fringe time, are in high demand by advertisers, he remarked, and there is a slightly stronger interest in 30-second spots. He felt that these advertisers wanted to test the efficacy of the single 30's. He pointed out that since his company's stations are centered primarily in large markets, 20-second business is "quite brisk."

Demand for color commercials is "extremely high," he commented, pointing out that one agency asked for a guarantee that all its commercials be carried in tint.

He said he was "hopeful" that the first quarter of 1967 would be satisfactory, pointing out that the 1966 first quarter was "rather good" in the face of a downtrend for the industry generally. He held out prospects for a "very good" year for his company's represented stations in 1967.

Business volume rose by an estimated 8% overall in 1966 at stations represented by a large rep organization, with October and November "fairly good" and December only "so-so." The sales director of this company ventured that business was "not so good as we had expected," and added: "I'm afraid the spot TV business had reached a level at which sharp rises no longer can be expected."

He hastened to say that he was optimistic about 1967 with a percentage increase likely to approximate or be slightly under 1966 and commented that "a 7% or 8% gain is wonderful in most businesses but I guess we've been accustomed to larger gains in the past."

Among factors cited as decelerating the rate of spot TV gains: increased costs of color commercials without an appreciable rise in allocation for media and stiffer competition from UHF outlets. He noted that even if color commercials costs go up by only about $200,000 or so for large advertisers, it could amount to a sizeable total and spot TV is likely to suffer.

Blair retires as chairman

Founder of rep firm will stay on as member of 6-man management board

John P. Blair, founder of John Blair & Co., one of the oldest and biggest station representation firms, is announcing today (Jan. 16) that he is stepping down as chairman of the company but will continue as a member of the board (CLOSED CIRCUIT, Jan. 9).

He is building a home in Naples, Fla., and plans to spend a good part of the winter months there. He will retain an office at Blair headquarters in New York. He also remains the largest stockholder in the company.

The Blair organization, which represents 58 television and 49 radio stations and claims to be the country's largest broadcast representation firm, reported more than $105 million in billings last year.

With Mr. Blair's retirement as chairman the company will be managed by a six-man board of directors. In addition to Mr. Blair it consists of Frank Martin, president and chief executive officer of the company and also president of its TV divisions; Tom Harrison, president of Blair Radio; Jack Fritz, vice president and general manager of Blair Television Station Division; Jim Theiss, vice president and general manager of Blair Television Market Division, and Harry Smart, vice president and general manager of Blair's Chicago office.

A three-man executive committee, set up with Mr. Blair as chairman in November 1965 as the first step in what he called "orderly transfer of management," is being abolished. As part of that first step, Mr. Blair also turned over the responsibilities of chief executive officer to President Martin, who with Mr. Blair and Mr. Harrison formed the executive committee (BROADCASTING, Nov. 15, 1965).


Mr. Blair


Mr. Martin

The 1965 changes coincided with the company's going public, in which Mr. Blair reduced his stock holdings from 36% to 10%.

Mr. Blair said last week that Messrs. Martin, Harrison, Fritz and Theiss "have clearly demonstrated the ability to assume full management responsibilities." His resignation as chairman, he disclosed, became effective Dec. 31, 1966.

Mr. Blair, now 67, was propelled into broadcasting by a radio success story. In the late 1920's, working in the San Francisco office of J. Walter Thompson Co., he persuaded a bakery client to use radio to introduce a new loaf of bread. The sales results convinced him that radio was the greatest advertising medium yet invented.

In 1933 he joined in the founding of Grieg, Blair & Spight, and two years later he assumed personal control of the company. The first offices were in San Francisco, Chicago and New York. By 1945 there were eight offices. The 10th was opened two years ago in Philadelphia.

Mr. Martin, president and chief executive officer for more than a year and now the company's highest-titled executive as well, has been in broadcasting since college and law-school days. Now 46, he was a writer, salesman and announcer for radio stations in Waterbury and Bridgeport, Conn., managed WLCR Torrington, Conn., and worked in sales for WOR Recording Studios, MCA Syndicated Sales and the old Dumont TV network before joining Blair Television more than 15 years ago.

FM music series placed by Delta in 15 markets

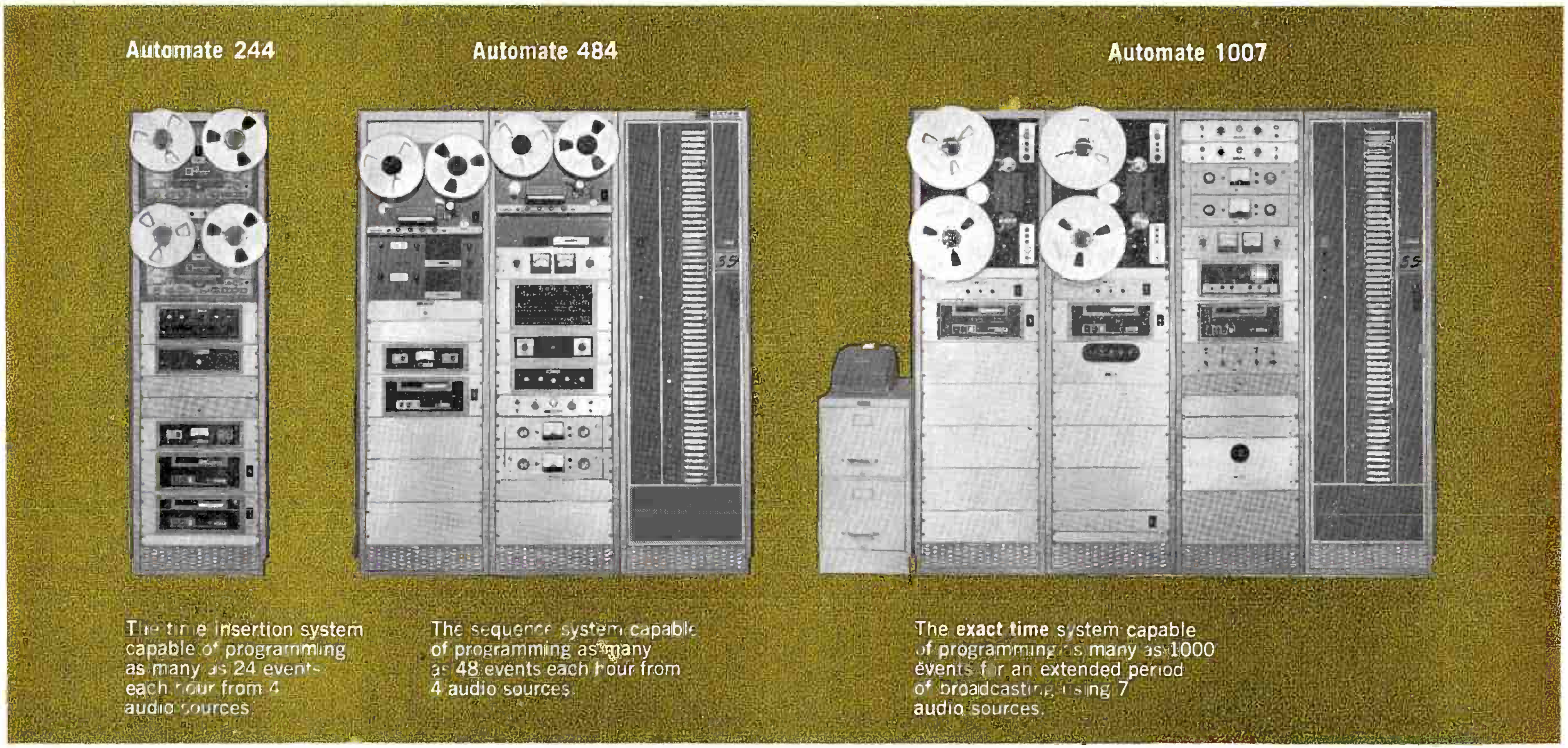
Delta Air Lines, Atlanta, through Burke Dowling Adams (BBDO subsidiary), that city, will sponsor a new weekly FM stereo series, *Flight to Broadway*, a weekly hour musical show produced on tape for syndication by Triangle Stations.

Initial purchase by Delta covers 15 major markets: Atlanta, Augusta, Ga., Chicago, Cincinnati, Dallas-Fort Worth, Detroit, Houston, Los Angeles, Memphis, Miami, New Orleans, New York, San Francisco, Tampa-St. Petersburg, Fla., and Washington.

The series will begin on FM stations in early February. This is the ninth such syndication sale made directly to an advertiser by Triangle in the past year. The program will profile top musicals, both from the past and from recent Broadway hits.

AUTOMATION SYSTEMS

three standard packages from Gates for modern broadcasting



Write for your copy today of the new Brochure on Gates Automation systems.

AUTOMATIC TAPE CONTROL DIVISION
1107 East Croxton Avenue
Bloomington, Illinois 61702

HARRIS INTERTYPE CORPORATION

GATES

Gates Radio Company, Quincy, Illinois

ANA finds cut-ins vary widely

Price charged by Chicago network stations, for example ranged from $55 to $475; some have double standard

The Association of National Advertisers has published a list of all network-affiliated-station cut-in charges and says it can't find much rhyme or reason in them. "There is an apparent lack of basic principle or rationale in the establishment of cut-in charges," the report asserts.

The cut-in, used in new-product and copy testing, is a substitution by a network sponsor of special commercial copy in a given market in place of his regularly scheduled network commercial. The technique is also used on a sectional basis involving substitution of different copy on groups of stations.

The ANA TV cut-in study shows a wide variation in prices charged by stations for the service, even by stations in the same market. It also indicates that individual stations with two network affiliations may have two prices for the same service.

In general, the report shows that ABC-TV affiliates charge a prime-time cut-in fee of 10% of their class A hour rate. ABC-owned stations' fee for cut-ins is 7½% of the class A hour rate. In class C and D time the cost is generally one-half and one-third, respectively, of a class A cut-in.

CBS-TV affiliates, according to the report, usually charge 10% of their applicable hour rate, and their daytime rate is half of the nighttime charge. The report finds no evident formula for the service among NBC-affiliated stations. NBC o&o stations showed rates considerably lower than many comparable stations.

Submitted ▪ ANA said its data was submitted to stations for verification.

Agencies and advertisers have long claimed that cut-in charges are often unreasonably high.

Disparity ▪ Instances of single-market disparity shown in the ANA book include the following:

In Chicago, WMAQ-TV (NBC) charges $55, WBKB-TV (ABC) charges $337.50 and WBBM-TV (CBS) asks $475, for prime-time cut-ins.

In Philadelphia, KYW-TV (NBC) asks $338.25, WCAU-TV (CBS) charges $400, and WFIL-TV (ABC) charges $430.

The fees in Los Angeles are $55 for KNBC(TV) (NBC), $500 for KNXT(TV) (CBS) and $330 for KABC-TV (ABC).

In New York it's $55 for WNBC-TV, $581 for WABC-TV and $950 for WCBS-TV.

ABC-TV affiliates' cut-in charges, the report said, are on a per-program basis and cover a maximum of four cut-ins per program. Charges of CBS-TV affiliates and of most NBC-TV affiliates were said to be on a per-unit basis.

Campbell-Ewald losing Alberto-Culver account

Big TV spender Alberto-Culver Co. admits it expects its money's worth when it comes to dealings with its advertising agencies. After all, millions of dollars are involved.

But the toiletries firm is more than a little sensitive when asked if it fits into the "hard-to-get-along-with" client category. No, continues to be the reply, both polite and firm.

Last week Alberto-Culver Co. and Campbell-Ewald Co. announced they are parting ways effective April 1. The association lasted almost two years. Nearly $5 million in billings are involved.

The products: Rinseaway dandruff rinse and shampoo, Calm deodorant, FDS feminine hygiene spray and various new products. As of Thursday no new agency selection was in prospect.

Alberto-Culver continues with J. Walter Thompson Co. and Knox-Reeves Advertising. Last year it served association with BBDO and the previous year ended its affiliation with Compton Advertising. In both instances the billing shifts were substantial.

Business briefly . . .

Sponsors for two NBC-TV *Project 20* one-hour specials will be: **RCA** and the **Institute of Life Insurance**, each has one half of "End of the Trail" Thursday, March 16 (7:30-8:30 p.m. EST); **The American Gas Association** will sponsor "The Law and the Prophets" Sunday, April 23 (10-11 p.m. EST). J. Walter Thompson Co., New York, placed the orders. Other NBC-TV sales are: **Andrew Jergens Co.** and **Procter & Gamble**, both Cincinnati, through Cunningham & Walsh and Tatham-Laird & Kudner Inc., respectively, both New York, in *Run for Your Life, Tarzan,* and *Captain Nice;* P&G is also in the *Scherer-MacNeil Report, Tuesday Night at the Movies, The Virginian, Star Trek, Laredo, Flipper,* and *Please Don't Eat the Daisies.* **Bigelow-Sanford Inc.**, through D'Arcy Advertising, both New York, has signed for *Today* and *Tonight* shows. **Mrs. Paul's Kitchens**, through Aitkin-Kynett Co., both Philadelphia, has purchased participation in *Today* and *Tonight*, the first television sponsorship for the company. **Goodyear Tire & Rubber Co.**, Akron, Ohio, through Young & Rubicam, New York, is in *Captain Nice*, and with **Florists' Telegraph Delivery Association**, through Post-Keyes-Gardner, both Detroit, in Tuesday Movies, *Virginian, Star Trek* and *Laredo.* FTDA has bought additional sponsorship in *Run for Your Life, Saturday Night at the Movies, The Andy Williams Show* and *Scherer-MacNeil.*

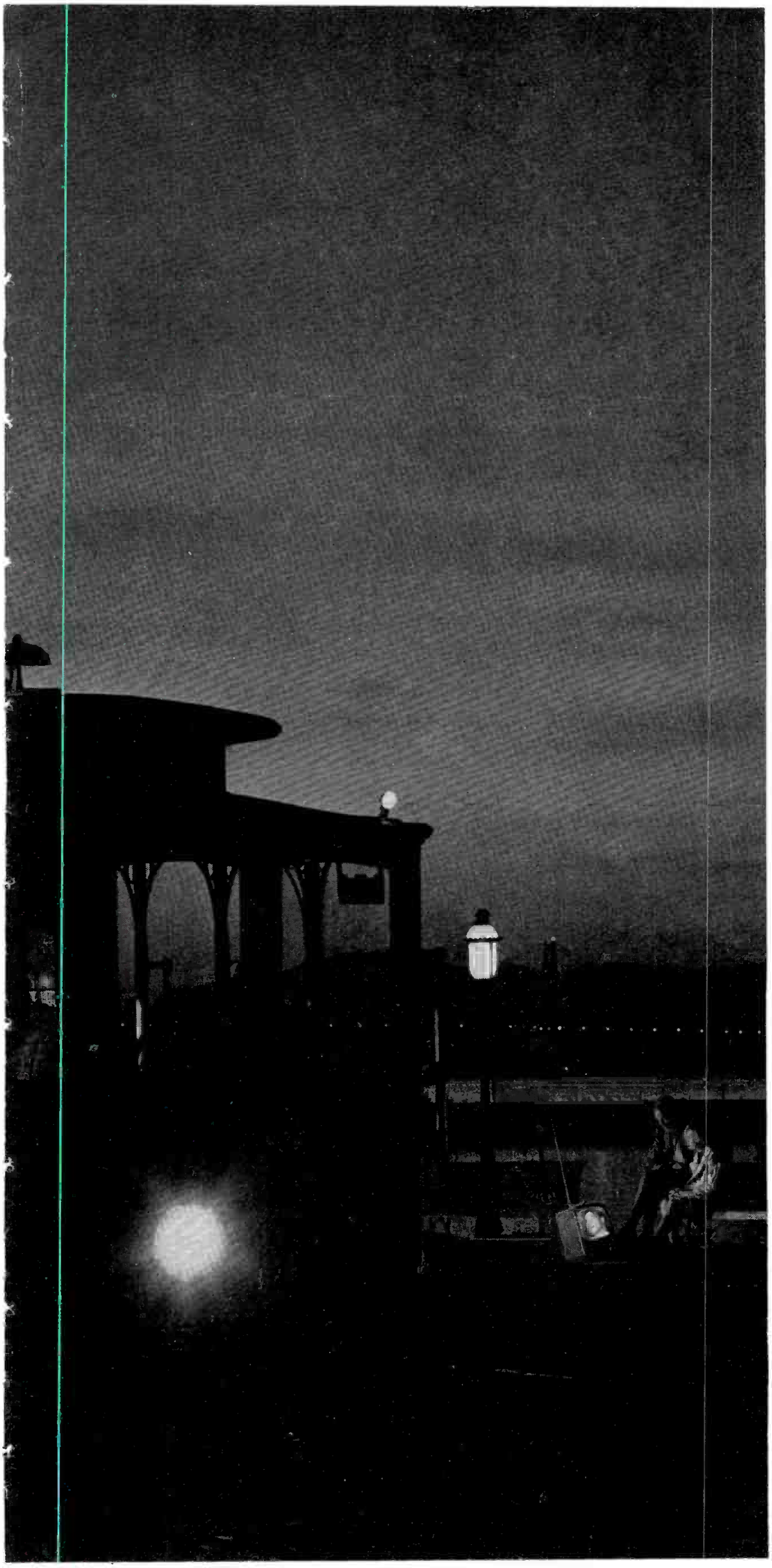
3M Co., St. Paul, through BBDO, New York, will sponsor a one-hour ABC color documentary on today's music, *The Songmakers,* on Feb. 24 (10-11 p.m. EST).

R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Dancer-Fitzgerald-Sample, New York, has purchased one-half sponsorship of 52 thoroughbred stake races *(Saturday at the Races)*, from Sports Network Inc., New York, with co-sponsor F&M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York. SNI's coverage of the Professional Golf Association tournament in Los Angeles Jan. 28 will be sponsored by **Eastern Air Lines**, through Young & Rubicam, both New York; **AT&T**, New York, through N. W. Ayer & Son, Philadelphia, and **Lincoln-Mercury Division of Ford Motor Co.**, Dearborn, Mich., through Kenyon & Eckhardt, Detroit.

Wynn Oil Co., Azusa, Calif., through Needham, Harper & Steers, Los Angeles, has started its new campaign, basically a radio effort. Commercials are scheduled on NBC's weekend *Monitor* and ABC's new *World of Wheels* auto racing show on weekends. Keenan Wynn is spokesman in a series of four radio spots.

Rep appointments . . .

- WVTV(TV) Milwaukee: The Katz Agency, New York.
- KJAC-TV Port Arthur-Beaumont, Tex.: The Katz Agency, New York
- WETZ New Martinsville, W. Va.: C. Otis Rawalt Inc., New York.
- WPET Greensboro and WSSB Durham, both North Carolina, and WYPR Danville, Va.: Grant Webb & Co., New York.



Admen return to programing?

Pat Weaver says they'll have their chance in expansion of television system

The opportunity is growing for advertisers and agencies to once again produce and place TV programs so as to more effectively target their audiences, Sylvester L. (Pat) Weaver told Chicago's Broadcast Advertising Club last week.

The route: the independent VHF stations and the new UHF outlets. The reasons: (1) Network participation minutes are not doing the job for many advertisers in many cases and (2) the overemphasis upon story-telling movies is dulling audience interest.

Mr. Weaver, who joined Wells, Rich, Green Inc., New York, earlier this month, predicted some day there will be cable systems whereby even two-way communication between viewer and the retail advertiser will be possible with the consumer buying instantly after the wares are advertised.

The Hollywood Way ▪ Recalling how radio schedules were completely produced and arranged by agencies and advertisers in former years, with the networks being mere transmission facilities, Mr. Weaver felt the same thing has happened again today in network television. This time though the networks have turned to Hollywood instead of the agencies, he said, and "Hollywood's approach to life, to be charitable, is limited."

"Therefore, we have seen an overemphasis upon story-telling product in television," he explained, and an over-appeal to the "young in mind."

The result is an opportunity for someone else, Mr. Weaver continued, provided there is a way out, an alternative which has not existed in the industry until now. With the all-channel-set circulation increase and the UHF station growth, he felt, the long VHF monopoly is being broken.

Mr. Weaver also noted that modern technological progress is "breaking the freeze" that broadcasting has held upon audio-visual access to the home. He foresaw the possible development of programing of some sort of hookups of the master antennas of apartments in the big cities apart from community antenna television as well as the ultimate 84-channel capability of the cable systems. A broad diversity of educational, cultural and other special program choices could evolve, he felt, including subscription systems. Some could be stored in computer type systems too, affording instantaneous recall at the viewer's whim or wish.

'Vested Interests' ▪ The block that is holding it all back is the broadcaster lobby, he charged, but ultimately the fight will be settled in Washington. The promise is too great, he said, and "once the enlightened public realizes what they are having foisted upon them by the status quo vested interests, it will be murder."

TV festival adds radio commercials awards

A new radio-commercials competition was announced last week by the Radio Advertising Bureau and the American TV Commercials Festival Committee.

RAB will discontinue its Golden Record awards, and the festival committee, which in the past has concentrated on TV commercials, will add radio to its structure and offer awards incorporating the RAB Golden Record symbol.

The new radio competition will be conducted in conjunction with the eighth annual TV commercials festival (BROADCASTING, Jan. 9).

Entry forms are being mailed to nearly 5,000 advertising executives, sponsors, producers and stations. Deadline for entry of radio commercials is Feb. 15.

Entries will be divided into three advertising categories—national, regional and local—and exceptional examples of craftmanship will also be honored. Judging will be by the festival's 10-city board of 175 leading advertising executives, headed by George H. Gribbin of Young & Rubicam. Winners will be announced, along with TV commercials winners, at a two-day American Commercials Festival in New York May 11-12.

Wallace A. Ross, director of the festival, who announced the new program jointly with President Miles David of RAB, said that "it is becoming increasingly clear that this is 'the golden age of radio,' evidenced by more imagination, wit and sound selling practice than ever before," and that his organization was pleased to work with RAB in presenting a radio companion to the TV competition. Mr. David was named to the festival's board of directors.

L&M accelerates 'second-season' buying

Liggett & Myers Tobacco Co., through J. Walter Thompson Co., both New York, will sponsor three new ABC-TV "second-season" shows. The purchases bring the total of L&M network TV sponsorship to 14 shows weekly.

The new shows are: *The Invaders* Tuesdays (8:30-9:30 p.m.), *Wednesday Night at the Movies* (9-11 p.m.), *Bowlers Tour* Sundays (2-4 p.m.). The Wednesday movie replaces L&M's sponsorship of the cancelled *Man That Never Was.*

L&M's new network purchases may in part offset a trend in its TV spending toward spot. According to Television Bureau of Advertising, L&M increased its spot spending 160%, from $3,595,400 in the first nine months of 1965, to $9,322,240 in the same period last year. Network spending increased less than 30% in the first 10 months of 1966 as compared to the same period in 1965, from $13,071,400 to $16,920,900.

Agency appointments . . .

▪ Universal Pictures has named Carson/Roberts/Inc., Los Angeles, effective April 1.

▪ Lewis Food Co., Los Angeles, has named Russell R. Rullman Advertising, Los Angeles, to promote its pet food products. The advertiser spends about $1 million in television, radio and newspapers on behalf of Dr. Ross and Skippy brands of dog and cat foods.

▪ Jantzen Inc., Portland, Ore., men's division, has appointed J. Walter Thompson, San Francisco.

▪ Armstrong Rubber Co., West Haven, Conn., has appointed Pritchard, Wood Inc., New York, member of the Interpublic Group of Co.'s, for all consumer and trade advertising. Billings on the Armstrong account is expected to exceed $2 million, of which almost half would be in TV. Former agency was Lennen & Newell.

▪ House of Mann Inc., Louisville, Ky., has named Zimmer, Keller & Calvert Inc., Detroit, to handle the advertising for Mann's breath deodorant. The Louisville firm has only recently entered the consumer market and plans to expand its consumer product line.


Some time buyers are shooting at the biggest metro market in North Carolina...
and missing by 90 miles!
If you want to hit the big metro market in North Carolina, you're right on target if you beam your message to the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in population. First in households. First in retail sales. It's the big three billion dollar market in the rich Piedmont country, the great tobacco-textile-furniture-electronics center. 3 populous metro cities all yours when you buy WSJS Television.
WINSTON-SALEM, GREENSBORO, HIGH POINT
WSJS Television
NBC
12
Represented by Peters, Griffin, Woodward

HEW's Gardner backs cigarette ad labeling

MAGNUSON ITERATES INTENT TO REINTRODUCE BILL

The congressional drive to force cigarette advertising to include a statement of tar and nicotine content received new impetus last week as a powerful senator vowed to push anew for such legislation and the secretary of Health, Education and Welfare endorsed such action.

In a letter to Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, HEW Secretary John W. Gardner not only gave his support to this legislation but included a technical report summarizing the scientific justification for it. Senator Magnuson had asked Mr. Gardner to furnish such a report.

The bill, as introduced in Congress in each of the last two years, would require the tar-and-nicotine statement in radio and TV advertising as well as in print promotion. In the past the measure met vociferous opposition from cigarette firms and the advertising industry on the basis such material would destroy the impact of the advertising message. It was also felt such a requirement would have tremendous effect in the midst of a radio cigarette commercial. Another side effect might be to discourage one of the medium's largest advertising sources from using radio and television.

Will Try Again ▪ However, last week, while disclosing Mr. Gardner's backing for the move, Senator Magnuson again stated his intention to reintroduce the bill soon. He sought similar legislation two years ago and tried again last summer with a measure that was cosponsored by former Senator Maurine Neuberger (D-Ore.) and Senator Robert Kennedy (D-N. Y.). At that time he also said his committee would look closely this year at Federal Trade Commission and HEW reports to determine if it was necessary to go beyond the health warning now required on cigarette packages. Last week's HEW message would seem to represent the incentive he had been awaiting.

In the letter Secretary Gardner said: "In our opinion, requiring the identification of tar and nicotine levels on packages and in advertising, as you have proposed, would be an important step and would result in the progressive reduction of tar and nicotine levels because of public demand." He also said he would favor a bill that would also allow for the addition of other materials in cigarettes that are later found to be harmful. "The only effective means available to eliminate the health hazards associated with smoking is an education program designed to inform people of the hazard and encourage people to stop or not to start smoking," he added.

D'Arcy's good year

D'Arcy Advertising Co., announced last week that total billing at the agency in 1966 amounted to $116.5 million, as compared with $110 million in 1965.

U. S. billing was placed at $105 million, up from $100 million in 1965. Combined billing in Mexico and Canada was reported at $7,250,000, as against $6 million the previous year. Other international billing was $4,250,000, compared to $4 million in 1965.

Broadcast expenditures at D'Arcy in 1966 were 55% of the total, followed by magazines, 20%, newspapers, 15%; outdoor, 5%, and other, 5%.

Bud 'Pick-a-Pair' promotion set

Budweiser beer's "Pick-a-Pair" campaign involving heavy use of radio-TV spot will fall in April and May this year, Anheuser-Busch Inc. sales executives were told in Los Angeles last week. The Pick-a-Pair promotion has become recognized as one of the most outstanding merchandising vehicles based chiefly on the broadcast media. Budweiser's agency is D'Arcy Advertising, St. Louis.

Budweiser also undertakes a major drive in network radio and television, beginning this weekend, to introduce its 1967 copy theme, "Budweiser is the best reason in the world to drink beer." Schedules on NBC-TV and CBS-TV are being used plus NBC Radio. Anheuser-Busch continues to hold its No. 1 brewing position with its total barrelage up last year an estimated 15% to more than 13.5 million barrels with Budweiser filling most of them.

CBS Radio off to flying start in '67

CBS Radio, which in 1966 reported its best sales record since 1958 (BROADCASTING, Jan. 9), announced last week that business continued briskly in the first two weeks of 1967 with 70 advertisers already signed for campaigns.

George J. Arkedis, CBS Radio network vice president and general manager, noted that 52-week program renewals already have come from Liggett & Myers, American Tobacco Co., Kellogg's, R. J. Reynolds, and State Farm Mutual Auto Insurance Co. Other long-term renewals include American Dairy Association, Knox Gelatine, and Ciba.

Five new advertisers whose program sponsorships began in January and ranged to as many as 52 weeks are Washington State Apple Commission, E. J. Brach & Sons, *Life* magazine, Block Drug and National Plastic Products, according to Mr. Arkedis. Other advertisers with run-of-schedule announcements and/or program participation campaigns in CBS Radio news programs during the first two weeks of January are National Biscuit Co., Bristol-Myers, Wyler Soup, Plymouth, Morton Salt, Frigidaire and General Mills.

Test-commercial firm to open L.A. office

In expansion of its activities, Panel Film Productions, New York, plans to open a West Coast office shortly to accommodate advertisers and agencies there in the production of TV test commercials.


Mr. Knaup

Henry Knaup, president of the company, which produces test commercials exclusively, reported last week he is seeking space in Los Angeles. The move, he said, was prompted by heightened interest in test commercials by agencies and advertisers in the West. The new operation will be called Panel West, according to Mr. Knaup.

Panel Films was founded by Mr. Knaup in 1959. After the commercials are produced on film or tape by Panel, they are put through various research tests to examine copy themes and approaches, Mr. Knaup explained. He stressed that the finished commercials are produced at studios other than Panel.

The average one-minute black-and-white commercial is produced at Panel for about $2.300, which is 10% to 15% of the cost of a finished production. Mr. Knaup indicated that 85% of Panel's work is in black-and-white since the client is testing copy, rather than production values, although the final commercial usually will be made in

IT'S GETTING TOUGHER TRYING TO "KEEP 'EM DOWN ON THE FARM"

Dairy farmers are trading 365-workdays per year for industry's 40-hour weeks and paid vacations.

The number of farms in the United States selling milk dropped from the 770,221 counted in the 1959 Census of Agriculture to 544,791 farms selling milk according to the 1964 census. In the several years since the last official tally, the rate of decline in number of dairy farms has accelerated considerably. It's estimated, for example, that Wisconsin, the country's leading dairy state, lost 10 per cent of its dairy farms in the last two years alone.

The exodus of dairy farmers seemed to have slowed by the end of 1966, but no one in the industry is ready to predict that the downward trend is going to end soon. The higher prices paid to dairy farmers for milk in 1966 may have helped to keep some families operating their dairy farms longer, but the average hourly earnings for labor on dairy farms and returns on the capital investment (usually well in excess of $50,000) are still below what can be earned in most non-agricultural enterprises.

Families have been quitting dairying in record numbers for several reasons. Milk prices at the farm level have been, and still usually are, too low to enable the farm operators to compete with non-farm industries and businesses for the kind of labor needed to handle a herd of cows and the very high-priced and often intricate machinery and equipment used on farms these days. That period in our agricultural history when all it took was enough brains to drive a team of mules or horses to get the farm chores done is gone forever. In most areas of the country farm labor of the high caliber required is difficult or impossible to find. This means, then, that the family operating a dairy farm must stay on that farm every day of the year for the morning and evening cow milking chores. Cows won't adjust to labor shortages.

Industry lures the young farmers with better hours and pay.

Labor shortages in industry the past year have encouraged many farmers, including a large number of the better young farm operators, to give up farming to work in industry. A 40-hour week, usually higher hourly earnings and no investment required, paid vacations, plus other benefits oftentimes look very enticing when compared with the 365 days each year the family may be tied down with a dairy herd.

In the process of becoming efficient and progressive business operators, farmers have also learned to think like businessmen. They take a look at return on investments these days as well as returns per hour of labor. When they do this, in most areas of this country, dairying doesn't look too promising when compared with other types of farm enterprises or with non-farm businesses. Many farmers are selling off their cows and going into the recreation business these days. City people seem more willing to pay profitable prices for leisure and fun than for good food!

In 1966 milk production in the U.S. declined about 3 per cent or almost 3.5 billion pounds from a year earlier. At the same time consumer demand for milk and foods made from milk increased about two billion pounds. For the first time in a number of years the balance between the supply of milk and commercial demand for milk was very close. Milk prices strengthened and got back to about where they were in 1952, the last time this kind of situation existed. If demand for milk continues to grow through 1967 as it did in 1966 and if production does not increase —as many expect it won't, there very likely will be more price increases. This, in the American free enterprise system, would be the normal reaction to bring about increased supplies of milk to meet increased demand.

The supply of milk available to the American people is of concern to the entire nation.

Milk provides large quantities of essential food nutrients—complete protein, calcium, phosphorous, riboflavin, thiamine, vitamin A, etc. Milk is a valuable food because it is an ideal food form for the very young and can also be converted into many other food products that lead the food popularity parade year after year.

The American people drink more milk than any other beverage except water. Last year each American, on the average, consumed daily the equivalent of almost 1.6 pounds of milk—as milk, butter, cheese, ice cream, and other dairy products. (A quart of milk weighs 2.15 pounds.) Despite the higher retail prices for dairy foods in 1966, the daily cost of this milk per person was around 17 cents. For an average adult man, this amount of milk provides about 36 per cent of his recommended daily protein intake, 100 per cent of his calcium, 72 per cent of his riboflavin, 21 per cent of his vitamin A, plus other important food nutrients.

Dairy farmers are proud of the contribution milk has made and continues to make to the good health and the good eating of the American people. We hope that the American people will continue to understand that dairy farmers, too, are caught in the rising cost of doing business that forces all prices to higher levels. We continue to seek only a fair return for our labor and for the increasingly larger capital investments efficient dairy farming requires.

a message from dairy farmer members of
american dairy association

Every week new G-E live-color cameras bring Grand Ole Opry to millions of homes all over America.

WSM-TV in Nashville owns four General Electric PE-250's.

Grand Ole Opry, for 41 uninterrupted years the country music sound heard 'round the world, is now delighting millions on color television.

For the first time, all the rhythm, character, and brilliance of this truly American musical spectacular are being captured in full color—for 14 major markets—by new G-E PE-250 live-color cameras.

A prestige program—a prestige station. A natural for G-E PE-250's, with their modern four Plumbicon* tube pickup, all-transistorized circuits, compactness, and light weight.

These are just some of the reasons why G-E PE-250's are used for Grand Ole Opry—and why they're on the air for other major stations and group ownerships across the country.

See for yourself. Watch the colorful Grand Ole Opry—in color—this week from Nashville. General Electric Company, Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-39

*Registered Trademark of N. V. Philips' Gloeilampenfabrieken of The Netherlands.

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57 Post St., San Francisco, Calif. 94104

color.

Panel has produced more than 500 test commercials since 1959. Its roster of clients has grown from four in 1959 to 29 in 1966. Among its clients are Scott Paper, Bristol-Myers, Westinghouse Electric, American Chicle, American Home Products, Sinclair Oil, Mobil Oil and many of the major cigarette firms.

Ford, CBS-TV reach Super Bowl agreement

Ford Motor Co. finally settled differences with CBS-TV last week and came out with four minutes of commercial time in that network's Super Bowl game coverage yesterday (Jan. 15).

The dispute, which arose when Ford asked CBS for three minutes at a price of $70,000 per minute, or $15,000 less than what other advertisers reportedly were charged, remained unsettled until last Monday (BROADCASTING, Jan. 9). On that day, CBS said, Ford offered to buy four minutes on the game for CBS's "asking price." CBS, which had only three minutes available, came up with an extra minute by "taking it away from another sponsor," according to a network spokesman.

Both CBS and Ford declined to comment further on the negotiations. CBS sources did say that Ford paid its "asking price," reported as $85,000 per minute, and that there now was "total unanimity" between client and network.

The last count of CBS-TV sponsors showed the following commitments—excluding Ford's—Trans World Airlines (Foote, Cone & Belding) and Philip Morris (Leo Burnett), each with three minutes; P. Lorillard (Grey advertising) and McDonald Corp. (D'Arcy), each with two minutes; and eight regional advertisers: Falstaff (Dancer-Fitzgerald-Sample), Carling Brewing (Lang, Fisher & Stashower), Pabst (Kenyon & Eckhardt), Schaefer (D'Arcy), Ortel (Needham, Harper & Steers), National Brewing (W. B. Doner), Theo Hamm Brewing (Campbell-Ewald) and Schmidt's (Ted Bates).

American Home to appeal FTC's hemorrhoid order

American Home Products said late Thursday it would "promptly and vigorously" appeal the Federal Trade Commission's order that it stop advertising its Preparation H as a cure for hemorrhoids.

The statement said the FTC order represented a "drastic reversal" of the findings of an FTC hearing examiner. Expressing confidence that the product was being accurately advertised, the company said no change in copy claims was necessary during the appeal and that none would be made, but that if it lost the case the claims would be brought into line with applicable orders.

American Home Products was one of four manufacturers of hemorrhoid preparations cited by the FTC (BROADCASTING, Jan. 9). Preparation H, whose commercials were banned by the television code board of the National Association of Broadcasters several years ago, spent an estimated $1,390,000 in radio in the first half of 1966 and put about $777,140 into spot TV in the first nine months of the year.

Y&R realigns creative functions

Kenyon & Eckhardt, New York, has reorganized its creative operations into three groups under the supervision of Stanley Tannenbaum, newly appointed creative director. With Mr. Tannenbaum as associate creative director in charge of copy is Harry Stoddart.

The first creative group is headed by Garth Montgomery, who has been creative director at the agency's London office and was most recently copy supervisor on various package-goods accounts. The second group is headed by Ronnie DeLuca who, in addition to this responsibility, will supervise the agency's art work.

At present, no third creative group head has been named, the group now operating under two associate creative group heads, Bill Suchmann and Ed Hatcher. Larry Parker continues as associate creative director in charge of K&E's television production.

CATV's take FCC to court

Three major challenges to commission's rules heard during week; San Diego case attacks FCC's authority, others hit importation issue

Community antenna systems challenged the FCC in three court cases last week, with one of them hinging on the jurisdictional issue, and the other two combatting the commission's orders relating to the importation of distant TV signals into areas considered part of the top-100 markets.

The jurisdictional question is the principal issue in the San Diego case; the top 100-market issue in the Muskegon, Mich. and Toledo, Ohio, cases.

In the San Diego situation, a three-man Ninth Circuit Court of Appeals panel reserved decision last week on whether a temporary injunction already granted against the FCC's attempt to prevent three San Diego community antenna systems from importing Los Angeles TV signals should be made permanent. The hearing was held in the U. S. courthouse in Los Angeles before Ninth Circuit Judges Stanley N. Barnes and Walter Ely and District Judge Robert F. Peckham. Judge Barnes presided. The same court previously granted an interlocutory injunction in the case (BROADCASTING, Aug. 29, 1966).

Arguing for the change in the status of the judicial stay from temporary to permanent were Robert L. Heald for Mission Cable TV and Pacific Video Cable, and Arthur W. Scheiner for the Southwestern Cable Co. Arguing for removal of the restraining order was Ernest Jennes for KFMB-TV San Diego and Henry Geller, general counsel for the FCC.

The case dates from last July when the FCC ordered a hearing against CATV operations in San Diego on the complaint of KFMB-TV. Mostly at issue was whether the market's CATV systems should be allowed to bring in additional TV signals from nearby Los Angeles.

A Hertz is not necessarily a No.-1 Avis

A recent FCC notice has started phones jingling in Peoria, Ill., Radio listeners are asking WIVC-FM there, "What's a megahertz?"

That's a good question. The term is hardly known among broadcasters, let alone the public. Although soon it may become as common as "megacycles."

Station manager Pat Nugent (no relation to President Johnson) recalls that when all frequency monitoring reports and engineering material started coming in saying that the new *Peoria Journal Star* station was doing just fine with 100 kw on 106.9 megahertz instead of megacycles, it seemed logical to air the station identification breaks in megahertz too.

The term apparently caught fire, he said, and the phone began to ring. It hasn't stopped for weeks now, he related, and the station is beginning a billboard campaign to get extra momentum from the situation. WIVC-FM began broadcasting last October.

It was the German, Heinrich Hertz, who in 1888 demonstrated the existence of electromagnetic waves resulting from the rapid reversals of current flow in a conductor. The term "hertz" has been used in limited circles to mean cycles per second, but was rarely heard in the U. S. until 1960, when it was given official status by the Eleventh General Conference on Weights and Measures meeting in Paris.

In 1964, the U. S. National Bureau of Standards adopted the nomenclature and has employed it exclusively in all of its publications. The National Aeronautics and Space Administration chose to use the term in its work, also in 1964.

In 1965, the prestigious Institute of Electrical and Electronic Engineers adopted the term and specified that hertz be used in preference to cps.

Last November, the FCC announced that it, too, would accept the term and said it (abbreviated "hz") may be used interchangeably with cycles per second (c/s).

For broadcasters, the synonym for kc is khz; for mc, mhz; for gc (gigacycles), ghz.

In ordering a hearing into the matter, the commission somewhat curbed the growth of the CATV operations until a conclusion was reached (BROADCASTING, July 25, 1966). Several weeks later the CATV companies filed an appeal against the FCC's order and Judge Ely granted a temporary restraining order.

'Invalid' ▪ In arguing for a permanent injunction, Mr. Scheiner said that the FCC's action was "an invalid exercise of power." He charged that the commission "has no such authority" to control the growth of CATV systems and that such authority cannot be reasonably inferred from the existing statutes.

Mr. Heald contended that the FCC's action was in violation of freedom of speech. The commission's authority is limited to licensing, he attempted to prove.

Mr. Geller argued that the commission had authority to make its CATV order and has the power to make rules and regulate CATV operations by virtue of the All-Channel Law passed by Congress in 1962 and by specific sections of the Communications Act. In backing Mr. Geller, Mr. Jennes asked that not too much importance should be read into the FCC's past reluctance to regulate CATV activities. He pointed out that the increased channel capacity of CATV systems, the takeover of operations by high-powered entrepreneurs and the movement of the business into major markets made it necessary for the FCC to make a firm stand. That the FCC did not regulate CATV operations in the past was not admission that it did not have the authority to do so, Mr. Jennes explained.

In concluding last week's hearings, Judge Ely indicated that it may be up to the court to "spur" Congress on to legislate on CATV problems, which he described as "a gory mess."

First Cases ▪ The Muskegon and Toledo cases are the first cases to be argued against the FCC regulation forbidding CATV systems from importing distant TV signals into the top 100 markets. They were heard last week by the U. S. Court of Appeals in Washington.

Involved are two separate CATV systems: Booth American Co., operator of a cable system in Muskegon, Mich., and Buckeye Cablevision Inc., in Toledo, Ohio.

The Muskegon case commenced last year when the FCC told the CATV there to stop bringing in TV signals from Milwaukee and Chicago. Muskegon is considered part of the Grand Rapids-Kalamazoo market, the 38th in the country.

Paul Dobin, for Booth American, argued that when the FCC issued its notice of Feb. 15, 1966, announcing its intention of asserting jurisdiction over all CATV's (it previously had assumed authority over microwave-fed CATV's), it said that it would require a hearing before permitting a CATV system in any of the top 100 markets from carrying a distant TV signal.

This February notice, he contended, read that the hearing requirement would apply to all CATV's proposing to operate within the Grade A contour of all existing TV stations in the major markets. Booth American determined, he said, that only one Grand Rapids-Kalamazoo station, WZZM-TV Grand Rapids, placed a Grade A signal into Muskegon. It therefore, Mr. Dobin explained, went ahead with its plans to carry three Milwaukee stations and one Chicago station.

When the official Second Report and Order was issued on March 8, he said, this provision was revised to apply the hearing requirement to CATV's operating within the Grade A contour of any TV station in the top 100 markets. Thus, he charged, the commission changed the rules under which the Muskegon system began.

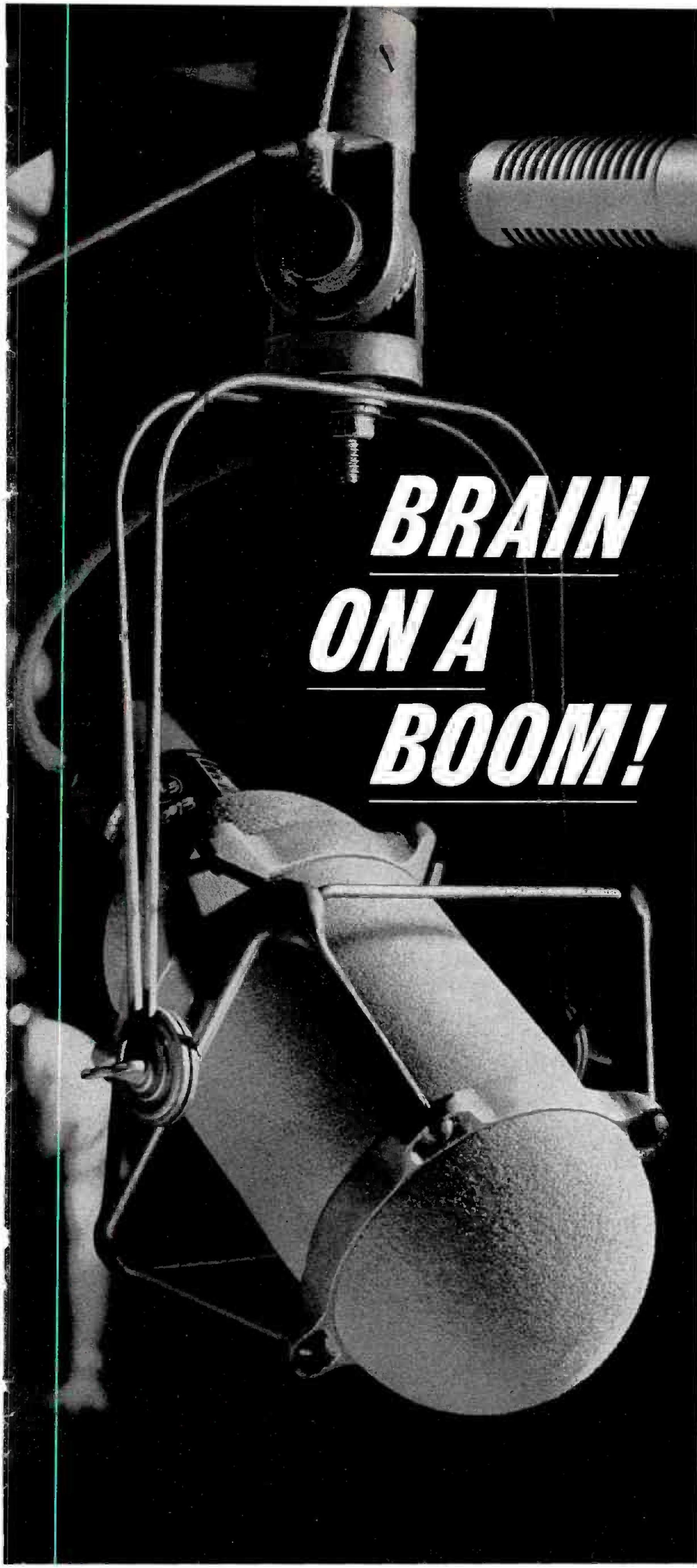
The FCC's Daniel Ohlbaum argued, however, that Booth American began its service on April 15, well after the March 8 order. Mr. Dobin maintained that Booth American actually began its CATV service in North Muskegon on March 4.

Cutoff Date Issue ▪ The Feb. 15, 1966, date was also an issue in the Toledo case. The Robert A. Marmet, for Buckeye Cablevision, opposed the FCC's order that Buckeye cease carrying the signals of WJIM-TV Lansing, Mich., whose Grade B contour falls just five miles short of Toledo. Buckeye, Mr. Marmet claimed, began operating before March 17, the date the commission's Second Report and Order was published in the *Federal Register*. Therefore, he asserted, its carriage of the Lansing station should fall under the FCC's grandfather clause permitting the continuance of CATV operations in existence before the FCC's rules were officially issued. Toledo is considered the 24th market in the U. S.

Mr. Marmet also claimed that the FCC's order infringes on the First Amendment, that the rule-making proceeding leading to the Second Report and Order was inadequate, and that the hearing Buckeye received was too narrow.

Buckeye had asserted that the FCC lacks jurisdiction, and Mr. Marmet agreed at the request of the judges to brief the court on this question.

John H. Conlin, for the FCC, maintained that the commission's action was proper and legal and that Buckeye had not complied with the rules relating to distant signals even after the commission had announced what it was going



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It's just like having 36 microphones in one, at the end of your boom! Simply match the computer-style programming pins to the color-coded jack field inside the new E-V668. You'll get any combination of flat response (40 to 12,000 cps), bass and/or treble rolloff, treble rise, and 80 or 8,000 cps cutoff. The 668 built-in passive equalizer matches response to need precisely without loss in output level—mixes perfectly with any other microphone.

The 668 cardioid pattern is symmetrical in every plane with excellent rear cancellation at every program setting. Two independent Continuously Variable-D*systems provide this uniformity, yet permit high output (—51 dbm) for distant pickup without added equipment or special cables.

Light in weight and small in size, the 668 with integral Acoustifoam™ windscreen and shock mount minimizes shadow problems while allowing noise-free fast panning, indoors and out. Its 1 lb., 11 oz. weight eliminates "fishpole fatigue" and counterbalancing problems.

The 668 is guaranteed UNCONDITIONALLY against malfunction of any kind—even if caused by accident or abuse—for two years. And, like all E-V Professional microphones, it's guaranteed for life against failure of materials or workmanship.

The E-V 668 is the result of a three year intensive field testing program in movie and TV studios from coast to coast. It has proved itself superior to every other boom microphone available. Find out why with a no cost, no obligation trial in your studio. Call your E-V Professional microphone distributor today, or write us direct for complete specifications.

NEW! MODEL 667 Identical to Model 668 except sharp cutoff filters and HF-rolloff eliminated. List price: Model 667, $345.00; Model 668, $495.00 (less normal trade discounts).

Patent No. 3115207 covers the exclusive E-V Continuously Variable-D design.

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to do. He justified the FCC's action in making its views known before the official order technically was issued.

The case was heard by Circuit Judges David L. Bazelon, John A. Danaher and E. Barrett Prettyman.

Code studied for CATV originations

CATV operators planning to originate programs should have a code of fair practices to follow by next month.

A proposed code was submitted to the executive committee of the National Community Television Association, meeting in Washington last week. A principal feature is, it's understood, a call for CATV systems to accept the responsibilities of fairness in the origination of political programs as well as those dealing with controversial issues.

The CATV code is expected to follow the views expressed by the TV code of the National Association of Broadcasters, although it may not copy these provisions exactly. The NAB code calls on broadcast stations to follow the dictates of the Communications Act of 1934 as amended as they pertain to political broadcasts and the rule of public interest in the presentation of controversial issues. The essence of the CATV code will, it's understood, stress the responsibility of CATV operators to be fair in both instances.

The draft code was submitted to members of the NCTA executive committee for their study and comments. The committee will then submit its code proposal, as revised by suggestions from the executive committee, to the NCTA board meeting Feb. 6-8 in Clearwater, Fla. The CATV code is expected to be adopted at this meeting.

The NCTA code committee is headed by Marcus Bartlett, Cox Cablevision Co., a subsidiary of Cox Broadcasting Corp. and a multiple CATV owner. Other members: Yolanda Barco, Meadville, Pa.; Richard Moore, San Diego; Sam Haddock, Pullman, Wash., and Fred Stevenson, Rogers, Ark.

The NCTA executive committee also heard a preliminary report from Fairbanks & Co., management consultants, hired to survey the organization of the trade association. Although a final report will not be submitted until next month's board meeting, the tentative conclusions, it was learned, put a stamp of approval on the NCTA organization.

In a discussion of conventions, the executive committee approved dates and sites for upcoming conventions: 1967 in Chicago, 1968 in Boston; in 1969, San Francisco; in 1970, Chicago, and in 1971, Washington.

Color print for Dirksen

Top ABC-TV officials are to gather in Washington Thursday for lunch with Senator Everett M. Dirksen (R-Ill.). The occasion is for ABC-owned WBKB-TV Chicago to present to him a color print of *Illinois Sings,* the station's special program salute to the people of the state aired last year. The full hour program is to be part of the mementos of Senator Dirksen's career that will be displayed at a new library in Pekin, Ill., his hometown.

Bell urges creative role for government

Government responsibility isn't limited to legislation or regulation. It should "encourage and foster the acceptance of private responsibility" within industry, advertiser and agency personnel were told last week.

Howard Bell, director of the National Association of Broadcasters Code Authority, told the San Francisco Advertising Club last Wednesday (Jan. 11) that advertisers and broadcasters should "remain vigilant against unfair and unnecessary" government intervention. At the same time the government should help to "create the kind of climate which will encourage rather than discourage self-improvement and self-regulation," he said.

Defensive reaction to outside pressures, he maintained, is not enough; the preservation of freedom lies "in doing a better job of acting positively on our own."

Asks Better Job ▪ Mr. Bell said that there is "growing recognition in advertising" that high standards of conduct should be encouraged for the individual as well as the industry. To this end he called on broadcasters and advertisers to do a better job of "winning public support for our freedoms by letting the public know what is at stake" when the government attempts to move in, and by "advertising our own virtues."

Describing 1965 as a year of "intensified efforts to restrict freedom of the market place through legislation or government fiat," he pointed out that "we must face the reality that not all criticism is undeserved." Much government action follows the natural tendency of government to expand, he said, and "there are those who will encourage government" to fill a void if there is a public need not being filled by private industry.

"In today's climate," he went on, "it is not enough for business merely to protest government inroads into our freedoms. Private enterprise must seize the initiative with positive programs. . ." Self-control, he added, is the "only sound workable alternative to government control."

Broadcast Bureau opposes Mayoral plea

George Mayoral has run into FCC Broadcast Bureau opposition in his effort to win a second reopening of a case in which a hearing examiner has twice pinned major responsibility on him for rules violations at three commonly owned Puerto Rican stations.

The bureau says an affidavit from a former employe of the stations which Mr. Mayoral wants included in the record does not, as the motion for reopening contends, alter previous testimony he had given that was generally damaging to Mr. Mayoral. In any event, the bureau argues, Mr. Mayoral hasn't demonstrated that the new material could not have been introduced before the record was closed.

At issue is the recommendation of Examiner Forest McClenning that the licenses of WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez, be revoked, principally because of the stations' alleged unauthorized rebroadcast of programs of the Armed Forces Radio Service.

Examiner McClenning maintained in both his initial and supplemental initial decisions that Mr. Mayoral, minority stockholder in and vice president of the licensee corporations at the time of the rebroadcasts, in 1962 was principally responsible. He based his conclusions on testimony of station personnel.

The affidavit that Mr. Mayoral is seeking to have included in the record is from one of those whose testimony was cited by the examiner, Carl Soderlund, who left the stations in 1963. Mr. Soderlund in the affidavit says that "Mr. Mayoral never gave a direct order to carry AFRS on WKYN." (BROADCASTING, Jan. 2).

No Change Claimed ▪ But last week, the bureau, in opposing reopening of the record, said that Mr. Soderlund hadn't altered "his previous testimony that WKYN taped AFRS newscasts from the shortwave broadcast station in New York and rebroadcast these newscasts over WKYN and, most significantly, that Mr. Mayoral was present when such taping of AFRS newscasts was done."

The bureau also said that Mr. Soderlund left intact previous testimony relating discussions he had with Mr. Mayoral regarding "the propriety of WKYN's rebroadcasts of taped AFRS newscasts"—discussions in which, the bureau said, Mr. Mayoral "had responded that he . . . was running things and that they would do it that way."

The bureau, in addition, said Mr. Mayoral had not made a showing that the evidence he wants the examiner to consider could not have been included before the record was closed—the test normally used for determining whether the record should be reopened.

The motion to reopen the record maintains that Mr. Soderlund was, in effect, "muzzled by bureau counsel [Thomas Fitzpatrick] which precluded his communication with other counsel or principals involved." The bureau didn't flatly deny the charge. But it said that Mr. Soderlund doesn't say that "attempts were made to contact Mr. Soderlund and that he refused to communicate with either Mr. Mayoral or any of his associates because of instructions allegedly given him by Mr. Fitzpatrick." The bureau said it was authorized by the stations' counsel, William J. Dempsey, to state the stations' representatives never attempted to talk with Mr. Soderlund after August 1963, three months before Mr. Fitzpatrick's first interview with the former employe.

The initial decision in the case was handed down on Dec. 21, 1964. The hearing record was reopened at the request of Mr. Mayoral, who had not been a party in the original hearing and who asked for an opportunity to refute the damaging allegations made against him.

The bureau said Mr. Mayoral failed to take advantage of the opportunity, which the reopened hearing presented, to question Mr. Soderlund. It said that he withdrew a request to cross-examine Mr. Soderlund and, in addition, chose not to question him when the bureau presented him as a rebuttal witness.

LBJ promises an ETV bill

He tells Congress he'll propose federal support of noncommercial system

President Johnson committed his administration to the advancement of educational television in his State of the Union message last week. He said that ETV was among the domestic issues on which he would submit proposals to this congress.

Although the President put himself alongside other advocates of ETV, it is known that at the moment there is no blueprint at the White House ready to be submitted to Congress. The President is waiting for the report due to be submitted before the end of this month from the Carnegie Commission on Educational Television.

The Carnegie group was established last year with the blessing of the President.

Mr. Johnson's comments on ETV ("We should develop educational television into a vital public resource to enrich our homes, educate our families and to provide assistance in our classrooms. And we should insist that the public interest be fully served through the public's airways.") won general commendations.

Robert F. Schenkkan, chairman of the board of Educational Television Stations, expressed appreciation for the President's remarks and added: "At this critical time in the history of educational television we are grateful to the President for his interest in the growth and development of ETV."

Jobs for FCC ▪ FCC Chairman Rosel H. Hyde, referring to the President's remarks about wire-tapping, election reform and financing, the federal government's contributions to instant communications and special alarm systems for the war on crime, and ETV, stated:

"Each of these proposals affects the FCC either directly or indirectly, and we view them as being of the highest priority and look forward to continuing our efforts in these areas."

It was noted by some, also, that the FCC is considering among other plans that of the Ford Foundation for the establishment of a domestic TV satellite communications system whose profits would go to underwrite ETV programs and interconnections.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, hailed the President's comments on ETV as an "endorsement of the Educational Television Act [and] as assuring us that we will have the full support of the administration as we progress in this vital field."

Senator Magnuson has said that his committee intends to look into educational television in this Congress, particularly since the Magnuson-sponsored ETV assistance law ceases at the end of this year.

Behind Words ▪ But the President's second sentence in the paragraph on ETV caused some speculation—among broadcasters as well as those outside the field.

Could the President have had some dark purpose in saying, "and we should insist that the public interest be fully served through the public's airways"? Was he aiming his words at broadcasting in general, or at some element of it?

A source close to the President laughed at the menacing implications; the remark fit right into what he was saying, he asserted, and no threat was intended.

A network Washington vice president acknowledged that some broadcasters reacted in alarm to the words, and that they could be interpreted as indicating that broadcast channels were not being used in the public interest. He did not himself, he said, believe this was their intent, and he added he had not seen any animosity toward commercial broadcasting in the administration.

One Capital Hill source, however, thought the remarks could be considered a continuation of the President's disenchantment with broadcasters. He was referring, he said, to the President's critical comments during the congressional campaign last fall when Mr. Johnson seemed irritated with television coverage.

One of these remarks occurred during a speech in Wilmington, Del., and later at the White House during a news conference.

In both his remarks, the President at that time commented about the "two or three men who determine what goes on the television in this country . . ." (BROADCASTING, Oct. 24, 1966).

It was noted that although the President's remarks concerning ETV constituted only one paragraph of a lengthy address, other ambitious programs of national import, such as the space program, were not mentioned at all.

Changing hands . . .

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

▪ WCCC-AM-FM Hartford, Conn.: Sold by William M. Savitt and group to Erny Tannen and Jac Holzman for approximately $350,000 before adjustments. Mr. Tannen, a 23-year veteran of radio, is president of WDMV Pocomoke City and WYRE Annapolis, both Maryland, and owns WEEZ Chester, Pa. He also operates Media America Co., Silver Spring, Md., a broadcast consulting firm. Mr. Holzman heads Elektra Corp., New York, producer of Elektra and Nonesuch recordings. WCCC is a 500-w daytimer on 1290 kc. WCCC-FM operates on 106.9 mc with 20.5 kw. Broker: Blackburn & Co.

▪ KCMB-FM Wichita, Kan.: Sold by James F. and Sharon Kramer to Kansas State Network for $88,500. Kansas State Network, group TV owner, is headed by George M. Brown and owns KARD-TV Wichita, KCKT(TV) Great Bend, KGLD(TV) Garden City, all Kansas, and KOMC(TV) McCook, Neb. KCMB-FM operates on 107.3 mc with 30 kw.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, page 74).

▪ WHAG-AM-FM Hagerstown, Md.: Sold by Arthur A. Snowberger and associates to Adler Communications Corp. for $190,000. Adler Communications Corp. is principally owned by Warren Adler, Washington public relations and advertising executive, and includes Ronald Smith, associated with Mr. Adler, and Mr. Snowberger as stockholders. WHAG operates daytime only on 1410 kc with 1 kw. WHAG-FM is on 96.7 mc with 3 kw.

▪ WFMC Goldsboro, N. C.: Sold by Kenneth T. Marshall and Ben H. Bell to George G. Beasley and James E. Harrelson for $111,500. Mr. Beasley owns WPYB Benson, N. C.; WKBY Chatham, Va., and WKYX Paducah, Ky. WFMC is 1-kw daytimer on 730 kc.

▪ WSNS-TV Chicago: Sold by Charles Aaron, Harry F. Chaddick, Gardner H. Stern, Justin G. Turner and estate of Robert M. Arnold to Video 44, a joint venture of Harriscope of Chicago Inc. (50%) and Rivergrove Theater Corp., Velma Entertainment Corp. and Riverdale Drive-In Inc. (50%). Agreement calls for Harriscope to put up $500,000 and other group, $485,830. Harriscope is multiple broadcaster, having interests in KTWO-AM-TV Casper, Wyo.; KFBB-AM-TV Great Falls, Mont., KBAK-TV Bakersfield, KKAR Pomona and KLFM(FM) Long Beach, all California. It is also buying KULR-TV Billings, Mont. WSNS-TV holds a CP for channel 44.

Community Television

▪ Mt. Vernon, Ill.: Mt. Vernon Cable TV Inc. sold by Spencer-Kennedy Laboratories Inc. to Ed Sullivan Productions Inc. for $500,000. Mr. Sullivan is the TV personality. This is his first CATV acquisition. Spencer-Kennedy Laboratories, Boston-based CATV equipment manufacturer, is a multiple CATV owner, owning or having interests in systems in Lafayette, Danville, Alamo, Moraga and Rheem, Calif.; Blackwell and Tonkawa, Okla; De-Ridder and Houma, La. Mt. Vernon Cable has 1,600 subscribers and brings TV signals to its customers from St. Louis, Harrisburg, Ill., Cape Girardeau, Mo., and Paducah, Ky. Broker: Daniels & Associates.

Picking up tabs for FCC staff

Commission asks CSC to allow travel reimbursement from outside groups

Broadcaster associations wishing to have FCC personnel participate in their meetings and other official gatherings may soon be paying travel and related expenses for the pleasure of the staffers' company.

The commission which, like other government agencies, is strapped for cash, has asked the Civil Service Commission whether it would be consistent with practice throughout the government for commission personnel to accept reimbursement for expenses involved in participating in communications industry business meetings. The CSC is responsible for making such determinations.

And a CSC spokesman last week, while stating he was not predicting what the response to the commission's query would be, indicated that the answer might permit the agency to accept reimbursement—at least for staff members.

He said employes participating in an official function as part of their duties are not precluded from accepting "reimbursement unless prohibited by law for actual expenses for travel and such other [reasonable] subsistence . . . for which no government payment or reimbursement is made." He cited as his source CSC regulations promulgated to implement a 1965 presidential executive order prescribing standards of ethical conduct.

However, he also indicated that the regulations appear to bar commission members from accepting reimbursement. He said heads of agencies are not to accept expenses. And he added that the prohibition probably applies to each of the seven commissioners as a member of a multiheaded agency.

Used Own Money ▪ The commission through the years has maintained a policy of refusing reimbursement for expenses of personnel traveling to industry functions on commission business. But the financial pinch it currently feels led the general counsel's office to initiate the inquiry to the CSC.

The commission has become increasingly selective in the industry functions it has permitted staffers to attend. There is speculation that the customarily large delegation to the National Association of Broadcasters convention—more than 30 commission representatives were in Chicago last year—might be reduced this year.

Some commission officials feel the necessity of reducing the number of appearances by commission members or staff at industry affairs is unfortunate. At such meetings, they say, the commission representatives are able to disseminate information helpful to the industry. The briefings that staff members gave a host of state associations on the new AM-FM logging rules last year were cited as an example.

Accordingly commission officials felt "encouraged" when informed of the initial CSC comment on the reimbursement matter. If that should prove to be the ruling the commision receives, the financial bind would be considerably eased.

But commission officials say they still "have [their] fingers crossed." One lawyer noted that the regulation apparently sanctioning reimbursement for staff members contained the phrase "unless prohibited by law." What does that mean?, he asked. "That could be the $64 question."

Fontana UHF on the air

Life began for channel 40, Southern California's newest UHF outlet, on Jan. 5. That's the date KLXA-TV Fontana went on the air after four years of planning, building and testing. The station began its first day of programing with *Italy, Land of Enchanted Fountains*, a travelogue. It's broadcasting in black and white and in color and in both English and a variety of foreign languages. Angel Lerma is president of the station, which is licensed to International Panorama.

Members vie for low bill numbers

Hopper gets many measures favored by industry but congressional pique may hurt longer licenses

Members of the 90th Congress anxious to get early consideration for their bills included some advocates of measures that have been on the broadcasting industry's "most-wanted list" in the past.

Despite early warnings of a spate of restrictive legislation scheduled to be introduced this season, most of the early measures concerning broadcasting were tried-and-proved favorites of the industry. The range spread from the perennial attempt to permit television cameras in the House of Representatives to a bill to award a gold medal to TV performer Danny Kaye.

Also involved was the latest of many bills to extend broadcast licenses, an eagerly sought uniform closing time for elections and one to change the period during which daylight saving time would be in effect.

The bill likely to arouse the most attention is the plan backed by the industry to set a uniform time for closing the polls in all 50 states in a presidential election. Senator Carl Curtis (R-Neb.), who introduced a similar bill last year, last week proposed the measure again, saying it would "go a long way toward eliminating one of the election injustices growing out of the advancements of the electronic age in which we are now living."

Sought for 1968 ▪ His proposed law would take effect in 1968 and have all polls closing simultaneously at 9 p.m. in the eastern time zone. The far western part of Alaska in the Bering standard time zone would close at 3 p.m. Senator Curtis said he found no fault with present methods of reporting results and would not ask the broadcasting media to withhold results, but he said the difference in closing times was unfair to voters in the far West. "I believe we must take some action to protect the voters' right to cast a ballot knowing that his vote will count and that the contest has not been decided," he said.

The bill to open House committee

Committee assignments: one settled, many to go

Several new faces were added to a key committee and a familiar one was struggling to regain lost stature in another as Congress grappled with the traditional problems of organizing for a new session.

Three members were added to the Senate Commerce Committee last week as Democrats and Republicans went about the job of assigning members to committees. Added on the majority side were Senators Frank Moss (D-Utah) and Ernest F. Hollings (D-S. C.) They took seats vacated by the defeat of former Senator Ross Bass (D-Tenn.), who was also on the Communications Subcommittee, and the retirement of Senator Maurine Neuberger (D-Ore.), who did not run for reelection. On the Republican side was Senator Donald Griffin (R-Mich.), who served in the House until May of last year when he was appointed to fill the seat vacated by the death of Senator Patrick McNamara (D-Mich.).

Late last week, no appointments had been made to the subcommittees nor had any decision been made on whether to realign the units to reflect the added strength of the Republicans.

In the House, the attempt by Representative John Bell Williams (D-Miss.) to regain the seniority that was denied him when he supported Barry Goldwater in the 1964 presidential election passed one hurdle, but may have been dealt a blow by an unrelated event. The southern lawmaker has vowed to fight for the House Commerce Committee chairmanship that was given to Representative Harley O. Staggers (D-W. Va.) after Representative Williams was stripped of his seniority. Last week he overcame one obstacle in the first Democratic party caucus when the meeting ended without his situation being considered.

Showdown to come ▪ Representative Williams feels that the actions and rules of the previous congressional session do not apply to the new session and that his party-imposed punishment has ended. Since in the heated caucus last week, which saw Representative Adam Clayton Powell (D-N. Y.) stripped of his committee chairmanship, no one brought up the question of whether the punishment on Representative Williams still stood, he feels the ruling was not renewed. He is now awaiting the Democratic Committee on Committees, composed of party members of the Ways and Means Committee, to decide on committee assignments. He is hoping the committee, dominated by conservative Representative Wilbur Mills (D-Ark.), will give him the Commerce Committee chairmanship. However, this committee's actions will still have to be approved by a final party caucus, where Representative William's last-ditch fight will have to be made. No time had yet been set for either meeting late last week.

Strangley, it was felt by some that the Powell incident may have hurt Representative Williams' chances. In fact, one committee member saw his chances of regaining his seniority as a one-in-a-thousand possibility. It was felt the disciplining of Mr. Powell had shattered the sanctity of seniority. It was also thought that if the party punished Mr. Powell, who had been a party stalwart, it probably would not look favorably on a member who had refused to support the party presidential candidate.

The House Democratic and GOP leadership was also scheduled to meet soon to work out an agreement on new party committee ratios to reflect the new 246-to-187 House composition resulting from the Republican gains. It was expected that the Commerce Committee would be realigned from its 22-11 membership in the last Congress.

This week should also see a decision on who will get the coveted chairmanship of the Communications Subcommittee, in the three-cornered contest among Representatives Torbert Macdonald (D-Mass.), John Moss (D-Calif.) and John Jarman (D-Okla.)

Eight named to nominate NAB board chairman

An eight-member nominating committee, which will offer its recommendation as to the next joint board chairman of the National Association of Broadcasters, was selected last week. The members are the eight NAB board members whose terms expire at the annual convention and who are not elegible for re-election.

The first meeting of the nominating committee is tentatively set during the NAB board meeting in Mexico City, Jan. 22-27.

Members of the committee are: John F. Dille Jr., Communicana Group of Indiana, current joint chairman; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Otto Brandt, KING-TV Seattle, and Glenn Marshall, WJXT(TV) Jacksonville, Fla., all members of the television board.

Also: Jack W. Lee, WSAZ Huntington, W. Va.; John Lemme, KLTF Little Falls, Minn.; Hugh Turner, KTIM San Rafael, Calif., and Cecil Woodland, WEJL Scranton, Pa., all from the radio board.

hearings to television coverage took on added significance at this time because if passed quickly it might be applied to the coming hearing on whether to seat Representative Adam Clayton Powell (D-N.Y.). In fact, a spokesman for the author of the current bill, Representative Claude Pepper (D-Fla.), said it was hoped the bill would pass in time to allow coverage of the Powell hearing. However, that seems unlikely since the hearing may not even be open to the public and is expected to be finished in five weeks.

The proposal has also faced strong opposition in the past. Representative Pepper recently wrote broadcasters in his state telling of his intentions to introduce this bill (BROADCASTING, Jan. 2). Under his proposal the decision on whether to allow TV coverage would be made by a majority of the committee holding the hearing. An unwilling witness could also refuse to appear in front of cameras.

This move was received with instant praise from William McAndrew, president of NBC News. He said the Pepper bill would be a major step toward giving broadcasters equality of access to the news as that accorded other media. He said the fact that NBC in 1966 had devoted more time to Senate hearings, where TV coverage is permitted, than any other category of special programing, including space flights, demonstrated the network's interest in coverage of congressional hearings. "The corridor interviews to which television reporters have been subjected as a substitute for on-the-scene coverage of House committee sessions have never been fully satisfactory to us," he said.

DST Cut Sought ▪ Representative William L. Hungate (D-Mo.) introduced a measure that would amend the Uniform Time Act of 1966 (a law long advocated by broadcasters for standardizing the use of daylight saving time) to shorten the period of daylight saving time from the last Sunday in April to the last Friday in October to the period from Memorial Day to Labor Day.

The bill to lengthen the period of broadcasting licenses, another pet industry project, was advocated last week by Representative Robert Dole (R-Kan.). However, the same bills were given little attention despite widespread support in the last session, and many legislators have said they would be even less disposed to consider such a measure now because of antagonism aroused by stations through editorials and endorsements during the past political campaign.

Other legislation touching on a key broadcasting event would abolish the presidential nominating convention in favor of a nationwide primary election. This measure was introduced by Senator George Smathers (D-Fla.).

A measure opposed by business groups and advertising spokesmen in the past also reappeared last week. The long-pending truth in lending bill proposed by former Senator Paul Douglas was again put forward this session by Senator William Proxmire (D-Wis.) and 19 co-sponsors and in the House by Representative Abraham Multer (D-N.Y.). The bill would require disclosure of full interest rates in loans.

Representative Multer also was the sponsor of a resolution authorizing a gold medal to be awarded to CBS-TV performer Danny Kaye for his many efforts on behalf of charitable works including the United Nations International Children's Emergency Fund (UNICEF).

TIO signs nine more

The Television Information Office reported today (Jan. 16) what it considers an encouraging addition in station sponsors—nine TV outlets including four in the Metromedia group. Stations are KSD-TV St. Louis; WBTV(TV) Charlotte, N. C.; WKRG-TV Mobile, Ala.; KBMT(TV) Beaumont, Tex.; WLOX-TV Buena Vista, Miss.; and Metromedia's WNEW-TV New York; KTTV(TV) Los Angeles; KMBC-TV Kansas City, Mo., and WTTG(TV) Washington.

FCC hears more from Morse on ITT

Senator Wayne Morse (D-Ore.) last week resumed his sniping at the FCC-approved merger of ABC and the International Telephone & Telegraph Corp. He asked the commission for a report on what investigations it made of a statement by the Justice Department's antitrust chief that he said conflicts with the testimony given by the heads of ABC and ITT.

Senator Morse referred to the letter from Assistant Attorney General Donald F. Turner which said that ABC "would yield a cash flow approaching $100 million between 1960 and 1970, almost all of which was thought by ITT to be available for reinvestment outside the television business" (BROADCASTING, Dec. 26, 1966).

"In other words," Senator Morse said, "ITT regards ABC as a source of funds rather than the other way around." He said the statement is "in direct conflict" with testimony of ABC's Leonard Goldenson and ITT's Harold S. Geneen, both of who said ITT would provide ABC with needed financial assistance. And it was that testimony, Senator Morse said, "which the commission's majority adopted as the principal basis for its decisions to approve the merger."

The Turner letter was received by the commission on Dec. 20, and a day later, the commissioners voted 4 to 3 to approve the transfer of ABC's 17 AM, FM and TV stations to ITT. The commission majority said in its opinion that it had considered all the points Mr. Turner raised in his letter.

No Reply yet ▪ FCC Chairman Rosel H. Hyde, to whom Senator Morse's letter was addressed, said on Thursday he had not yet replied to the senator.

Senator Morse is one of several senators who opposed the merger and who urged the commission to hold a full-dress evidentiary hearing before acting. He asked the Senate Small Business Committee, of which he is a member, to investigate the commission's handling of the case. However, the only Hill inquiry that seems likely is one by the House Small Business Committee (BROADCASTING, Jan. 9).

The commission order approving the

merger is due to become effective Jan. 21. The only obstacle to the consummation of the merger that now seems possible is a suit that Hubbard Broadcasting Co. has threatened in connection with a 25-year-old dispute over the frequency its KOB Albuquerque, N. M., shares with WABC New York, 770 kc.

Hubbard, which has filed a competing application for WABC's facilities, has said it will seek an injunction to block consummation of the merger. It contends it should have an opportunity to compete with ABC, as it exists, rather than with a subsidiary of ITT. However, speculation persisted last week that an agreement would be reached out of court. At issue in the controversy is WABC's effort to force KOB off the 770 frequency, and KOB's request that WABC's I-A station protect its signal at night.

NAB sets agenda for presidents' meeting

Joseph McCaffrey, Capitol Hill correspondent for WMAL-AM-FM-TV Washington, will be the luncheon speaker at the annual National Association of Broadcasters state presidents' conference to be held in Washington, March 1-3.

The opening-day session will be taken up by the executive secretaries' meeting. Bruce Wallace, executive secretary of the Wisconsin Broadcasters Association, will be chairman.

The second-day agenda will open with a look at the national picture by NAB executives. At the luncheon Mr. McCaffrey will predict "what broadcasters can expect from the 90th Congress." The afternoon sessions will include a state legislative panel, and sessions developing new people for broadcasting and state projects.

The closing third-day meeting will feature a round-table discussion, it was announced last week.

Media reports . . .

In mails ▪ A list of certified candidates and nominating ballots are in the mails to radio members of the National Association of Broadcasters, who will vote later to fill 13 board seats. The nominations will be announced on Feb. 1, the ballots will go out on Feb. 15 and must be received by NAB by March 1.

Moving east ▪ Crowell-Collier Broadcasting Corp., having sold its only West Coast radio outlet—KFWB Los Angeles—to the Westinghouse Broadcasting Co., will move its company offices from Los Angeles to New York, in the Crowell Collier and Macmillan building, 866 Third Avenue.

Deadline moved to April for satellite comments

Acting on a motion filed by the National Association of Educational Broadcasters, the FCC last week extended the deadline for comments on the idea of establishing domestic, privately owned satellite-communications systems to April 3. The previous deadline had been Feb. 1.

The commission said that the extension would give interested parties time to comment on the forthcoming report of the Carnegie Commission on Educational Television. The Carnegie report is expected in late January or early February and, according to the commission, will discuss and analyze "potential uses of satellite technology for meeting the needs of educational TV in the United States."

The FCC issued its first call for help in solving the problems involved in private domestic satellite ownership in in March 1966 (BROADCASTING, March 7, 1966). Since then most of the participants have agreed that a domestic space system is feasible and legal; the major disagreements have centered around the question of who should own the system—carriers, including the Communications Satellite Corp., or other noncarrier entities.

2d season off and running

Agency buyers take wait-and-see stance as new shows bow; 'Mr. Terrific' scores high while 'Captain Nice' battles the competition

So people will watch the first show but will they stick with it in successive weeks?

In substance, this was the size-up by agency network program buyers of last week's first ratings of the TV networks' "second season."

By mid-point last week, four new nighttime series and a new movie night on ABC had opened the second season and more shows were to follow later that week with another three program series to be introduced within the next few weeks (BROADCASTING, Jan. 9).

The overnights (Arbitron and Trendex) "establish" a sampling level, these prognosticators said, but the trends in a program's rating and share in subsequent reports will be more important as to the relative effect of mid-season changes in the nighttime schedule.

How did the networks' early entries fare? The overnights gave a CBS Superman spoof, *Mr. Terrific,* a high score. Agency reaction: good sampling for a show that didn't seem to hold appeal when screened as a pilot (see critics' reaction, below) but was scheduled by CBS in a favorable time period.

Not clear-cut was the early rating performance of ABC's one-hour entry, *The Invaders,* for which the network holds particularly high hopes. In one report (Trendex) it won its time period (Tuesday, 8:30-9:30 p.m.), in the other (Arbitron) it lost out to CBS's *Red Skelton.* Agency reaction: It bears watching as to whether *Invaders* will hold viewer interest in a period that has tough opposition.

Expected apparently was the showing in the ratings by *Captain Nice,* NBC's Superman spoof. Agency buyers felt this show had promise in its "appeal" but has been placed in a workhorse time period—Monday, 8:30-9 p.m., against ABC's highly-rated *Rat Patrol* and CBS's winner, *The Lucy Show.* As it was, *Captain Nice* didn't bomb these competing shows though ratings indicated audience interest in sampling.

In the other openings, ABC's *Newlywed Game* (Saturday, 8-8:30 p.m.) and its first Wednesday movie *(Ulysses* with Kirk Douglas) registered unimpressively in the overnights.

Also last week, NBC's *Dragnet* was to be introduced Thursday, 9:30-10, and ABC's *Rango* on Friday, 9-9:30. Others are ABC's *The Avengers,* which starts Jan. 20 (Friday, 10-11), CBS's *Coliseum* on Jan. 26 (Thursday, 7:30-8:30) and its new *Smothers Brothers Show* on Feb. 5 (Sunday, 9-10 p.m.).

Following are ratings reports made available last week.

"S" denotes special and "N" new in the second season.

How the critics rate new shows

A sampling of opinion on the first shows of the 'second season'

If TV is looking to critics for an indication of the success or failure of second-season shows, it may be doomed to disappointment.

At least that seems to be the experience with the initial shows that produced reviews that were widely mixed.

Through last Wednesday (Jan. 11), three new shows had come on the air, plus two nighttime versions of daytime game shows. A national sample of opinion from newspaper critics follows. The reviews are listed in the time sequence of their regularly scheduled appearances.

The Dating Game (ABC-TV, Saturday 7:30-8 p.m. EST) and **The Newlywed Game** (ABC-TV, Saturday 8-8:30 p.m. EST).

". . . both silly, giggly shows. . . ." Cynthia Lowery, AP.

Mr. Terrific (CBS-TV, Monday 8-8:30 p.m. EST).

". . . the laugh track was overdone and Stanley will need more than his silver cape to keep him aloft on the rating scale." Hal Humphrey, *Los Angeles Times.*

". . . nothing less than a disaster . . ." George Gent, *New York Times.*

". . . more amusing [than Captain Nice], though hardly hilarious . . ." Harry Harris, *Philadelphia Inquirer.*

". . . fairly funny . . ." Kay Gardella, *New York Daily News.*

". . . little comic inventiveness . . . strictly on the pre-school age level." Bernie Harrison, *Washington Evening Star.*

". . . got off to a faster start and packed more action . . ." Wade Mosby, *Milwaukee Journal.*

". . . whatever it is, something was lost in the telling." Martin Hogan Jr., *Cincinnati Enquirer.*

". . . it's got a very busy laugh track —that's about all it's got." Chuck Wheat, *Tulsa Daily World.*

". . . abominably silly . . ." Larry Williams, *Memphis Commercial Appeal.*

Captain Nice (NBC-TV, Monday 8:30-9 p.m. EST).

". . . bombs . . ." Kay Gardella, *New York Daily News.*

". . . at least gave some evidence of a sense of style . . ." George Gent, *New York Times.*

". . . little to commend . . ." Harry Harris, *Philadelphia Inquirer.*

". . . smartly written . . . moves briskly and ingeniously . . ." Bernie Harrison, *Washington Evening Star.*

". . . there is considerably more bite and social humor." Hal Humphrey, *Los Angeles Times.*

". . . could provide the pleasant surprise of the second season." Martin Hogan Jr., *Cincinnati Enquirer.*

". . . satiric overtones, good comic acting and reasonably funny." Larry Williams, *Memphis Commercial Appeal.*

Saturday, Jan. 7	Arbitron Rating	Arbitron Share	Trendex Rating	Trendex Share
7:30-8				
ABC Dating Game	—	—	11.7	23.1
CBS Jackie Gleason Show	—	—	23.7	46.8
NBC Flipper	—	—	9.1	17.9
8-8:30				
ABC Newlywed Game (N)	—	—	10.4	19.9
CBS Gleason	—	—	27.7	53.1
NBC Please Don't Eat the Dasies	—	—	8.5	16.4

Monday, Jan. 9	Arbitron Rating	Arbitron Share	Trendex Rating	Trendex Share
7:30-8				
ABC Iron Horse	15.7	27	12.7	25.0
CBS Gilligan's Island	15.8	27	13.8	27.3
NBC The Monkees	15.0	26	17.2	34.1
8-8:30				
ABC Iron Horse	14.4	24	12.7	23.5
CBS Mr. Terrific (N)	22.7	38	22.1	40.8
NBC I Dream of Jeannie	12.3	21	13.3	24.6
8:30-9				
ABC Rat Patrol	12.8	21	13.7	25.1
CBS Lucy Show	25.9	42	21.4	38.8
NBC Captain Nice (N)	17.9	29	14.2	25.8
9-9:30				
ABC Felony Squad	12.6	21	14.9	27.6
CBS Andy Griffith	25.5	43	24.7	45.6
NBC Road West	13.9	24	10.8	20.0
9:30-10				
ABC Peyton Place	19.5	31	20.3	37.8
CBS A Family Affair	21.9	35	18.6	34.4
NBC Road West	13.6	22	8.4	15.5
10-10:30				
ABC Big Valley	17.0	32	15.4	30.1
CBS To Tell the Truth	14.8	27	15.1	29.7
NBC Run for Your Life	13.8	26	15.1	29.6
10:30-11				
ABC Big Valley	17.0	34	17.9	36.0
CBS I've Got a Secret	11.1	22	13.8	28.5
NBC Run for Your Life	13.8	28	13.1	27.0

Tuesday, Jan. 10	Arbitron Rating	Arbitron Share	Trendex Rating	Trendex Share
7:30-8				
ABC Beatles at Shea Stadium(S)	16.1	26	17.7	35.2
CBS Daktari	15.8	25	12.9	25.7
NBC Movie	16.7	27	13.1	26.0
8-8:30				
ABC Beatles (S)	17.5	29	19.2	33.5
CBS Daktari	18.7	31	14.7	25.7
NBC Movie	15.3	25	16.1	28.1
8:30-9				
ABC The Invaders (N)	18.0	29	20.8	36.1
CBS Red Skelton	21.1	34	16.3	29.0
NBC Movie	16.9	28	15.8	27.5
9-9:30				
ABC Invaders (N)	18.4	30	25.3	43.0
CBS Skelton	20.0	33	16.7	28.4
NBC Movie	17.1	28	12.4	21.1
9:30-10				
ABC State of the Union	14.8	24	—	—
CBS State of the Union	19.3	32	—	—
NBC State of the Union	17.3	29	—	—
10-10:30				
ABC State of the Union	11.0	19	—	—
CBS State of the Union	19.1	33	—	—
NBC State of the Union	20.4	35	—	—
10:30-11				
ABC Pres. Johnson/various	10.4	20	—	—
CBS Pres. Johnson/CBS News	17.0	32	—	—
NBC Pres. Johnson/NBC News	18.8	36	—	—

Wednesday, Jan. 11	Arbitron Rating	Arbitron Share	Trendex Rating	Trendex Share
7:30-8				
ABC Batman	14.9	26.0	16.2	31.5
CBS Lost in Space	15.1	26.0	11.6	22.7
NBC Virginian	21.5	37.0	15.8	31.1
8-8:30				
ABC The Monroes	12.6	21.0	11.8	23.7
CBS Lost in Space	16.5	27.0	13.4	27.3
NBC Virginian	22.7	38.0	18.9	38.9

(*Continued on page 52*)

". . . it has definite swank style . . ." Chuck Wheat, *Tulsa Daily World.*

". . . it's a good spoof of the recent wave of spoofs." Wade Mosby, *Milwaukee Journal.*

Mr. Terrific and **Captain Nice** (joint reviews).

". . . *Terrific* is terrible. *Nice* is nicer . . ." Bettelou Peterson, *Detroit Free Press.*

". . . *Nice* was nicer than *Terrific*—but not by much . . ." Percy Shain, *Boston Globe.*

". . . neither was very amusing . . ." Cynthia Lowery, AP.

". . . super flops . . ." Rick Du Brow, UPI.

". . . both embarrasing likenesses in theme, costume and gags . . ." Bob Hull, *Los Angeles Herald-Examiner.*

". . . sick, depraved comic book fantasies . . ." Harriet Van Horne, *New York World Journal Tribune.*

". . . whether both can maintain the high level of zaniness demonstrated in the openers is a real question." Bert J. Reesing, *Cleveland Plain Dealer.*

". . . the writing is a considerable cut above average." Win Fanning, *Pittsburgh Post-Gazette.*

". . . proves that television's program geniuses can fly straight in the same groove when they try." Bill Irvin, *Chicago's American.*

". . . sometimes I wonder if God really meant for pictures to fly through the air." Mary Wood, *Cincinnati Post and Times-Star.*

". . . *Mr. Terrific* is a pretty bad show while *Captain Nice* is pretty good." Bill Barrett, *Cleveland Press.*

". . . *Mr. Terrific* shows some possibilities. *Captain Nice* was just plain bad." Julia Inman, *Indianapolis Star.*

". . . so unbelieveably bad [they] further emphasize how disastrous the current season is." Paul Molloy, *Chicago Sun-Times.*

". . . keep the previews handy so you can tell them apart." Ty Scout, *San Antonio Express.*

". . . they're jokes about a joke [*Batman*] . . . always a tough thing to bring off." Frank Judge, *Detroit News.*

". . . if you've seen one cape you've seen them all . . ." Dean Gysel, *Chicago Daily News.*

The Invaders (ABC-TV, Tuesday 8:30-9:30 p.m. EST).

". . . weird and, in a way, wonderful . . ." Donald Kirkley, *Baltimore Sun.*

". . . ABC-TV has another weekly hour of filler." Rick Du Brow, UPI.

". . . not likely to bore anyone . . ." Cynthia Lowery, AP.

". . . may have a winner here . . ." Kay Gardella, *New York Daily News.*

". . . silly . . . and plodding . . ." George Gent, *New York Times.*

". . . tautly and crisply put together . . ." Julia Inman, *Indianapolis Star.*

". . . the show fascinated at first, then dissolved in its own credibility gap." Dwight Newton, *San Francisco Examiner.*

". . . a fascinating new . . . chiller that is certain to catch on as quickly as *The Fugitive.*" Terrence O'Flaherty, *San Francisco Chronicle.*

". . . carbon copy TV . . ." Clay Gowran, *Chicago Tribune.*

". . . spooky, kooky and, for my taste, absolutely divine . . ." Harriet Van Horne, *New York World Journal Tribune.*

(*Continued from page 51*)

	Arbitron Rating	Arbitron Share	Trendex Rating	Trendex Share
8:30-9				
ABC The Monroes	12.1	20.0	10.8	20.0
CBS Beverly Hillbillies	20.2	33.0	16.8	31.5
NBC Virginian	24.4	40.0	17.8	33.3
9-9:30				
ABC Movie ("Ulysses") (N)	17.4	28.0	14.1	24.2
CBS Green Acres	25.1	40.0	22.3	38.2
NBC Bob Hope-Chrysler Thea.	17.8	29.0	15.9	27.2
9:30-10				
ABC Movie (N)	13.7	24.0	15.7	29.0
CBS Gomer Pyle	21.5	38.0	20.2	37.1
NBC Chrysler	17.0	30.0	16.0	29.3
10-10:30				
ABC Movie (N)	15.6	29.0	14.6	28.8
CBS Danny Kaye	16.9	32.0	15.2	30.0
NBC I Spy	16.3	30.0	18.1	35.7
10:30-11				
ABC Movie (N)	13.9	28.0	15.1	30.9
CBS Danny Kaye	14.5	29.0	12.9	26.3
NBC I Spy	17.2	34.0	18.6	37.9

Fortnightly, UA-TV spar again

New York appeals court gets differing viewpoints on CATV rights under Copyright, Communications Acts

The Fortnightly Corp. last week asked the U. S. Court of Appeals for the Second Circuit to set aside a lower court decision which held that it had infringed copyrights of United Artists Television Inc. in feature films picked up and carried on five Fortnightly CATV installations [BROADCASTING, May 30, 1966].

A three-man court, sitting in New York, reserved decision after hearing summaries of briefs by counsel for Fortnightly and United Artists.

Fortnightly contended that the U. S. District Judge William Herlands of New York had erred in holding that the service provided by a CATV system constituted "performance" of a copyright within the meaning of the Copyright Act. The CATV company also claimed that the decision conflicts with controling policies embodied in the Copyright Act and the Communications Act, posing "dangers to the public interest."

Argues Definition ▪ Fortnightly asserted that the district court's decision represented an extension of the concept of a "performance" under the Copyright Act to activities which neither originated nor broadcast the copyrighted work and which did not provide equipment for and did not produce "an audible and visible rendition" of the work. The district court appeared to justify this "semantic extension of the meaning of 'performance'" by reason of an analogy drawn by the court between the defendant's CATV and broadcasters, the cable company claimed.

"But the analogy as a matter of fact is highly superficial, and when the matter is examined with care, proves to be faulty," Fortnightly declared. "The CATV and the broadcaster have significant factual, commercial and legal dissimilarities." Fortnightly argued that the district court's decision is at variance with policies of the Copyright Act and of the Communications Act. The effect of the court's ruling would be to impose a second royalty charge to the public viewing a program on CATV in instances where the copyright proprietor has been paid by the TV station, it contended. It claimed this would "offend" the Copyright Act's primary policy, which is "to benefit the public from the works of authors."

Claims Conflict ▪ The CATV company also insisted that the court's decision conflicts with policies of the Communications Act and the regulatory activities of the FCC in respect to CATV systems. The requirement in these regulations that CATV receive and carry stations is "in flat conflict with the court's holding," it stated.

United Artists supported the position taken by the lower court and offered arguments to refute Fortnightly's basic dissent from the decision.

With respect to Fortnightly's claim that the district court had "extended" the concept of the Copyright Act, UA-TV replied the court had not made an "extension." The court's conclusion, it stated, was an application of the act in accordance with constitutional and congressional purposes to protect the exclusive rights of authors and copyright proprietors against unauthorized reproductions of their works "in any manner or by any method whatsoever."

The court "properly looked to the essence of defendant's activities and not to the mechanism employed," UA-TV stated. The defendant's systems are "communications systems for the transmission of television programs to paying subscribers," UA-TV asserted, and added:

"Defendant's activities constitute a manner and method of performing plaintiff's copyrighted works within the classical meaning of 'performance' as interpreted by the courts in applying it to communication devices developed by modern technology."

No Conflict Seen ▪ United Artists Television attacked the position that policies of the Communications Act and regulations of the FCC would be in conflict with the lower court's decision. The film company insisted that there are no provisions in the Copyright Act or the Communications Act that prohibit the plaintiff from collecting royalties from defendant's cable systems for public performances of plaintiff's copyrighted motion pictures.

"Neither any provision of the Copyright Act or of the Communications Act nor the broadcasting licenses from the FCC to the distant television stations, nor the contractual licenses from the plaintiff to the television stations operate as 'licenses implied in law' which would authorize defendant to perform plaintiff's copyright works without plaintiff's consent." UA-TV declared.

The defendant should not be permitted to "wrap itself in the mantle of 'the public'" for the purposes of claiming advantages allegedly granted by the acts for the benefit of the public, UA-TV argued. It claimed the defendant is not the public but a commercial entrepreneur. Since it delivers a product for pay for which it pays nothing, defendant's claim of a "double payment" is unjustified, it was stated.

Appearing for Fortnightly in the appeal was Robert C. Barnard of Cleary, Gottlieb, Steen and Hamilton, New York and Washington, and for UA-TV, Louis Nizer of Phillips, Nizer, Benjamin, Krim & Ballon, New York. The three-man court consisted of Justices J. Edward Lombard, J. Joseph Smith and Irving R. Kaufman.

Fortnightly Corp., publisher of *The Reporter* magazine, owned the systems in West Virginia, at Clarksburg and Fairmont. Among the TV signals carried by the two systems were three from Pittsburgh, one from Steubenville, Ohio, and one from Wheeling, W. Va.

The CATV systems were sold in 1965 to Jack Kent Cook's American Cablevision Co.

NAB: Fight for editorials

Firm stand seen needed to convince legislators to keep airways free

Broadcasters got the word last week that they should not be sitting ducks for legislators who want to take pot shots at their right to editorialize, to endorse political candidates or report election returns without restrictions.

In a speech to North Dakota legislators, National Association of Broadcasters President Vincent Wasilewski noted that if such broadcast practices were banned, "it would destroy broadcasting not only as an instrument assisting in the formation of public opinion but even as an effective conduit of political news."

Broadcasting, he charged, "must be committed to fight each and every attempt to prescribe conditions under which free speech may be exercised: for to prescribe the conditions of speech is to abridge free speech."

He called on the legislators and "your counterparts across the nation and in Washington" to make objective decisions on the issues and to separate, if possible, "the personal irritations over some difficulty that occurred in their state, or perhaps to them individually, from the broader problems at issue."

Free speech, Mr. Wasilewski said, "with its occasional excesses, irritations and failures is more desirable than speech so hemmed in by rules and restrictions that it is, in fact, not free at all, but controlled."

Fitting his remarks to his political audience, the NAB president, who addressed a joint session of the North Dakota legislature on Wednesday (Jan. 11)—Broadcasters Day—noted that the elected officials, who may be in disagreement with the editorial or endorsement policies of stations, are also "called upon to make the law." What they must seek above all personal considerations, he added, is retention of an open society "in which there is not only a diversity of opinion, but a freedom to express that opinion."

Hard Hitting ▪ Earlier in the week, state broadcaster associations received a more tersely worded message on the subject. Paul Comstock, NAB vice president for government affairs, called on the state associations to "take a firm stand" with their congressional delegations "to convince them that no legislation should be enacted on this subject [editorializing and political endorsement] and that broadcasters will oppose vigorously any restriction of *any* kind."

He called for the state groups to pass the word to Capitol Hill immediately to "dispel any thought in Congress that we might be disposed to compromise on this vital subject."

Mr. Comstock warned that although the "initial discontent" on Capitol Hill in the wake of the 1966 national elections is with "broadcast editorial support of political candidates, any legislative proposals or hearings will undoubtedly be expanded to other issues including general program content."

The reports of these upcoming hearings in House and Senate, were described by Mr. Wasilewski as "particularly disturbing" because they do not deal with "peripheral, unimportant matters" but revolve on questions that "go to the heart of news reporting; they go to the future role that radio and television will play in our society; and, beyond that, to the basic threshold question of freedom of speech."

Hiding Behind Glow ▪ As usual, he continued, attempts to limit this free-

Swipe at Loevinger included in critics' hisses at TV

The question from the audience about Federal Communications Commissioner Lee Loevinger was fielded by Terrence O'Flaherty, TV columnist for the *San Francisco Chronicle*. What's the reaction, it was asked, to Commissioner Loevinger's October speech to the New Jersey Association of Broadcasters in which he claimed that television is "the literature of the illiterate, the culture of the lowbrow, the wealth of the poor, the privilege of the underprivileged and the exclusive club of the excluded masses." Mr. O'Flaherty was quick and brief with his answer. "Loevinger," he said, "is the Zsa Zsa Gabor of the industry. He'll say anything to get into print."

The occasion was a local chapter meeting of the National Academy of Television Arts and Sciences at the Hollywood Palladium last week. Present were five nationally known television critics, who were offering a panel discussion of the 1966-67 season, and about 200 TV Academy members. None of those present submitted a defense for the FCC Commissioner. Mr. O'Flaherty's remarks were left to stand unchallenged. So were several others of a surprising nature made during the meandering discussion.

Look of Defeat ▪ Richard K. Shull, columnist for the *Indianapolis News* and Bell McClure syndicate, admitted that he sometimes makes prejudgments of television shows by the look of defeat he reads into the eyes of press agents and others involved in a production. Mr. Shull said that he saw nothing wrong in downgrading a show before its premier if all the preliminary evidence indicates it's going to be a flop.

Cleveland Amory, critic for *TV Guide*, denounced the current crop of television executives for the "slavish devotion to ratings" which he feels are "phony." Mr. Amory called for a breakdown in what he described as the current television system of having programs bought, sold and determined by a small group of people. He said that the only hope for the medium is in the coming to power of a new generation of top executives.

Bob Brock, columnist for the *Dallas Times-Herald*, indicated that television isn't even being run efficiently as a business. Television is a business "loser," he said, pointing to the number of pilots that don't get on the air as series and to the three-year period of regular programing it sometimes takes a production before it makes a profit.

Defection Hinted ▪ Hal Humphrey, critic and columnist for the *Los Angeles Times*, said the three networks could learn a lesson from Avis about trying harder. He implied that more and more people "are getting tired of television" and hinted at wholesale defections from the ranks of viewers that have not as yet been reflected by the rating reports.

Throughout the long discussion, the television season and programing in general came off with consistently low marks. The A. C. Nielsen Co. was easily the villain of the evening with the three TV networks close behind in number of hisses evoked.


The commissioner and the beauty: O'Flaherty sees some likeness

dom are made "in the appealing name of decency or fairness." But he stressed that such glowing terms can't obscure what really is at stake: "whether broadcasting will continue its growth as a responsible voice or whether that voice will be choked off."

Gagging of broadcasting, the NAB president held, would leave newspapers and to some extent, magazines, "as the sole voices of public opinion." He noted that the number of cities with competitive newspapers has been on the decrease and multiple ownership of newspapers has been increasing. In contrast, broadcasting's ownership is "widely dispersed," he said.

Mr. Wasilewski denounced critics who claim TV networks have too much influence. Their intensified coverage centers on the offices of President and Vice President, he said, and it has been "as scrupulously fair and impartial as is humanly possible to be."

Although networks devote time to coverage of congressional and some state races, he maintained, "the most intensive coverage comes from the local stations. . . It is our belief that to deprive stations of this right [of coverage], or substantially to impair them in the exercise of it, would be unjustified, unwise and unconstitutional."

He noted that stations have been "cautious and slow" to editorialize. He called this a wise move that has been accompanied by "sure-footed competence, careful preparation and willingness to assume responsibility to a degree beyond all other broadcasting requirements."

About half the radio and TV stations now editorialize, he said.

(Two days before Mr. Wasilewski's speech, the NAB editorializing committee announced it would make an "action survey" of all stations to learn how many endorsed political candidates last November.)

ABC cites increased emphasis on news

ABC last week traced the growth of its news operation, placing this year's budget for news coverage at $33 million, with a staff of 800 people and expanded facilities at its production center in New York.

The news growth, ABC said, compares to a $5-million budget and a staff of fewer than 50 people five years ago. The news operation in 1961 occupied one large room in the basement of the seven-story ABC Production Center at 7 West 66th Street, a building now fully occupied by ABC News.

ABC News has also expanded worldwide with bureaus in Atlanta, Washington, Chicago and Los Angeles and overseas in London, Paris, Rome, Moscow, Berlin, Hong Kong, Tokyo and Vietnam. This season ABC News is producing twice as many documentaries as in the previous TV season.

The dimensional look was prompted by the start last Monday of an expanded early-evening *Peter Jennings With the News.* The Monday-Friday news show has been increased from 15 minutes to a half-hour, has been switched to color and has a new studio setting. ABC said the expansion was but "one more giant stride in the growth of the ABC News department during the past five years."

NAB to seek answers on FM programing

A study to learn what FM stations are programing and how they are staffed will be conducted by the National Association of Broadcasters. The NAB FM committee last week supported such a survey to be conducted among NAB FM members.

Of particular interest will be responses from stations—affiliated with AM's—which have had to split programing as a result of the FCC's 50% nonduplication rule. NAB hopes to learn how many stations have gone programing routes opposite AM programing, thus competing with themselves, and whether staffs have been split and how this has been accomplished.

Also brought up at last Tuesday's (Jan. 10) meeting was NAB's stand on the stature of the National Association of FM Broadcasters. Earlier it had been rumored that NAB and the Radio Advertising Bureau were preparing to ask NAFMB to dissolve itself with NAB and RAB taking over various functions (BROADCASTING, Jan. 2).

However, last week the FM committee was told that NAB would not be party to such a move since its major gain would probably be only a few NAFMB members. About two-thirds of NAFMB members are now NAB members.

Any further move toward dissolving NAFMB, the committee was told, would be made by RAB which feels its sales functions and those of NAFMB duplicate efforts.

THE ORIGINAL

PERSPECTIVE

Imitators please copy (if they dare)

Back in 1958, the editors of BROADCASTING produced what was generally acknowledged to be the first meaningful year-end issue ever produced in our business paper field. The secret was that it wasn't a year-ender at all, but appeared in February.

We called it **Perspective** because it did more than deal in glittering generalities reviewing the old and guessing the new as a thumb-sucking exercise. It was a hard-nosed, factual and statistical analysis of what happened in television and radio advertising and marketing in the preceding year—months ahead of the official figures—(we've never been more than a percentage point off). And it was a projection of the year ahead based on a confidential survey and on the expertise of the best brain-stormers in broadcasting and advertising.

Each year since 1958, we have produced our **Perspective** in February, improving with experience. Each year there have been imitators, using variations of our theme, but with not even a feeble attempt to provide the substance, based on months of intensive research and diligent reporting by BROADCASTING's staff of experts in Washington, New York, Chicago and Los Angeles.

Perspective '67 is now in intensive preparation—has been for weeks. It will be the centerpiece of our issue of Feb. 27. Not a special issue, but a regular issue of special interest to everybody who is anybody in the buying of time, programs, services and gear used in the business of broadcasting.

Perspective '67—all 33,000 copies of it—is a must for the broadcaster interested in getting his identity and his availabilities across to the buyers, national and regional, not as a one-shot but as many times as they need to know what happened, where in the year before and what the hot spots are in 1967 A.D.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

WASHINGTON HEADQUARTERS	NEW YORK	CHICAGO	HOLLYWOOD
1735 DeSales St., N.W. 20036	444 Madison Avenue 10022	360 No. Michigan Ave. 60601	1680 N. Vine St. 90028
MEtropolitan 8-1022	755-0610	CEntral 6-4115	HOllywood 3-3148

State of Union kept NET busy

ETV's national debut fed 70 outlets from five origination points

National Educational Television made its first live coast-to-coast transmission last week, making it four national television networks that covered the same same news event—President Johnson's State of the Union message.

NET, which knows its future may hang on developments in the new year, went all out to prove itself a competent full-network program source, feeding 70 stations and switching origination points among five cities.

And President Johnson thrust ETV further into the spotlight by urging in his address its fuller development. The President said: "We should develop educational television into a vital public resource to enrich our homes, educate our families and to provide assistance in our classrooms." It was a broad-stroke statement but considered significant simply because he had chosen to mention the subject at all.

This could be ETV's year of reckoning because the new Congress may choose to form policy on its operation and financial resources. ETV's relation to whatever domestic satellite broadcasting plan may be developed is under consideration at the FCC. In addition, the report of the Carnegie Commission on Educational Television is expected around the end of this month. Since the commission has the imprimatur of President Johnson, its recommendations on ETV's funding and structure are expected to carry considerable influence.

Where ETV public affairs programing will overlap that of commercial networks and where it will complement commercial coverage is not certain, but ETV seems to be pushing further into competitive areas.

NET's coverage of the President's message last Tuesday ran from 9 p.m. to 12:25 a.m. and included a half-hour of pre-speech exposition and about one hour and 40 minutes of post-speech analysis, considerably more attention than was given the event by the commercial networks.

NBC-TV preceded the address with a 10-minute analytical introduction by three correspondents and followed the President with economic and political analysts, including Harvard professor John Kenneth Galbraith in London and British and French politicians via the Early Bird satellite. After further commentary from the network's Huntley-Brinkley news team and Douglas Kiker, NBC-TV cut back to regular programing at 11 p.m.

CBS-TV followed the President's message with analysis by correspondents Walter Cronkite, Eric Sevareid, Marvin Kalb and Dan Rather, then switched to Washington for interviews with members of Congress. CBS also cut back to normal schedules at 11 p.m.

ABC-TV's coverage consisted of the address alone.

The NET program, which won favorable comment from TV critics, consisted of an interview with James Reston of the *New York Times* and extensive discussions by historians, urban-affairs figures and political scientists. It also carried live a news conference held by Republican members of Congress soon after the President's message.

The program switched among New York, Los Angeles, Minneapolis, Boston and Washington.

NET President John White said he has received highly favorable comment on the effort from both government and public sources, from congressmen and from commercial broadcasters. He said the educational network planned another coast-to-coast telecast of a public affairs program within 30 days, probably one-hour long, but said its subject had not been set. Over the next five months NET expects to carry at least four more nationwide programs, two of them to be of a cultural nature.

Mr. White asserted reports that a special grant had been made to NET by the Ford Foundation to pay for AT&T interconnection were untrue. No new monies were made available for this purpose, he asserted.

All four radio networks carried the State of the Union address live. NBC and Mutual coverage included brief commentary before and after and CBS did a short recap of the President's remarks.

'Tony' award ceremonies lined up for ABC-TV

"Tony" will join "Emmy" and "Oscar" at ABC-TV when the network presents the Broadway theater's Tony awards ceremony live from the stage of the Schubert Theater, March 26 (9:30-10:30 p.m.).

American Airlines, through Doyle Dane Bernbach Inc., both New York, will fully sponsor the Tony awards. Probably, Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will again sponsor Hollywood's Oscar awards sometime in April. ABC-TV's presentation of the TV Emmy awards, in May or early June, is as yet unsponsored.

TV series sales . . .

My Favorite Martian (Wolper TV): WCAU-TV Philadelphia; WKBG-TV Cambridge-Boston; KTVU(TV) Oakland-San Francisco; KOMO-TV Seattle; KFRE-TV Fresno, Calif., and KGMB-TV Honolulu.

Truth or Consequences (Wolper TV): KTVU(TV) Oakland-San Francisco; WKBS-TV Burlington, N. J.-Philadelphia; WKBG-TV Cambridge-Boston; KBTV(TV) Denver; WTOL-TV Toledo, and WHIO-TV Dayton, both Ohio; WIRL-TV Peoria, Ill.; WZZM-TV Grand Rapids, Mich., and KMBC-TV Kansas City, Mo.

Wolper Award Specials (Wolper TV): KBTV(TV) Denver; KING-TV Seattle, and KGW-TV Portland, Ore.

The DeLuxe 20 (Independent Television Corp.): KETV(TV) Omaha; WKTR-TV Kettering-Dayton, Ohio; WWLP(TV) Springfield, Mass.; WJHF (TV) Raleigh, N. C.; KING-TV Seattle, and WDIO-TV Duluth, Minn.

Firing Line with William F. Buckley Jr. (RKO General): WHEC-TV Rochester, N. Y., and KTRG-TV Honolulu.

Of Land and Seas (OLAS Corp.): WLBW-TV Miami and WSJV(TV) South Bend-Elkhardt, Ind.

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It's all over but the counting

CBS, NBC invested record sums—over $2 million—beating the drums for Super Bowl audiences

The Green Bay Packers met the Kansas City Chiefs in Los Angeles Sunday (Jan. 15), but it will be up to the American Research Bureau and A. C. Nielsen Co. to decide who won—at least from the network point of view.

The Super Bowl game on the CBS and NBC television and radio networks ended what for the past three weeks had grown into a super-promotional drive by these networks in quest of audience dominance.

Together, the campaigns cost CBS and NBC an estimated $2 million-plus in advertising, publicity and other promotion, including the value of air time used to build audience.

The outcome of the CBS and NBC campaigns, which began late last month, will be best determined when Arbitron and Nielsen ratings are reported. But network research people last week did venture a few estimates of cumulative audience totals, and speculated on which networks would get larger audiences.

One expert, with an NBC association, believed CBS-TV and NBC-TV together would collect a total of 55 million viewers. CBS-TV, he thought, would attract 55%, or about 30 million people, and NBC-TV would garner 45% or in the neighborhood of 25 million viewers.

Radio, Too ▪ In radio, he estimated total listenership at 18 million people, and predicted NBC Radio would be responsible for 10 million and CBS Radio, 8 million. He attributed NBC's radio lead to its established weekend audience with *Monitor*.

NBC Radio is charging $2,000 per minute to advertisers, while CBS Radio's price is set at $1,500 per minute. In TV, CBS has the higher per-minute rate ($85,000 per minute) and NBC the lower ($65,000 to regular AFL sponsors, $75,000 to others) (CLOSED CIRCUIT, Jan. 9).

Another researcher, with CBS connections, placed CBS and NBC combined average-minute TV audience at 50 million, with the total audience seeing a part of the game numbering close to 70 million.

CBS and NBC agreed this was the biggest, most intensive promotional campaign ever conducted for a single sports event. The game pitted the Packers against the Chiefs in the first playoff between the champions of the National and American professional football leagues, and was carried on both CBS and NBC by decree of pro football commissioner Pete Rozelle.

The outcome of both the audience battle and the game could influence the ease with which the two networks find sponsors for the regular-season games of the two leagues next year. NBC-TV carries AFL games, CBS-TV NFL games.

Previous record TV audience for a single sports event was an estimated 53,280,000 viewers of the Oct. 6, 1963 World Series baseball game between the New York Yankees and Los Angeles Dodgers.

"Super Sunday" ▪ CBS-TV employed three basic themes in its campaign for Super Bowl viewers: a "Super Sunday" concept with programing that was to include a 90-minute color special featuring the Harlem Globetrotters basketball team starting at 2 p.m. EST, followed by interviews with Super Bowl players and coaches by Sportscaster Pat Summerall at 3:30 and finally the game itself at 4. Emphasis is on CBS's commentators—Frank Gifford, Jack Whitaker and Ray Scott—billed by the network as "outstanding experts," and emphasis on CBS as the place where, all season, viewers had watched NFL action. CBS also stressed that CBS sports cameras would be there bringing viewers the coverage.

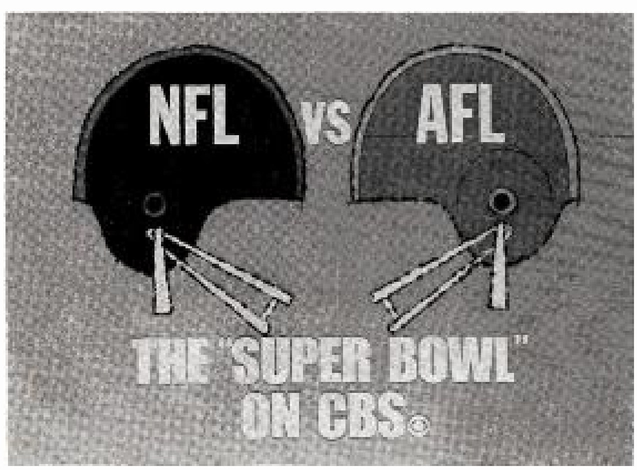
CBS-TV estimated that during the two weeks prior to the game about 75% of its nighttime promos were devoted to the Super Bowl. In daytime periods, the penetration was closer to 50% of all on-air promotion. One CBS official said this on-air promotion was worth "well over $1 million."

CBS taped in color seven different TV announcements in 16-, 20-, and 60-second lengths. It also fed special closed-circuit TV color tapes to its affiliates, provided them with four different color films, and gave them special kits with sample on-air promo copy, slides, mats and glossy proofs of advertisements.

Supplementing this campaign, stations across the country bought space in national TV log listings of newspapers, while CBS-TV purchased full-page advertisements in the *New York Times* on Saturday and Sunday (Jan. 14-15), and in *TV Guide* magazine.

Super Coverage ▪ NBC-TV countered with a "countdown" Super Bowl theme, its main selling point focused on NBC commentators Paul Christman and Curt Gowdy. Beginning on Dec. 24, 1966, NBC-TV introduced on-air crawls at the end of its programs and during the last 16 days before the Jan. 15 telecast intensified the effort to a 50% penetration.

One NBC official calculated that up to 150 spot announcements in lengths of one minute, 20-, 13- and 5- seconds were used during the heaviest part of



The on-air pitches of NBC (l) and CBS (r).

Serenade in stereo

Serenade in Blue, the Air Force's 16-year-old weekly radio series, will now be available in stereo and will introduce a new "25/15" minute format. This format allows stations to air the programs for either its present 15 minutes or to increase the show's length to 25 minutes. Featuring the Air Force band and guest artists such as Carmen McCrae and June Christy, the shows will be distributed quarterly instead of monthly starting in April 1967, by the Military Personnel Center, Randolph AFB, Texas.

the network's campaign. In addition, various personalities on NBC-TV programs "plugged" the Super Bowl at the end of their shows. NBC even called on the services of its superhero *Captain Nice*, which premiered on Jan. 9. One of its on-air crawls featured an informal exchange on NBC-TV's bowl coverage between Messrs. Gowdy and Christman.

Almost all of NBC's promotion emphasized its sports announcers. The network ran a series of promos quoting various newspaper sports writers favoring NBC sportscasters.

Backing up its "super team for the Super Bowl," NBC-TV also used space in daily news reports mailed to some 1,400 TV editors across the country, showing the countdown in a box on the front page. All of the network's on-the-air promos were in color.

In New York newspapers, NBC promoted the game with different size advertisements, some of them reading "super coverage of Sunday's Super Bowl by Curt Gowdy & Paul Christman—*only* on NBC 4." The New York newspaper campaign continued from Wednesday through Friday (Jan. 11-13) and was to wind up on Sunday with a full-page advertisement in the *New York Times*.

NBC-TV also shared costs with Macy's department store in New York for a full page advertisement in the *Times* (Jan. 11) devoted half to the network, and half to Macy's line of Magnavox color TV sets.

Super Radio ▪ Both CBS and NBC Radio networks got into the swing.

CBS Radio estimated its on-air promotion represented about $25,000, including air time. The promos usually contained crowd noise, band music and a brief description of the Super Bowl by radio sportscasters Jack Drees (play-by-play) and Tom Hedrick (color).

NBC Radio used its five three-hour segments of *Monitor* on the weekends

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of Jan. 7-8 and Jan. 14-15 to promote the Super Bowl. Approximately 30 10-second spots, featuring *Monitor* hosts, urged listeners to tune to NBC stations.

NBC-TV planned to lead into its Super Bowl "super coverage" with a football bull session at 2 p.m. featuring football stars Jimmy Brown and Johnny Unitas.

ABC-TV's Super Show ▪ ABC-TV, currently running an *NBA Basketball* game-of-the-week series, was in on the sports parade, though not Super Bowl. It had on its Jan. 15 schedule (at 2 p.m.) one of the biggest basketball games of the year—the No. 1 professional team, Philadelphia 76'ers, facing the No. 2 team and defending world champion Boston Celtics. This game was expected to cut into about 15 minutes of the Super Bowl. During actual Super Bowl play hours, ABC-TV returned time to stations.

Super Highlights ▪ CBS-TV planned to use 11 Norelco Plumbicon color cameras in two color-mobile units—valued at over $2.4 million, to cover and feed simultaneously to NBC the Super Bowl. This number of color units reportedly set a record for coverage of a single football network program.

NBC-TV said it planned to work through WAVY-TV Norfolk, Va., in supplying to some 5,000 men aboard the aircraft carrier USS America in the Mediterranean a five-hour tape of the Super Bowl including pre- and post-game activities.

NBC Radio said that comedian Bob Hope would join its sportscasters, Jim Simpson and George Ratterman, in a pre-game show from 3:30-4 p.m. EST.

Import rule waiver granted Florida CATV

The FCC last week approved a petition filed by Gateway Cable TV Inc., operator of a CATV system in St. Augustine, Fla., for waiver of the rule that requires CATV's to obtain commission permission in a hearing before transmitting TV signals beyond their grade-B contour into the grade-A coverage area of top-100 market TV stations.

The waiver grant enables the system to import the distant signals of noncommercial educational WUFT-TV (ch. 5) Gainesville, Fla. St. Augustine is part of the Jacksonville, Fla., TV market, which ranks 72d.

In other CATV actions the commission:

▪ Denied requests for waiver of the nonduplication rule filed by Belington TV cable Co., CATV operator in Belington, W. Va., and Robins Telecable Corp., operator of a system in Warner Robins, Ga.

▪ Dismissed as moot a petition for waiver of the nonduplication rule submitted by Willmar Video Inc., CATV operator in Willmar, Minn.

Radio series sales . . .

Earl Nightingale Program (Nightingale-Conant): KVOX Morehead, Minn.; WMIS Natchez, Miss.; KELY Ely, Nev.; KOH Reno; KGCX Williston, N. D.; WBLY Springfield, Ohio; KGFF Shawnee, Okla.; WADK Newport, R. I.; WCKM Winnsboro, S. C.; WHUB Cookeville, Tenn.; WCOR-FM Lebanon, Tenn.; WCUB and WKUB(FM) Manitowoc, Wis.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WDNE Elkins, W. Va.; WRIN Rensselaer, Ind., and KCOW Alliance, Neb.

Doctor's House Call (Signal Productions): KSLM Salem, Ore. and KGNB New Braunfels, Tex.

More for Your Money (Signal Productions): WMAN Mansfield, Ohio; WPIC Lake Wales, Fla., and KEDO Longview, Wash.

Sports Close-up (Signal Productions): WIPC Lake Wales, Fla.

Point of Law (Signal Productions): WFHR Wisconsin Rapids, Wis. and WLAD Danbury, onn.

TFE expands NAB Chicago role

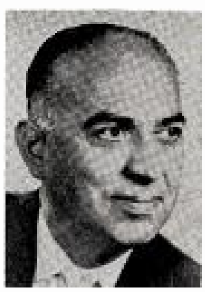
Group to handle TV program session at convention; top film officials to give briefing on coming series

The Television Film Exhibit is arranging for the first time one of the TV programing sessions at the 1967 National Association of Broadcasters convention and is assembling a group of internationally known film producers and industry officials for the meeting. The session remains under NAB control.

Alvin E. Unger, co-chairman of TFE '67, which consist of leading TV film distributors exhibiting new and current product during the convention, reported last week that the programing session will be held in the afternoon of April 3 at the Conrad Hilton hotel in Chicago. He said tentative commitments have been received from three top film officials to speak at the session. Their identities will be announced later.

The focal point of the speeches will be the production values of the motion pictures and series that will become available to syndication, Mr. Unger stated. Their talks will attempt to provide TV station executives with an "inside look" into the production of motion pictures and series, he pointed out.

Largest Yet ▪ Mr. Unger said that 23 distribution companies are members of TFE this year, the largest number since the organization began functioning in 1963. For the first time the entire fifth floor of the Conrad Hilton will be occupied by the TFE members, he added. He pointed out that these two factors, plus the invitation from the NAB to have TFE arrange the programing session, underline "the growing recognition" of TFE by the TV industry.


Mr. Unger

In addition to Mr. Unger, who is vice president in charge of syndication for ITC, other members of the executive committee of TFE '67 are Wynn Nathan, chairman of the exhibit and general sales manager of Wolper Television Sales; John A. Ettlinger, president, Medallion Television Enterprises, Hollywood, and Elliot Abrams, vice president in charge of TV sales, Walter Reade Organization.

Program notes . . .

Play's the thing ▪ CBS-TV will present two stage productions as specials in 1967-68: A one-hour version of Michael Mac Liammoir's one-man show, *The Importance of Being Oscar*, based on the early life and writings of Oscar Wilde, and *At the Drop of Another Hat*, the Michael Flanders-Donald Swann review currently running on Broadway.

Daytime shuffle ▪ ABC-TV will schedule a new weekday game show *Everybody's Talking*, in the Monday-Friday 12-12:30 p.m. slot, starting Feb. 6. That period is now occupied by *Donna Reed Show*, which moves to 12:30-1 p.m. slot replacing *Father Knows Best*, which will end its run on Feb. 3.

Date set ▪ The specially taped version of Peter Weiss's *The Investigation* will be colorcast on NBC-TV Friday, April 14 (9:30-11 p.m. EST). The play, based on testimony of witnesses and defendants tried for their acts in the Auschwitz concentration camp, recently finished its Broadway run and has been edited and adapted for TV.

New TV team ▪ Prolific Broadway producer Harold Prince is moving into television and movie production. He's teamed with former William Morris talent agent John Flaxman in a new company to handle special motion picture and television projects. Mr. Prince currently is represented on Broadway with two hit musicals, "Fiddler on the Roof" and "Cabaret."

Two characters on NBC ▪ *"The Questions,"* a two-character play by John Hawkes, will be presented in color on *NBC Experiment in Television* early in March. The play is Mr. Hawkes's first to be produced.

Production firm for movies formed

The formation of Sagittarius Productions Inc., New York, a motion picture production company, was announced last week by Henry S. White, president of the new firm and former executive vice president of Allied Artists Television.

Initial projects for Sagittarius include production of feature films for the ABC-owned TV stations and for the CBS-TV station division. The films will be released to theaters before being aired.

Headquarters of the new firm is at 250 Park Avenue.

16 markets set for Tyaak wildlife shorts

Newer Tyaak Productions Inc., among Hollywood's newer producer-distributor organizations, has sold its kick-off product in a total of 16 U. S. markets, it was reported last week. The product package, called "Nature's Window," consists of 130 four-minute vignettes on American wildlife photographed in color. The episodes have been edited from a total of 55,000 feet of film, all shot on location, under natural circumstances. The package is being distributed on a station-by-station basis, primarily as programing to be integrated into established children's shows.

The last four of the total 16 markets were sold only last week. Included are WBNS-TV Columbus, Ohio; WTVM(TV) Columbus, Ga.; KRCG(TV) Jefferson City, Mo. and KIMA-TV Yakima, Wash. Tyaak Productions has offices at 7805 Sunset Blvd., Hollywood. Hal Crecy is managing director of the company.

Continued on page 65

Visual display via radio?

Western Union joins with consultant to develop 'Sight Radio'; messages would be sent on FM subcarrier as a salable storecasting service

A new source of revenue may be around the corner for FM stations with subsidiary communications authorizations. The corner won't be turned soon. But Western Union Telegraph and one of its consultants believe it can be turned eventually, with profit for all concerned, including themselves.

The new source would be a service that Western Union calls "Sight Radio" —a system for transmitting, on a subscription basis and in readable rather than audible form, news, weather and time, and sports information. The receiver would resemble a magic-message scoreboard in a modern ballpark.

Some details of the proposed system were disclosed last week in an application that KQUE(FM) Houston filed with the FCC requesting authority to employ Sight Radio on a developmental basis. Present plans call for testing the system in up to three markets.

Sight Radio was created by Malcolm Reybold, a Western Union consultant with a background as an engineer and as a marketing specialist with New York advertising agencies. He and Western Union contemplate the organization of a new company that would license Sight Radio systems to FM stations as well as produce and lease the necessary equipment.

Mr. Reybold, whose office is in New York, declined to discuss details of his financial arrangements with Western Union or to divulge much technical information concerning the system.

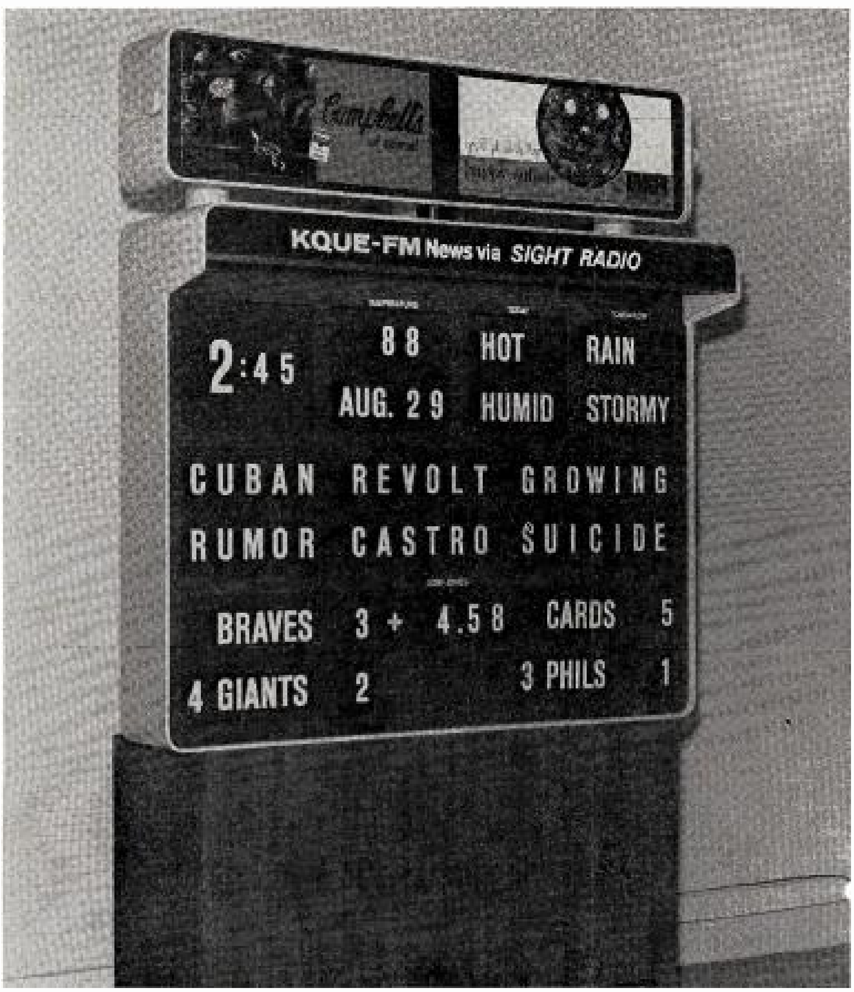
Variety of Locations ▪ But according to the description of the system filed with KQUE's application, receivers would be installed in a variety of business establishments—stores, banks, shopping centers, among others—and would display news headlines, time and weather reports, Dow-Jones stock averages, and ball-game scores. The Sight-Radio licensee, who would have control over the intelligence transmitted, could change the information on the receiver every minute.

The station would transmit by way of inaudible tone signals over its 67 kc subcarrier. The signals would be superimposed on existing transmissions without—the filing says—affecting the service on the subcarrier. Special equipment would, on tape, code the information to be displayed into the inaudible signals, and decoding devices in the receiver would automatically control and activate the alpha-numerical characters and message panels. The clock mechanism would be pulsed to the correct time at regular intervals.

No Production Model ▪ A working production model has not yet been built. The information filed with the KQUE application says Mr. Reybold and Western Union are unwilling to make the "very substantial" expenditure that would be required to produce and test prototype equipment until the commission decides to give the system a chance to be tested in the marketplace.

The filing also says that "a significant period of time must elapse" between the grant of the application and the actual inauguration of Sight Radio service. In addition to the time required to develop and test the prototype equipment, the filing says, two years will be needed to determine whether the system will perform "technically in a manner which serves the public interest."

But Mr. Reybold, who says he has been developing the system over the past "eight or nine years," expressed confidence that the system would work. He said he has discussed the system with



Mockup shows how Sight Radio receiver will present information owners of a number of stations and received a "good reception." KQUE was one of the stations where he made his presentation.

According to the filing, Sight Radio could produce revenue in several ways. A receiver with a panel at the top for two advertising messages might be installed at no cost to the business establishment; the station would earn revenue from the sale of local advertising. The manufacturing and leasing company would sell space to national advertisers, as well as receive rental payments from the station.

A business that preferred a receiver with no advertising display would pay a subscription fee, as do stores receiving multiplexed background-music service. A business that wanted to use a display panel to promote itself would pay a higher fee.

If the KQUE application is granted, Mr. Reybold and Western Union plan to have the system tested in one or two other markets. They feel the Sight Radio concept can be tested in a single community, but developmental operations in several markets, they say, would permit a test of the economic feasibility of relying on revenues from national advertisers.

RCA components sets new divisions

A realignment of RCA's electronic component operational units and management staff has been announced by John B. Farese, vice president, RCA Electronic Components and Devices.

Under the reorganization, RCA Electronic Components and Devices will consist of these five major operational units: the new RCA Solid-State and Receiving Tube Division; the new RCA Memory Products Division and the new RCA Industrial Tube Division, as well as the existent RCA Distributor Products and RCA Television Picture Tube Divisions.

Among new appointments announced by Mr. Farese, effective immediately (Jan. 14), were: C. E. Burnett, division vice president and general manager, RCA solid-state and receiving tubes; William H. Painter, division vice president, RCA electronic components and devices international operations; Joseph T. Cimorelli, general manager, RCA Memory Products Division; Gene W. Duckworth, general manager, RCA Industrial Tube Division; James A. Haimes, manager, RCA Distributor Products; Harold F. Bersche, division vice president, distributor marketing relations; Michael J. Carroll, manager, equipment marketing relations, and Howard C. Enders, manager, news and information.

Continued on page 67

Stations protest channel-splitting plans

FCC PROPOSALS DUBBED 'UNCLEAR' ON EFFECTS

Recent FCC attempts to find ways of easing the radio-spectrum shortage for land-mobile radio were criticized last week by broadcasting interests that claim the commission's proposals are inadequate and unclear.

In joint filings, 14 AM, FM and TV stations asked the commission to clarify a portion of its proposed rulemaking issued in Dec. 1966 that would allocate two half-megacycle segments of spectrum space to land-mobile radio services (BROADCASTING, Dec 5, 1966). The stations want the FCC to disclose why it has concluded that 50 kc spacing instead of 100 kc spacing between assignable frequencies would be "without appreciable . . . degradation in performance." The stations argue that since the commission has admitted there will be some degradation of performance of remote-pickup stations and broadcasting remotes, it should therefore explain why the change is not great enough to prevent adoption of the proposed rule.

The commission has proposed that the new allocation be accomplished by splitting the frequencies (from 100 kc to 50 kc) in both the 450-451 mc and 455-456 mc bands that are now used for those radio broadcasts and the voice portion of telecasts that are relayed by remote pickup units. The channel splitting would leave the same number of channels—20—available for broadcast purposes, while 20 new channels would be made available for land-mobile radio. The petitions filed last week were in response to the commission's invitation to the industry to comment on whether the splitting would impair the present quality of service.

The stations filing the joint comments were: WCSH-AM-TV Portland, WLBZ-AM-TV Bangor, and WRDO Augusta, all Maine; WMAY Springfield, Ill.; KMNS Sioux City, and KOEL Oelwein, both Iowa; KRGI Grand Island and KFOR Lincoln, both Nebraska; KSAL Salina, Kan., and WBAP-AM-FM-TV Fort Worth-Dallas.

Moseley Associates Inc., manufacturer of remote pickup equipment in Santa Barbara, Calif., suggested last week that the FCC authorize 50 kc channels in the 450-450.5 mc band and maintain the existing kc channels in the 455-455.5 mc band. "This would result in only 25% less total channels available for assignment to remote pickup service and would not preclude use of the 100 kc assignments for a high-quality program transmission service," Moseley said.

Acting on a request filed by the National Association of Broadcasters, the commission last week extended the deadline for comments in the land-mobile proceeding to March 15 and reply comments to March 27.

NAB honor to Morris

Robert M. Morris, staff consultant to the ABC engineering department, will receive the National Association of Broadcasters' annual Engineering Achievement Award. Mr. Morris will receive the award April 5 at the final luncheon of the 21st annual Broadcast Engineering Conference in Chicago, held in conjunction with the NAB convention.

Mr. Morris

A veteran of more than 40 years in broadcasting, Mr. Morris was selected for the award at last Thursday's meeting of the NAB engineering conference committee. Mr. Morris developed, in cooperation with AT&T and CBS, the VU meter now in use for measuring program levels. He also was chairman of the first NAB recording standards committee and has been a member of the more recent NAB disk and tape recording standards committee.

Comsat hoping to test Lani Bird II this week

A second Lani Bird was hovering up in the sky last week and, if a planned Saturday maneuver were successful, a truly synchronous Pacific communications satellite was to be in existence.

The second Lani Bird was launched from Cape Kennedy last Wednesday. On Thursday it was reported in a 10-hour, 54-minute orbit, ranging from 22,897 statute miles at its apogee to 184 miles at its perigee. All subsystems were operating normally, the Communications Satellite Corp. reported late Thursday.

Plans called for Comsat to fire Lani Bird II's apogee motor at 5:18 a.m. Jan. 14, to place it in stationary orbit. It was the apogee motor's misfiring on Lani Bird I that caused that communication satellite to fail to achieve synchronous orbit. Lani Bird I was launched last October. The cause of the misfiring was traced to a drop in temperature at the apogee motor; this was rectified in Lani Bird II.

Should Lani Bird II achieve synchronous orbit, it is Comsat's plan to test it early this week for a few days. Then Comsat plans to offer it commercially for telephone, television, telegraph and data communications service.

The 192-pound Pacific satellite is capable of carrying 240 two-way telephone calls, or one, two-way TV circuit. About 100 circuits have been reserved for the National Aeronautics and Space Administration for worldwide communications during its Apollo program to put a man on the moon, and also about 30 circuits for the Department of Defense to communicate with Hawaii, the Philippines, Thailand and Japan.

Lani Bird I in its elliptical orbit offers about eight hours a day of service to Hawaii and the Far East. It has been used for TV relay, initially carrying the Army-Notre Dame football game to Hawaii last November.

About the middle of next month, Comsat expects to launch a second Atlantic satellite to join Early Bird there in providing telephone, television, telegraph and data circuits to Europe. The second Atlantic satellite will also be able to provide links between South America and Europe.

Injunction interrupts automation walkout

Some 650 members of Local 53 of the AFL-CIO National Association of Broadcast Employes and Technicians walked off their jobs at American Broadcasting Co.-owned radio and television facilities in Los Angeles for one day last week in a dispute over automation.

Subsequently, a Los Angeles superior court judge ordered a temporary end to the walkout pending a hearing later this month. The strike was called on Monday (Jan. 9) at 7:25 a.m. when KABC-TV, the ABC-owned station in Los Angeles, for the first time aired a five-minute program called *Bob Paige News Show* from a special "break" or "flash" studio. The facility is so called because it supposedly is to be used primarily for news bulletins and can be activated and operated merely by the newscaster flipping a switch.

In calling the strike, union officials claimed that the use of an unmanned studio for the origination of live programing was in violation of their contract. An ABC spokesman, on the other hand, called the work stoppage illegal and thus in violation of the same contract.

ABC's radio and TV operations were uninterrupted by the strike. Management personnel substituted for union technicians and handled such responsibilities as the taping of the *Lawrence Welk Show.* Jan. 23 was set for hearing on whether a preliminary injunction will be issued to replace the temporary one granted last week.

Silver Spring tower complaint turned down

A Maryland judge last week dismissed a citizens' complaint against a proposed 1,219-foot TV tower in suburban Washington. Circuit Court Judge Plummer M. Shearin of Montgomery county noted that the county board of appeals had granted a special exemption so the tower could be erected in Silver Spring, Md.

The tower, when built, will transmit the signals of six of Washington's seven operating TV stations. It will handle WMAL-TV, WRC-TV, WTOP-TV, WTTG(TV), WOOK-TV and noncommercial WETA-TV. WDCA-TV, which went on the air last year, will remain on its own 809-foot tower.

Injunction clears way for Super Bowl pickup

An impartial umpire last week enjoined the National Association of Broadcast Employes and Technicians from refusing to pick up for broadcast over NBC-TV a telecast of the Super Bowl game in Los Angeles yesterday (Sunday) which was originated by CBS-TV.

The decision was handed down by arbitrator Benjamin Roberts during a session with NBC and NABET officials. The union had threatened to decline to pick up the telecast from CBS-TV, which employs International Brotherhood of Electric Workers members (BROADCASTING, Jan 9).

In addition, Mr. Roberts ruled that the entire issue of "no access" would be submitted to arbitration as soon as possible with the arbitrator authorized to impose compensatory and punitive damages.

The National Football League-American Football League decided that only one network should originate the tele-

Continued on page 69

cast, claiming facilities in the stadium could accommodate only one camera crew. CBS-TV was chosen as the originating network with NBC-TV to take a feed. Each network paid $1 million for rights to the game.

A NABET official said the union has received a commitment from the football league for a $5,000 contribution to a nonprofit, philanthropic organization designated by the union. The offer was made by the league to demonstrate it was not attempting to reduce employment opportunities for NABET membership, it was said. NABET will request that the $5,000 be turned over to a scholarship fund for children of union members or other needy individuals.

Technical topics . . .

New generation ▪ Ampex Corp., Redwood City, Calif., has placed a new audio recorder/reproducer (AG-440) on the market. It is an advanced version of Ampex's 350 and 351 series, 20,000 units of which are estimated to be in service. Deliveries of the AG-440 will begin in February.

Tower lit ▪ Andrews Towers Inc., 1420 Layton Avenue, Fort Worth, is distributing a brochure which describes the erection of a tower in four hours by five men. The tower is all aluminum, welded and completely self-contained with all necessary tools and lighting.

New Gear ▪ Hewlett-Packard announces new network analyzer system for sweep tests for gain, phase, impedance, admittance and attenuation from 110 mc to 12.4 gc. The network analyzer is $1,700. A radio frequency converter is $2,200. Associated equipment runs from under $1,500 for a reflection test unit to $825 for a polar display indicator and a phase gain indicator.

Color at the inn ▪ Admiral Corp., Chicago has introduced a new 18-inch rectangular color TV set designed especially for hotel and institutional use. Heretofore TV set models for this market have been virtually all monochrome.

Medical ETV exchange ▪ RCA announced a $100,000 contract with five medical facilities in Atlanta, Ga., to construct a 2,500 mc TV system for exchange of instructional programs. RCA Instructional Electronics Department said the system will be designed as a two-channel operation (with transmitters at two locations) and be put into operation next spring. All five facilities will be equipped with rooftop antennas and "down converters" for transfer of megacycle signals to standard TV sets. The TV system will operate under the FCC's Instruction Television Fixed Station Service, which the FCC established in 1963 by setting aside 31 channels in the 2,500 mc band for educational use.

FINANCIAL REPORTS

Educational film firm purchased by CBS

CBS last week reported acquisition of Bailey Films, Los Angeles, producer-distributor of educational films, for an undisclosed amount. Company spokesman would not reveal whether the purchase had been for stock or cash.

The company will operate as a unit of the CBS Educational Services Division.

Bailey, which had been a privately held company, distributes its own films and those of independent producers to colleges, schools and libraries.

Commenting on the acquisition, CBS President Frank Stanton said: "It is CBS' intention to participate prominently in the expanding educational services field." Last March, CBS reported the agreement by which it purchased Creative Playthings and its subsidiary, The Learning Center Inc., supplier of three-dimensional learning systems.

Disney TV in '65: $7.9 million revenue

In an annual report prepared prior to the passing of its titular head, Walt Disney Productions, Burbank, Calif., revealed steady growth patterns in the fiscal year ended Oct. 1. Gross revenue for the diversified entertainment company was up some $6.6 million, while net profit showed a solid $1 million, or almost 9%, increase. Income from all Disney entertainment activities increased over the prior year. Television contributed $7,902,000 to overall revenues, a slight gain over fiscal 1965.

In an accompanying note to the annual report, Roy O. Disney, president and chairman of the board of the company, makes mention of his brother's death and promises that "all the plans for the future that Walt had begun—new motion pictures, the expansion of Disneyland, television production and our Florida and Mineral King projects . . . will continue to move ahead."

To add incentive to the carrying out of these plans, Mr. Disney proposed a new stock option plan for key employes.

For the fiscal year ended Oct. 1, 1966:

	1966	1965
Earnings per share	$6.34	$6.08
Gross revenues	116,543,000	109,947,000
Net profit	12,392,000	11,379,000

Financial reports . . .

▪ Wometco Enterprises Inc., Miami, has declared a regular quarterly cash dividend of 15½ cents on class A stock and 5¾ cents on class B stock, payable March 15 to stockholders of record March 1.

▪ Gross Telecasting Inc., Lansing, Mich., has declared an extra year-end dividend of 40 cents a share on common stock and 7½ cents on class B stock, in addition to the regular dividend of a like amount, payable Feb. 10 to stockholders of record Jan. 25.

▪ ITT has declared regularly quarterly dividends on shares of cumulative preferred stock for the period Dec. 1, 1966 to Feb. 28, 1967, payable Feb. 28 to holders of record Jan. 20. The dividends follow: series 5.25%, $1.3125; 5.25% B, $1.3125; 4% convertible, $1; 4% convertible B, C, D, E, and F, $1 each.

▪ John Blair & Co. has declared a stock dividend of 20 cents per share, payable Feb. 15 to stockholders of record Jan. 13.

MGM incumbents solicit stockholders for proxies

Metro-Goldwyn-Mayer stockholders, being tugged at from two sides, received incumbent management's proxy statement last week showing that its candidates for directors hold 280,000 shares or 5.5% of outstanding MGM stock.

An opposition slate headed by Philip Levin has so far reported to the Securities & Exchange Commission that it holds 522,702 shares or 13.5% of the company's 5,042,850 outstanding common shares.

Among the charges made by the dissident group against present MGM management is the claim that the company's films are not being released to TV in the most advantageous way.

Wall Street observers of the proxy fight have suggested that the swing votes may belong to mutual funds which hold a reported 20% of MGM shares. It's noted that such institutional investors generally side with incumbent management.

U.S., Mexico extend NARBA

Temporary pact to run through this year; talks resume next month

The U.S. and Mexico last week formally ratified the present agreement governing the two countries' use of the AM radio band to make it effective until Dec. 31 of this year.

Secretary of State Dean Rusk and Mexican Ambassador Hugo B. Margain announced they had exchanged the "instruments of ratification of protocol" that amended the duration provisions of the original 1957 agreement to permit the extension.

Negotiations between the two nations on an "improved" pact that would replace the 1957 agreement are tentatively scheduled to be held in Mexico City early next month. Discussions in Washington last September (BROADCASTING, Sept. 19, 1966) were said to have narrowed many differences of opinion on issues vital to both countries.

Key issues in the continuing talks include the question of each country's nighttime use of the other's clear channels and a possible increase in power limitations on class IV stations along the border.

Toronto candelabra pushed by CBC

The Canadian Broadcasting Corp. has proposed that private broadcasters join the CBC in using a single transmission tower to provide more efficient service to Toronto audiences.

At a recent meeting, the CBC noted the importance of a single tower particularly to owners of color TV sets who otherwise might require separate antennas for reception of different signals, to those residents of Toronto who now experience reception problems due to new, high-rise construction, and to all broadcasters as a means of significantly reducing present capital and maintenance costs.

The tower originally proposed by the CBC several years ago, would cost about $700,000 excluding antennas and transmitters. The structure also would

Continued on page 59

have provision for both VHF and UHF channels for future educational television and other TV-FM uses.

Though no firm date has yet been proposed for the tower, the CBC will continue discussions with private broadcasters as well as make further engineering and technical studies.

NBC International conference underway

The sixth world conference of NBC International will be held for one week in New York, starting today (Jan. 16) with representatives from Europe, South America, Australia, Mexico, Canada and the Far East in attendance.

George A. Graham Jr., president, NBC Enterprises, of which NBC International is a subsidiary, and Gerald Adler, director, NBC International, will outline the sales goals for the 1967-68 season. Major discussion will center on sales policy for NBC International's entrance into feature film distribution to stations on a world-wide basis.

A highlight of the meeting will be a showing on closed-circuit television of program properties under consideration by NBC-TV for the 1967-68 season in the U.S.

Abroad in brief...

L&M in P.R. ▪ Publicidad Badillo, San Juan, P.R., partner of Compton Advertising, New York, has been appointed to handle the advertising in Puerto Rico for Liggett & Myers L&M cigarettes.

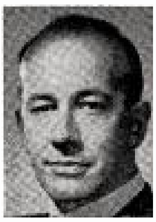
Uruguayan rep ▪ ABC International Worldvision has begun representing Tele-12 (channel 12) Montevideo, Uruguay, and also acting as its program purchasing agency for the TV station. Tele-12 is owned and operated by Sociedad Televisora, Larranaga, S. A.

FATES & FORTUNES

BROADCAST ADVERTISING

Robert Haydon Jones, VP and account executive, McCann-Erickson International, named senior VP.


Mr. Naylor


Mr. Galli

John E. Naylor and **Anthony P. Galli**, with N. W. Ayer & Son, New York, elected VP's.


Mr. Marquis

Harold H. Marquis Jr., with Hoefer, Dieterich & Brown, San Francisco, named president. Mr. Marquis assumes post formerly held by **John H. Hoefer**, who continues as board chairman and chief executive officer.

Dr. Robert C. Sorensen, VP-corporate director of research, D'Arcy Advertising, New York, appointed executive director, Center for Advanced Practice, McCann-Erickson, same city.

Gerald McGavick, sales manager for Metro TV Sales, New York, named VP. **Kevin Lyons**, with Advertising Time Sales, Chicago, named to sales staff of Metro Radio Sales, that city.

Brendan J. Nolan, associate creative director of Post-Keyes-Gardner, Chicago, named VP. **William H. Shoemaker**, with Doyle Dane Bernbach, New York, joins PKG as account executive in Chicago.

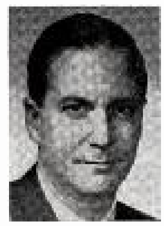
Keith Holden, director of broadcast and audio-visual activities at Klau-Van Pietersom-Dunlap, Milwaukee, named VP.

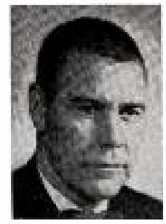

Mr. Davies


Mr. Betz

Arthur R. Davies and **Paul J. Betz**, with Vic Maitland & Associates in Pittsburgh and Chicago, respectively, named VP's.

John C. Rennels, treasurer at Ketchum, MacLeod & Grove, Pittsburgh, elected VP.


Mr. Schwarz


Mr. LaBonne

Thomas H. Schwarz, account supervisor, Compton Advertising, New York, and **Raymond B. LaBonne**, associate media director, elected VP's.

Kenneth A. Hollander and **Gennie Newlin** named associate research directors at Young & Rubicam, Chicago.

George Dunn, VP and research director at Honig-Cooper & Harrington, San Francisco, also named associate media director.

William Laffey, media planner at Clyne Maxon Inc., New York, named associate media director. **Vincent McKenna** appointed account executive.

Bill Lee, general manager for radio at The Katz Agency, Chicago, joins Broadcast Communications Group there as manager, radio sales.

James F. Mackin, radio salesman, Peters, Griffin, Woodward, Los Angeles, named eastern sales manager-radio at New York office.


Mr. Raphael

Harvey Raphael, director of film services, Screen Gems, New York, named VP-general manager, EUE/Screen Gems, TV commercial producer. Mr. Raphael had been president of TV Tronics, which specializes in film services for advertising agencies.

Murray Bolen, Benton & Bowles VP, appointed manager of new Hollywood office for Wells, Rich, Greene Inc.


Mr. McCormack Mr. Roche

Jack R. McCormack, account administrator, and **John G. Roche,** account supervisor, with Ted Bates & Co., New York, elected VP's.

Robert B. Rains, manager of Detroit office of Paul H. Raymer Co., resigns to join staff of *Detroit Free Press.*

Don J. Plumridge, with KOTV(TV) Tulsa, Okla., appointed director of advertising and promotion at WISH-TV Indianapolis. **William R. Ragan,** with KOTV, named director of advertising and promotion. Both are Corinthian Broadcasting Corp. stations.

George Gilbreath, sales manager for KFWB Los Angeles, named general sales manager.


Mr. Meblin Mr. Ivy

Richard L. Chalmers, president of Planned Broadcast Services Inc., Stamford, Conn., appointed sales manager of WKOX-AM-FM Framingham, Mass.

Mr. MacLatchie

David B. Meblin, Pacific Coast manager-television; **Wallis S. Ivy Jr.,** manager of Dallas office; and **Douglas MacLatchie,** manager of Los Angeles office, with Avery-Knodel Inc., elected VP's.

Kinch S. Haulbrook, local sales manager of WFBC-TV Greenville, S. C., named regional sales manager. **Harvard K. Riddle** succeeds Mr. Haulbrook.

John F. Anderson, account executive at WSBK-TV Boston, named local sales manager.

Jack Gipson, with sales staff of WBAP Fort Worth, appointed sales manager of WBAP-FM.

David E. Tremblay, on-air promotion manager at WHDH-AM-FM-TV Boston, appointed sales promotion manager.

Dale B. Wright, director of traffic at WMAR-TV Baltimore, named assistant sales manager. **Emanuel N. Paige,** account executive, succeeds Mr. Wright. **Gene Keenan** joins WMAR-TV as account executive.

Kent Davis, acting manager of WSIV-AM-FM Pekin, Ill., named assistant manager in charge of sales.

Beverly Plotkin, assistant to Ralph Carson, president of Carson/Roberts/ Inc., appointed head of administration and media for Sheldon Marks Associates, Beverly Hills, Calif.

Garland K. Ingraham, merchandising and sales promotion manager of Chicago area stores of Sears, Roebuck & Co., named national retail sales promotion and advertising manager. He succeeds **Marvin C. Lunde** who becomes director of advertising media research, newly created position.

Jack Bassett, VP and account supervisor at Sullivan, Stauffer, Colwell & Bayles, New York, named management supervisor.

Syd Cornell, with Richard F. Peck Agency, Cincinnati, named VP and creative director.

Jan Tangdelius, VP of Geyer, Morey, Ballard, named manager of Chicago office succeeding **Robert Downey,** who resigns.

Ronald B. Kaatz, manager, sales development, central sales, CBS-TV, Chicago, named manager, sales administration central sales. **Richard Steenberg,** account executive with CBS-TV network sales department, New York, named to newly created position of manager, special program sales.

Harold Fisher, with Wermen & Schorr, Philadelphia, appointed assistant production manager.

A. Robert McKnack, assistant manager of sales training department at Lever Brothers Co., New York, joins BBDO there in new position of director of training.

J. Brian Barry, with Ted Bates & Co., New York, joins Pritchard, Wood Inc., that city, as account supervisor.

Jack Mitcham, account executive, Benton & Bowles, New York, joins Papert, Koenig, Lois, same city, as account executive. **Robert Paul Smith,** author and former copy writer, Doyle Dane Bernbach, also New York, joins copy department at PKL.

Tom Rigney, executive VP for S.P.U.R., radio promotion organization, joins National Television Sales, New York, as account executive.

Jim McCabe joins KEX Portland, Ore., as account executive.

James B. Dillon, sales manager for Arnold Brothers' Ford in Boulder, Colo., joins sales staff of KTLN Denver.

MEDIA


Mr. Mortensen Mr. Rice

Robert A. Mortensen, VP and general manager of WIIC-TV Pittsburgh, resigns. No future plans announced. **Roger D. Rice,** general sales manager of WIIC-TV, appointed general manager.

Eric S. Bremner, assistant general manager of KREM-AM-FM-TV Spokane, Wash., named general manager, effective Feb. 1. He succeeds **Alexander P. Hunter,** who has resigned.

Mr. Kelly

Charles Kelly, VP and general manager of WCKT(TV) Miami, resigns to become executive VP and general manager of WEAT-AM-FM West Palm Beach, Fla.

Hulbert Taft Jr. re-elected chairman of Taft Broadcasting Co., Cincinnati (group owner), following Taft's acquisition of Hanna-Barbera Productions Inc. (BROADCASTING, Jan. 2). Other officers elected: **William Hanna,** president; **Joseph Barbera,** executive VP; **Gordon Getzler,** VP; **Jess R. Morgan,** secretary-treasurer.

Mr. Cooper

Lawrence Cooper, station manager of WPHL-TV Philadelphia, also elected VP.

Thomas A. Maples, sales manager of KTUC and KFMM(FM) Tucson, Ariz., named general manager, replacing C. Van Haaften.

Chuck Pettit, managing owner of WRMN Elgin, Ill., resigns to become general manager of WSIV-AM-FM Pekin, Ill.

Mr. Arnold

Murray Arnold, with WPEN-AM-FM Philadelphia, named executive VP.

Haydn R. Evans, general manager of WBAY-AM-FM-TV Green Bay, Wis., retires. Mr. Evans joined station (then WTAQ) in 1939. **Robert C. Nelson,** assistant general manager, succeeds Mr. Evans.

Richard Sommerville, general manager of WTTH Port Huron, Mich., resigns from post he held for more than 12 years to purchase WSMA Marine City, Mich. FCC approved purchase of WSMA on Jan. 4 (BROADCASTING, Jan. 9).

Robert A. Chalk, sales director, WELM Elmira, N. Y., named general manager to replace **William J. Griffiths.** Mr. Chalk is succeeded by **F. X. Brown.**

Gene Ackerley, assistant manager of KTAN Tucson, Ariz., appointed manager of KCEE, that city.

Carl L. Stasko, assistant promotion manager of KDKA-AM-FM-TV Pittsburgh, appointed general services supervisor.

H. T. (Bud) Vaden, director of advertising and promotion since 1964, radio-TV division, Triangle Publications, Philadelphia, named administrative assistant to the division's VP, Roger W. Clipp. Mr. Vaden joined Triangle in 1962 as director of advertising and promotion, WFIL-AM-FM-TV Philadelphia.

Richard Colby, with legal staff of 20th Century-Fox Film Corp., New York, named assistant general counsel of Metromedia Inc., Los Angeles.

Janet Apthorpe, secretary to Stanley Simon, research director, WPAT Paterson, N. J. and Capital Cities Broadcasting Corp., New York, named research analyst at WPAT.


Mr. McAuliffe

Thomas M. McAuliffe, general manager of WSRO Marlboro, Mass., also named VP and managing director of parent New England Broadcasting Co. New England stations include WSRO, WGAW Gardner, Mass. and WFNT Franklin, N. H.

PROGRAMING

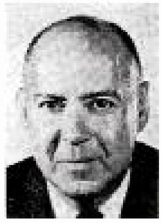
Robert Greenstein, national sales manager for WAII-TV Atlanta, named to newly created post of southern regional sales manager for Wolper Television Sales, that city.

Richard Perin, account executive, Telesynd Inc., New York, syndication company of Wrather Corp., same city, named sales manager. Mr. Perin will supervise domestic syndication of Wrather's TV properties. **Arthur A. Jacobs** is in charge of Wrather motion picture and TV activities.

Dennis Steinmetz, producer-director for noncommercial WNED-TV Buffalo, N. Y., joins WBC Productions Inc., Philadelphia, as associate director for *The Mike Douglas Show.*

Chuck McPherson, with WZOK Jacksonville, Fla., joins WQIK-AM-FM, that city, as program director and promotion manager.

Bill Dean, station manager of WIBC-FM Indianapolis, also appointed program director of WIBC.


Mr. Ackerman

Harry Ackerman, VP and executive producer for Screen Gems Inc., Hollywood, signed to a new seven-year contract that includes continuing financial participation in all series he produces and substantial raise in guarantee he will get for each series.

Horace McManus, with WAVY Portsmouth, Va., named to newly created post of director of operations and program development.

Clifford Hall, with KAKE-TV Wichita, Kan., joins noncommercial KYNE-TV Omaha as producer-director.

Harry Lockhart, with WAVE Louisville, Ky., named operations manager.

Bill Hudson, editor and publisher of *Vibrations* jazz magazine and music consultant to Youth Concepts, New York marketing research firm, named film and sound editor, Ross-Gaffney Studios, also New York.

Eric James, with WIBC Indianapolis, named production manager.

Lewis A. Rhodes, assistant director of National Project for Improvement of Televised Instruction (NPITI) of National Association of Educational Broadcasters, appointed director of that project. He succeeds **Dr. Richard Bell,** who resigns to join Ampex Corp.

NEWS

Jim Lawrence appointed news director of KHJ-AM-FM Los Angeles, succeeding **Art Kevin,** who becomes special events director.

Jerome L. Wilson, New York state senator and newspaperman, named reporter for WCBS-TV New York at station's Albany bureau.

Ron (Scott) Sickler, news editor for KFEQ-AM-TV St. Joseph, Mo., named news director of KWBB and KQTY(FM) Wichita, Kan.

David Schoenbrun, previous bureau chief for CBS News in Paris and Washington, joins Radio Pulsebeat News, New York, as roving news commentator.

James A. Byron, news director of WBAP-TV Fort Worth-Dallas, appointed executive news director. **Russ Thornton,** assignments editor at WBAP-TV, named to newly created post of assistant executive news director. **Doyle Vinson** succeeds Mr. Byron as news director. **Tom Whalen,** radio news editor at WBAP, appointed radio news director. **Alex Burton** reassigned to cover Dallas news bureau of WBAP-TV.

John F. McDonough, UPI state manager for Connecticut, named regional executive in Boston. **James V. Healion** succeeds Mr. McDonough as Hartford (Conn.) bureau manager. **Philip M. Keohane,** regional executive for Connecticut and Rhode Island, transfers to Albany, N. Y., as regional executive for eastern New York state, new post. **David W. Bradley,** with UPI, Boston, moves to Portland, Me., as bureau manager, succeeding **Jack Hubbard,** who joins *Concord* (N. H.) *Monitor.* **Edward Dooley Jr.,** with UPI, Boston, moves to Concord, N. H., as bureau manager, succeeding **David Haskell,** who becomes overnight news editor at Boston.

Mal Alberts, previously sports director of WIIC-TV Pittsburgh, WFIL-TV Philadelphia and KHJ-TV Los Angeles, joins KTVU(TV) Oakland-San Francisco as sportscaster.

Sheri Blair, from news staff of WBBM-TV Chicago, joins WBKB-TV there.

FANFARE


Mr. Ellman

Steve Ellman, account supervisor at Harold Rand & Co., New York, elected VP.

John Howard, trade and business news editor for CBS-TV West Coast, named assistant Coast director of press information.

Martha Raho, with PR department of Lavenson Bureau of Advertising, Philadelphia, appointed account executive.

Hildegarde Herfurth, on staff of national office of public information for American Red Cross, Washington, appointed organization's Hollywood representative to work with TV film and motion picture industries.

EQUIPMENT & ENGINEERING

Edmund R. Auer, director of corporate accounting, CBS, New York, appointed controller, CBS Laboratories, Stamford, Conn. He succeeds **James M. Leahy,** who returns to CBS, New York, to join corporate finance staff.

Michael V. Burridge, commercial manager for Radio Engineering Laboratories of Long Island City, N. Y., named director of marketing.

James F. Rooney named VP and general plant manager of Zenith Radio Corp. of Missouri and will head Zenith's new $10-million TV set factory at

Springfield, Mo. He has been with Zenith 30 years.


Mr. Huberty

Roy M. Huberty, studio supervisor at WLS Chicago, named chief engineer.

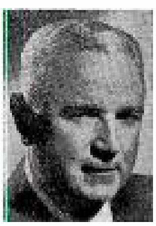
Alan B. Higgins, television transmitter supervisor at WHIO-AM-FM-TV Dayton, Ohio, named assistant chief engineer.

Raymond V. Schneider, partner in consulting firm of Leeder Consulting Inc., appointed CATV sales manager of Times Wire and Cable, Wallingford, Conn.

James S. Arrington appointed director of marketing of Telex Professional Audio Products Group, Minneapolis.

Joseph L. Leon appointed sales manager distributor and educational products, magnetic products division of 3M Co., St. Paul.

Edgar F. Kaiser named board chairman of Kaiser-Cox Corp., Phoenix, following acquisition of 100% ownership in firm by Kaiser Aerospace & Electronics Corp., which purchased Cox Broadcasting Corp.'s 50% interest in previously jointly owned company (BROADCASTING, Jan. 2). Other new officers: **Clay P. Bedford,** president; **Robert W. Behringer,** executive VP and general manager; **W. F. Freistat,** VP; **Carlton K. Perkins,** VP; **R. L. Freistat,** treasurer and assistant secretary.


Mr. Tuft

Edward M. Tuft, VP (personnel) of RCA, elected executive VP (personnel). Mr. Tuft, with RCA since 1933, was director of personnel of former RCA Victor division (1947-51), division VP (1950-53), and in present post since 1953. **Lawrence M. Issacs,** staff VP, management information systems, RCA, New York, elected VP and controller. **Earl S. Kauffman,** director, financial operations analysis, succeeds Mr. Issacs as VP of management information systems.

Thomas H. Ford, manager of manufacturing services for Conrac division of Giannini Controls Corp., Covina, Calif., named operations manager.

Robert A. Bleyer, producer of TV-radio shows and closed-circuit telecasts, named executive producer of group communications division of Teleprompter Corp., New York.

Edwin O. Turner, with King School equipment Co., Danville, Ind., appointed district sales representative in Michigan and Indiana for radio and television broadcast equipment, closed circuit TV and video tape recorder equipment of General Electric visual communications products department in Detroit.

John T. Clifford, controller of communications and data processing operation of Raytheon Co., Norwood, Mass., named controller of firm's equipment division at Waltham, Mass.

INTERNATIONAL

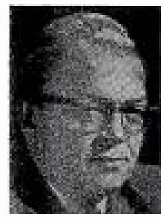
Leonard Miall, assistant controller of program services for television of British Broadcasting Corp., London, named BBC representative in U. S., replacing **Jack Aistrop,** who returns to London.

Lord Bowden of Chesterfield elected president, Royal Television Society, London, succeeding **F. N. Sutherland.**


Mr. Isaacs

Jeremy Isaacs, formerly editor BBC-TV's current affairs *Panorama* program, London, rejoins Rediffusion Television, same city, as executive producer current affairs, documentary and children's programs. **John Grist** named *Panorama's* new editor.

Michael Hodges, producer of ABC Television's *Tempo* in London, resigns effective end of March. No future plans announced.


Mr. Ouimet

André Ouimet, with CKAC Montreal, appointed general manager. **Jacques M. Goulet** named commercial manager of CKAC.

Gweneth Moss, assistant advertising controller and advertising manager of overseas section, Schweppes Ltd., London, named group advertising manager, succeeding **George Gregory** who becomes PR officer to London's metropolitan police.

ALLIED FIELDS

Con. John D'Andrea, first assistant superintendent of U. S. Senate Radio and Television Correspondents' Galleries, has retired after 20 years with gallery. **Philip A. Regan,** formerly second assistant, succeeds Mr. D'Andrea.

Victor P. Reed, formerly with ABC, opens law office at 111 Sutter St., San Francisco 94104. Phone 433-2600.

David M. Blank, VP, economics and research, CBS, New York, named to Economic Advisory Board, professional panel established to advise Secretary of Commerce John T. Connor on economic matters.

Dr. David S. Pollen, former deputy executive director of FCC, appointed deputy associate commissioner for bureau of research in U. S. Office of Education, Washington.


Mr. Oettinger

Malcolm H. Oettinger Jr., coordinator of news information for NBC, Washington, named by RCA, NBC's parent company, as its fulltime representative to staff of Plans for Progress program, national voluntary equal employment opportunity organization of American business.

Hilton N. Wasserman, administrative VP of Kenyon & Eckhardt, New York, becomes president of Hilton N. Wasserman & Associates Inc., new management consulting firm at 200 Park Ave., that city.

Max Bonfeld, with Universal Marketing Research, New York, named VP.

DEATHS

Paul L. Lewis, 84, Philadelphia advertising executive and co-founder of Lewis & Gilman Inc., died Jan 8, in Bryn Mawr (Pa.) hospital after long illness. He was with N. W. Ayer & Son for 27 years and had been VP of that agency. In 1942, with late Wesley A. Gilman, he founded Philadelphia advertising and PR firm bearing their names. Mr. Lewis was agency's first president and later board chairman and chairman of executive committee. He retired in 1964 although he remained on agency's board of directors. At N. W. Ayer, Mr. Lewis produced *Camel Pleasure Hour* for R. J. Reynolds Tobacco Co. He also was said to have originated idea for musical radio program, *Ford Sunday Evening Hour*, first hour-long music program with no commercial interruptions. Mr. Lewis is survived by his wife, Martha, daughter and son, Ralston, who is VP of Lewis & Gilman.

Jeremiah F. O'Brien, 45, VP and account executive with Sullivan, Stauffer, Colwell & Bayles, New York, died Jan. 4 at Good Samaritan hospital in New York. He is survived by his wife, Isabelle.

Alexis Badmaieff, 54, chief engineer, acoustics-transducers, at Altec Lansing Corp., Anaheim, Calif., died at his home in Santa Ana, Calif., on Dec. 31, 1966. Mr. Badmaieff is survived by his wife, Theda.

Rose Novik, 86, mother of M. S. Novik, broadcast consultant and former head of WNYC New York, and Harry Novik, president and general manager of WLIB New York, died Dec. 29, 1966 in New York.


Mrs. Beckjorden

Elisabeth M. Beckjorden, 60, broadcast public relations and sales specialist, of New York, died Jan. 8 after protracted illness. She entered broadcast field in early 1950's with O. L. Taylor Co., station representation firm that was forerunner of Venard, Torbet & McConnell. Subsequently she became public relations representative for radio and TV stations and also served as network sales representative for TV stations. More recently she handled public relations for stations and also handled research assignments for VT&M. Mrs. Beckjorden, was widow of Herald Beckjorden, former VP of American Association of Advertising Agencies. She is survived by a sister, Mrs. Irene K. Sharp of New York.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 5 through Jan. 11 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

APPLICATIONS

Fayetteville, Ark. — Noark Broadcasting Inc. Seeks UHF ch. 36 (602-608 mc); ERP 309 kw vis., 17.90 kw aur. Ant. height above average terrain 469 ft.; ant. height above ground 494.12 ft. P. O. address: Box 567 72701. Estimated construction cost $376,241.90; first-year operating cost $175,000; revenue $160,000; Geographic coordinates 36° 07′ 56″ north lat.; 94° 07′ 26″ west long. Type trans. GE TT-56-A. Type ant. GE TY-106-D. Legal counsel E. J. Ball; consulting engineer H. R. Lindsey, both Fayetteville, Ark. Principals: Hal C. Douglas, E. J. Ball and Television Communications Corp. (each 25%), Paul W. Milam Sr. and Paul W. Milam Jr. (each 12%). Mr. Douglas is director and has interest in KNWA(FM) Fayetteville and shareholder and president of investment company. Mr. Milam Sr. does consulting work for University of Arkansas. Mr. Ball is attorney, professor and in banking, investments, farm implements, securities, insurance and dairy products. Mr. Milam Jr. is salesman and announcer at KNWA(FM). Television Communications Corp., owns and operates CATV system in Fayetteville. Ann. Jan. 10.

Philadelphia — MG-TV Broadcasting Co. Seeks UHF ch. 23 (524-530 mc); ERP 195.7 kw vis., 29.36 kw aur. Ant. height above average terrain 1109 ft.; ant. height above ground 1138 ft. P. O. address: 1529 Walnut St. 19102. Estimated construction cost $1,221,000; first-year operating cost $650,000; revenue $650,000. Geographic coordinates 40° 02′ 26″ north lat.; 75° 14′ 20″ west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn; consulting engineer A. D. Ring & Associates, both Washington. Principals: Robert I. and Nancy E. Goldy and John W. Merriam. Mr. Goldy is attorney and officer, director and majority stockholder in Rinn Music Inc. Mrs. Goldy is housewife. Mr. Merriam is officer, director and majority stockholder of weaving and belting company and real estate company, has interest in Cedarbrook Joint Venture and is officer and stockholder in extrusions company. Ann. Jan. 10.

OTHER ACTIONS

■ Review board in Washington television broadcast proceeding, Docs. 16088-9, and 16091, granted petition filed Jan. 4 by T.C.A. Broadcasting Inc. and extended to Jan. 13 time within which to file exceptions and supporting briefs to initial decision in said proceeding. Action Jan. 6.

■ Review board in Baton Rouge television broadcast proceeding, Docs. 17005-6, granted joint request by applicants and extended to Jan. 26 time within which to file oppositions to petitions to enlarge issues filed by two applicants on Dec. 16. Action Jan. 5.

■ Review board in Baltimore television broadcast proceeding, Docs. 15875-6, scheduled oral argument before panel of review board for 2 p.m., Thurs., Feb. 9 in room

7134 of New Post Office building, Washington. Action Jan. 10.

■ Review board in Minneapolis television broadcast proceeding, Docs. 15841-3, 16782-3, dismissed as moot motion to strike filed Dec. 4 by Twin City Area Educational Television Corp. and Midwest Radio-Television Inc. Board Member Nelson not participating. Action Jan. 11.

■ Review board in Houston, television broadcast proceeding, Docs. 15826-7, scheduled oral argument before panel of review board for 10 a.m., Thurs., Feb. 9, in room 7134 of New Post Office building, Washington. Action Jan. 10.

ACTIONS ON MOTIONS

■ Hearing Examiner David I. Kraushaar on Jan. 4 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., scheduled further hearing conference for Jan. 9 at 2 p.m. (Docs. 15461, 16760-61, 16758). And on Jan. 5 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala., et al., rescheduled further hearing conference from Jan. 9 to Jan. 18, at 9 a.m. (Docs. 15461, 16760-61, 16758). And on Jan. 6 in proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., et al., notice is given of denial of "Request" dated Jan. 5 for issuance of a subpoena *duces tecum* to Marian S. Oliver as executive secretary of Mechanical Contractors Association of Central New York Inc. (Docs. 14368-72, 14444-46).

■ Hearing Examiner Elizabeth C. Smith on Jan. 9 in proceeding on TV applications of Kentucky Central Television Inc. and WBLG-TV Inc., both Lexington, Ky., granted request of Kentucky Central TV Inc. and extended time for filing reply brief relative to requests of WBLG-TV Inc. for additional information to Jan. 11 and continued hearing from Jan. 20 to Jan. 23 (Docs. 16700-01).

CALL LETTER APPLICATIONS

■ Television San Francisco, San Francisco. Requests KTSF-TV.

CALL LETTER ACTIONS

■ Muskegon Telecasting Inc., Muskegon, Mich. Granted WMKG(TV).

■ *Blue Ridge ETV Association, Roanoke, Va. Granted *WBRA-TV.

Existing TV stations

FINAL ACTIONS

KHAR-TV Anchorage—Broadcast Bureau granted mod. of CP to extend completion date to July 1. Action Jan. 4.

KJOG-TV San Diego—Broadcast Bureau granted CP to replace expired CP for new TV. Action Jan. 5.

WFLD(TV), Ch. 32 Television Chicago, a joint venture, Chicago—Broadcast Bureau granted license covering new commercial TV. Action Jan. 9.

WCEE-TV Freeport, Ill.—Broadcast Bureau granted license covering new commercial TV. Action Jan. 9.

WEMT(TV) Bangor, Me.—Broadcast Bureau granted license covering new commercial TV. Action Jan. 9.

WZZM-TV Grand Rapids, Mich.—Broadcast Bureau waived Sec. 73.613 of rules and granted mod. of CP to change studio location to 645 Three Mile Rd., N.W., Walker, Mich. Action Jan. 9.

KGSL-TV St. Louis—Broadcast Bureau granted mod. of CP to change ERP to 1280 kw vis., 129 kw aur., change trans. and studio location to Clayton, increase ant. height to 350 ft. Action Jan. 6.

KHTL-TV Superior, Neb.—Broadcast Bureau granted license covering new commercial TV. Action Jan. 9.

WNBE-TV New Bern, N. C.—Broadcast Bureau granted CP to change ERP to 316 kw vis., 31.6 kw aur., increase ant. height to 940 ft. Action Jan. 4.

*KETA(TV) Oklahoma City—Broadcast Bureau granted CP to change ERP to 260 kw vis., 37.1 kw aur. Action Jan. 9.

OTHER ACTIONS

■ Review board in Honolulu television assignment proceeding, Doc. 16889, on appeal of Broadcast Bureau from presiding officer's adverse ruling, or in alternative, petition to modify issue, filed Nov. 7, granted petition to extent of ruling (a) that having proposed specialized programing format, Friendly Broadcasting Co. has assumed obligation of showing an actual, unfulfilled need for its programing proposal, and (b) that examiner erred in refusing to place such an interpretation upon issue. Board Member Nelson abstaining. Action Jan. 5.

CALL LETTER ACTIONS

■ KVII(TV), John B. Walton Jr., Amarillo, Tex. Granted KVII-TV.

New AM stations

FINAL ACTIONS

Orleans, Mass.—Seashore Broadcasting Inc. FCC granted 1170 kc, 1 kw-DA. P.O. address: Monument Road, Orleans. Estimated construction cost $71,784; first-year operating cost $68,000; revenue $78,000. Principal: **Ralph B. Hunter,** president. Stock corporation. Action Jan. 5.

Lakewood, N. J.—Radio New Jersey. FCC granted 1170 kc, 5 kw-DA. P.O. address: Box 123. Milburn, N. J. 07044. Estimated construction cost $49,332; first-year operating cost $60,800; revenue $75,000. Principals: **Robert H. Boughrum, Benjamin J. Friedland** and **Lawrence J. Tighe Jr.** (each ⅓ interest). Mr. Boughrum is industrial salesman and sales manager for Decision Systems Inc. Mr. Friedland is estimator-engineer and weekend announcer at **WDHA(FM)** Dover, N. J. Mr. Tighe is transmitter engineer for RKO General, N. Y. Radio New Jersey is applicant for CP for new standard broadcast station at Hackettstown, N. J. Action Jan. 5.

Somerville, N. J.—Somerset Valley Broadcasting Co. FCC granted 1170 kc, 1 kw. P.O. address: 17 East High Street 08876. Estimated construction cost $37,164; first-year operating cost $79,000; revenue $80,000 plus. Principals: **Edward F. Egan, Lester Granetz, Edward D. Bowlby, William W. Anderson, C. Palmer Bateman Sr., Raymond H. Bateman, Reeve Schley Jr. and Webster B. Todd Jr.** (each 12½%). Mr. Egan is machinery manufacturer. Mr. Granetz is in retail furniture. Mr. Bowlby is attorney. Mr. Anderson is in printing and publishing. Mr. Bateman Sr. is in printing, publishing and banking. Mr. Raymond Bateman is in public relations, advertising, and printing and publishing. Mr. Schley is in banking and farming. Mr. Todd is an airport operator. Action Jan. 5.

Cornwall, N. Y.—William L. Edmonds Jr. tr/as **Radio Cornwall.** FCC granted 1170 kc, 5 kw-DA. P.O. address: 2 First Street, Westwood, N. J. Estimated construction cost $60,400; first-year operating cost $85,000; revenue $100,000. Mr. Edmonds (100%) is announcer and newscaster for ABC, N. Y. and member board of directors AFTRA. Action Jan. 5.

Mechanicville, N. Y.—Mechanicville Broadcasting Co. FCC granted 1170 kc, 250 w-D. P.O. address: 117 Bajart Place, Yonkers, N. Y. Estimated construction cost $24,945; first-year operating cost $55,000; revenue $65,000. Principals: **Ralph Nardella Sr., Ralph Nardella Jr.** (each 45%) and **Alvin J. Wise** (10%). Mr. Nardella Jr. is vice president and has interest in Local Blue Book Inc. and Line Rite Business Forms. Mr. Wise is entertainer. Mr. Nardella Sr. has been inactive since 1964. Action Jan. 5.

Cranston, R. I.—Radio Cranston Inc. FCC granted 1170 kc, 5 kw-DA. P.O. address: Box 456. Dover, Del. Estimated construction cost $107,200; first-year operating cost $80,140; revenue $120,000. Principal: **Radio Newark Inc.,** a corporation (87.10%), owned by **James G. Smith** (100%). Radio Newark Inc. is licensee of WNRK Newark, Del. Action Jan. 5.

Franklin, Tenn.—Robert E. Sewell db/as **Harpeth Valley Broadcasting Co.** FCC granted 1140 kc, 250 w. P.O. address: 118 Fourth Avenue South, Franklin 37064. Estimated construction cost $30,250; first-year operating cost $36,000; revenue $48,000. Principals: **Robert E. Sewell** (37½%), **Frank Beasley** (37½%) and **Revis V. Hobbs** (25%). Mr. Sewell owns Sewell Electric Co. and has 100% interest in WFLT-FM Franklin with an application for increase of power. Mr. Beasley is in dry goods and department store. Mr. Hobbs is transmitter supervisor for WSM-TV Nashville and is ⅓ owner of Lewis County Broadcasting Co. which has an application for new AM in Hohenwald, Tenn. Action Jan. 5.

OTHER ACTIONS

■ Office of opinions and review on Jan. 4 granted petition by Broadcast Bureau for extension of time to Jan. 16 to file reply to application for review of review board's final decision and its memorandum opinion and order of Nov. 10 in proceeding on application of Prattville Broadcasting Co. for new AM in Prattville, Ala. (Doc. 14878).

■ Review board in Pine Bluff, Ark. standard broadcast proceeding, Docs. 16529-30, extended to Jan. 23 time within which to file exceptions to initial decision, FCC 66D-64, released Nov. 22. Action Jan. 6.

■ Review board in Elmhurst, Ill. standard broadcast proceeding, Docs. 16965-6, granted petition filed on Jan. 5 by Broadcast Bureau and extended to Jan. 13 time to file responses to petition to enlarge issues filed Nov. 25, 1966 by Central Du Page County Broadcasting Co. Action Jan. 9.

■ Review board in Hutchinson, Kan. standard broadcast proceeding, Docs. 16588-90 and 16848, granted petition filed Jan. 9 by Broadcast Bureau and extended to Jan. 18 time to file responsive pleadings to joint petition for approval of agreements between applicants and for dismissal of applications filed Dec. 28 by applicants. Action Jan. 11.

■ Review board in Hutchinson, Kan. standard broadcast proceeding, Docs. 16588-90, and 16848, denied motion for extension of time filed Jan. 4 by Plains Broadcasting Inc. (KGYN) and in view of pending joint petition for approval of agreement and dismissal of applications filed Jan. 4, dismissed without prejudice to their being refiled, motion for change of hearing issues filed Sept. 26 by KGYN and petition to enlarge issues filed Sept. 26 by KAKE-TV and Radio Inc. Petition to modify and enlarge issues, filed Sept. 26 by Columbia Broadcasting System Inc. (WCAU) will be disposed of by separate order of Board. Board Member Nelson dissenting. Board Member Kessler abstaining. Action Jan. 11.

■ Review board in Houma, La. standard broadcast proceeding, Docs. 16826-7, granted motion filed on Jan. 3 by Branch Associates Inc. and extended to Jan. 10 time within which to file reply to Broadcast Bureau's comments on joint request for approval of agreement, filed by applicants on Dec. 20. Action Jan. 5.

■ Review board in Jacksonville, N. C. standard broadcast proceeding, Docs. 16465-6, granted petition filed on Jan. 5 and extended to Jan. 16 time to file exceptions and supporting briefs to initial decision (FCC 66D-72, released Dec. 9, 1966). Action Jan. 9.

■ By order, commission denied petition of George E. Oleson for reconsideration of commission's action of Sept. 21, in returning as incomplete his application for new station on 1380 kc, 500 w in Lorain, Ohio. Commissioner Johnson not participating. Action Jan. 5.

■ By order, commission denied request of Sanford A. Schafitz for reconsideration of commission's action of Sept. 21, in returning application of Schafitz (principal party in WWIZ Inc., whose license renewal for WWIZ on 1380 kc, 500 w in Lorain, Ohio, has been denied) for new station on those facilities. Commissioner Johnson not participating. Action Jan. 5.

■ By memorandum opinion and order, commission dismissed a petition for reconsideration and a petition for stay, filed by Augustine L. Cavallaro in Loiza-Bayamon, P. R., standard broadcast proceeding (Docs. 16890-1). Action Jan. 5.

■ Review board in Kingsport, Tenn. standard broadcast proceeding, Docs. 17024-5, granted request filed Jan. 5 by J. T. Parker Jr. and extended to Jan. 17 time to file responsive pleadings to motion to enlarge issues filed Dec. 23 by William R. Livesay and to petition to enlarge issues filed Dec. 27 by J. T. Parker Jr. Action Jan. 10.

■ Review board in Casper, Wyo. standard broadcast proceeding, Docs. 16787-8, held in abeyance consideration of joint request for approval of agreement, dismissal of application of Family Broadcasting Inc. and conditional grant by Harriscope Broadcasting application pending affording opportunity for other persons to apply for facilities by Family's application. Sec. 1.525(b)(2) of rules. Action Jan. 6.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on Dec. 21 designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer in proceeding on AM application of Western North Carolina Broadcasters Inc., Canton, N. C., for renewal of license of WWIT; scheduled prehearing conference for Jan. 18, and hearing for Jan. 31 (Doc. 17050).

■ Hearing Examiner Thomas H. Donahue on Jan. 6 in proceeding on AM renewal application of Allen C. Bigham Jr., Salinas, Calif., scheduled prehearing conference for Jan. 18 (Doc. 16769).

■ Hearing Examiner Isadore A. Honig on Jan. 6 in proceeding on AM applications of Circle L Inc., Reno, et al., granted petition to amend application filed by applicant Radio Nevada regarding engineering aspects of proposal (Docs. 16110-13, 16115).

■ Hearing Examiner H. Gifford Irion on Jan. 6 in proceeding on AM applications of J. T. Parker Jr. and William R. Livesay, both Kingsport, Tenn., changed hearing date of Jan. 17 to further prehearing conference on same date (Docs. 17024-25). And in proceeding on AM applications of Cosmopolitan Enterprises Inc., Edna, and H. H. Huntley, Yoakum, both Texas, granted petition for leave to amend filed by applicant H H. Huntley regarding location of antenna on transmitter site and also reflects corrected coordinates with respect to site, although site itself remains unchanged (Docs. 16572-73).

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 5 in proceeding on AM applications of D & T Broadcasting Co., Dumas, and Service Communications Inc., Augusta, both Arkansas, scheduled procedural dates including continuing Jan. 18 hearing to Feb. 27 (Docs. 17026-27).

■ Hearing Examiner Elizabeth C. Smith on Jan. 4 in proceeding on AM application of James L. Hutchens, Central Point, Ore., granted applicant's request and cancelled hearing scheduled for Jan. 9, and scheduled further prehearing conference for same date (Doc. 16525). And on Jan. 9 in proceeding on AM applications of KJRD Inc. Monroe and Mount-Ed-Lynn Inc., Mountlake Terrace, both Washington, granted petition of applicant Mount-Ed-Lynn Inc. and continued prehearing conference from Jan. 12 to Jan. 30 (Docs. 16765-66). And in proceeding on AM application of James L. Hutchens, Central Point, Ore. scheduled hearing for Feb. 14 (Doc. 16525).

CALL LETTER APPLICATIONS

■ Oil Shale Broadcasting Co., Rifle, Colo. Requests KWSR.

DESIGNATED FOR HEARING

Honolulu, Paul C. Schafer—FCC designated for hearing application for new AM to operate on 1460 kc with 500 w, unlimited time. Action Jan. 5.

APPLICATIONS

WACY Moss Point, Miss.—Seeks mod. of license to change station location to Moss Point-Pascagoula, Miss. Ann. Jan. 11.

WSEN Baldwinsville, N. Y.—Seeks CP to increase power to 5 kw; install directional ant. (DA-D); and new trans. (Gates BC-5P2). Ann. Jan. 11.

Existing AM Stations

FINAL ACTIONS

WJPS Evansville, Ind.—Broadcast Bureau granted license covering change from DA-2 to DA-N. Action Jan. 5.

WYWY Barbourville, Ky.—Broadcast Bureau granted license covering AM. Action Jan. 5.

WTRI Brunswick, Md.—Broadcast Buréau granted license covering AM station. Action Jan. 5.

KATE Albert Lea, Minn.—Broadcast Bureau granted license covering use of old main trans. at main trans. location as an auxiliary trans. to operate on 1450 kc 250 w. Action Jan. 4.

WIRT Hibbing, Minn.—FCC waived Sec. 73.610 of rules and granted application to change trans. location, increase vis. ERP and ant. height and to make other changes; denied objections of Association of Maximum Service Telecasters. Action Jan. 11.

WLIB New York—Broadcast Bureau granted mod. of CP for extension of completion date to March 15. Action Jan. 4.

WCAB Rutherfordton, N. C.—Broadcast Bureau granted license covering new AM. Action Jan. 5.

KCOR San Antonio, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to March 8. Action Jan. 4.

WGH Newport News, Va.—Broadcast Bureau granted mod. of CP for extension of completion date to July 23. Action Jan. 4.

WTID Newport News. Va.—Broadcast Bureau granted mod. of CP for extension of completion date to May 1. Action Jan. 9.

KFDR Grand Coulee, Wash.—Broadcast Bureau waived Sec. 73.30 of rules and granted mod. of license to change studio location to Delano District, 0.5 mi. w of Grand Coulee, with Grand Coulee station identification to be continued. Action Jan. 4.

KTAC Tacoma, Wash.—FCC denied request for waiver of Sec. 1.569(b) (2) (i); accepted amendment to change from DA-N to DA-2; application, as amended, to be retained in the pending file. Action Jan. 5.

WWJC Superior, Wis.—Broadcast Bureau granted mod. of license to change licensee name to WWJC Inc. Action Jan. 4.

OTHER ACTIONS

■ Commission granted renewal of license of WDLP Panama City, Fla. for a one-year period because licensee appeared "to have acted irresponsibly in seeking to make unjustified use of the results of a so-called audience survey, without revealing to the public or to your advertisers significant facts regarding the manner in which the survey was conducted." Station had taken part in a "coupon book" promotion during which, as a part of telephone solicitation of orders for coupon books, persons telephoned were asked what station they listened to most. In renewing the WDLP license for a short term, commission not only held survey to have been invalid under circumstances, but took occasion to remind all licensees participating in "coupon book" promotions to exercise special diligence to insure that their facilities are not being used for false or misleading advertising. Action Jan. 5.

■ By order, commission dismissed petition for reconsideration filed by The Plains Broadcasting Inc. (KGYN) Guymon, Okla., because it did not comport with Sec. 1.111 of rules (Docs. 16588-90, 16848). Action Jan. 5.

■ Office of opinions and review on Jan. 6 in AM consolidated proceeding in Docs. 16588 et al., dismissed as moot request by Plains Broadcasting Inc. (KGYN) Guymon, Okla. for extension of time to respond to oppositions filed in response to its petition for reconsideration of designation order.

■ Commission adopted letter to WKWK Inc., licensee of WKWK Wheeling, W. Va., notifying it that a one-year renewal of license was being granted because a staff investigation indicated that station's facilities had been improperly used by a disc jockey who also was its music director, and licensee, despite past experience of such misuse, had not taken adequate steps to assure that such improper use would not be made in future. Commission stated that because a recording artist failed to make a free appearance for WKWK music director-disc jockey, artist's current record was deleted from station's play list with approval of general manager of station. Commission, quoting from its recent letter to Crowell-Collier Corp. regarding KFWB, reminded WKWK that whenever conflicts of interest exist with respect to station personnel involved in program selection, "the personnel involved should be insulated from the process of program selection." Action Jan. 5.

■ By memorandum opinion and order, commission denied a joint petition in Superior, Wis., standard broadcast proceeding (Docs. 16476, 16477 and 16478) seeking: (a) approval of an agreement whereby, for a consideration, Arthur A. Cirilli, trustee in bankruptcy, would withdraw application for renewal of license of WIGL and D.L.K. Broadcasting Inc. would withdraw assignment application; (b) waiver of commission's rules (Sec. 0.365 (b)(2) and 1.571(c)) and its policy against acceptance of contingent applications, 22 RR 299 (1961); (c) dismissal of renewal and assignment applications and grant of unopposed application for CP of Quality Radio Inc. for station on WIGL's frequency, and (d) acceptance for filing of application of C & H Radio Broadcasting Corp. contingent upon frequency requested being vacated by Quality Radio Inc. Waiver of Sec. 0.365(b)(2) of rules was granted to extent necessary for commission to consider withdrawal agreement, but petition was denied in all other respects. Commissioner Loevinger concurred in result. Action Jan. 5.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Jan. 10 in proceeding on applications of Star Stations of Indiana Inc. for renewal of licenses of WIFE-AM-FM Indianapolis received in evidence affidavit of Dorothy F. Storz, dated Jan. 4, concerning reimbursement made by station to various advertisers (Docs. 16612).

FINES

■ For allegedly broadcasting two rigged contests (one of which also involved elements of a lottery) while licensees of WALT Tampa, Fla., commission directed a letter to Eastern Broadcasting Co. to be considered as notice of apparent liability for forfeiture in amount of $10,000 for violation of Sect. 509(a)(4) of Communications Act in that a $500 "Christmas Daddy" contest conducted on WALT while Eastern was licensee appears to have been rigged so that a fictitious name was drawn as winner and no prize was awarded to anyone.

(License of WALT was assigned to another licensee to be effective March 1). Action Jan. 5.

■ By memorandum opinion and order, commission sustained notice of apparent liability against Federated Publications Inc. for $2,500. Federated failed to comply with commission's rules concerning sponsorship identification and station identification at WMRI-AM-FM, which it formerly owned, at Marion, Ind. Action Jan. 5.

■ Commission on Jan. 11 adopted memorandum opinion and order affirming forfeiture liability of $500 on part of KUSN St. Joseph, Mo., for logging violations and operation of station by improperly licensed operator. Chairman Hyde absent. Action Jan. 11.

■ Commission sent notice of apparent liability in amount of $500 to licensee of KDAK Carington, N. D. for operation of station without a properly licensed operator on various dates in Aug. Action Jan. 5.

CALL LETTER APPLICATIONS

■ KOHN, Glacus G. Merrill, Logan, Utah. Requests KYTE.

CALL LETTER ACTIONS

■ KHER, Hospitality Broadcasting Inc., Santa Maria, Calif. Granted KZON.

■ KCGM, Tiger Broadcasting Co., Columbia, Mo. Granted KTGR.

■ KBUY, John B. Walton Jr., Amarillo, Tex. Granted KVII.

■ KCUL, John B. Walton Jr., Fort Worth, Tex. Granted KBUY.

■ KOFE, Robert Lloyd Hoover, Pullman, Wash. Granted KPUL.

New FM stations

APPLICATIONS

Jerseyville, Ill.—Tri-County Broadcasting Co. Seeks 104.1 mc, ch. 281, 15.2 kw. Ant. height above average terrain 381 ft. P.O. address: Box 310, Jerseyville 62052. Estimated construction cost $31,291; first-year operating cost $10,000; revenue $15,000. Principal: **Robert P. Skibbe**, president. Ann. Jan. 6.

Leitchfield, Ky.—Rough River Broadcasting Inc. Seeks 104.9 mc. ch. 285, 3 kw. Ant. height above average terrain 186 ft. P.O. address: 53 Public Square 42754. Estimated construction cost $22,165; first-year operating cost $12,000; revenue $12,000. Principal: **Porter Wallace**, president. Applicant is licensee of **WMTL** Leitchfield. Ann. Jan. 11.

Corinth, Miss.—Corinth Broadcasting Inc. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 271 ft. P.O. address: Ray building, Corinth. Estimated construction cost $16,709.02; first-year operating cost $5,000; revenue $5,000. Principal: **J. Kenneth Marston**, executive vice president. Applicant is permittee of **WCMA-FM** Corinth. Ann. Jan. 6.

Weatherford, Okla. — Turner-Whitehill Broadcasting Co. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 207 ft. P.O. address: Box 889, Elk City, Okla. 73644. Estimated construction cost $25,000; first-year operating cost $36,000; revenue $48,000. Principals: **James A. Turner** (51%) and **Robert D. Whitehill** (49%). Mr. Turner is farmer and 75% owner of **KBEK** Elk City, Okla. Mr. Whitehill is managing partner of Turner-Whitehill Broadcasting Co., licensee of KBEK. Ann. Jan. 10.

FINAL ACTIONS

Jonesboro, La.—A. H. Colvin Jr. and T. L. Colvin Sr. d/b as Jackson Parish Broadcasters. FCC granted 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 245 ft. P.O. address: Box 550, Jonesboro 71251. Estimated construction cost $14,900; first-year operating cost $4,800; revenue $6,000. Principals: **H. Colvin Jr.** and **T. L. Colvin Sr.** (50% each). Each are 50% owners of **KTOC** Jonesboro, **KWLA** Many and **KCKW** Jena, all Louisiana. They are also owners of the *Jackson (La.) Independent*. Action Jan. 5.

OTHER ACTIONS

■ Review board in Wilmington, Ohio FM broadcast proceeding, Docs. 16892-3, granted petition to enlarge issues filed Oct. 24, by Community Communicators of Ohio Inc. to extent of deleting directive in designation order concerning programing evidence. Board Member Slone abstaining. Action Jan. 6.

■ By memorandum opinion and order, commission denied a petition by Lebanon Broadcasting Co. for reconsideration of previous decision which denied Lebanon request for second class C FM assignment at Lebanon, Mo. Reasons for denial are small size of Lebanon, one class C FM assignment which already provides wide-area coverage and proposal would preclude other needed assignments. Action Jan. 5.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 28 designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on FM applications of KLRA Inc., and KAAY Inc., and The Valley Corp., all Little Rock, Ark.; scheduled prehearing conference for Jan. 26 and hearing for Feb. 14 (Docs. 17070-2).

■ Hearing Examiner Millard F. French on Jan. 6 in proceeding on FM applications of Russel Shaffer and International Electronic Development Corp., both Boulder, Colo., scheduled procedural dates and continued Jan. 19 hearing to March 8 (Docs. 17029-30).

■ Hearing Examiner Elizabeth C. Smith on Jan. 6 in proceeding on FM applications of BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pennsylvania Inc., both Ellwood City, Pa., scheduled further hearing for Feb. 23 (Docs. 16861. 16863).

RULEMAKING ACTIONS

■ By report and order in Doc. 16947, commission amended its FM table of assignments by making the following changes: Plano-Sandwich. Ill., added ch. 296A; Falmouth, Ky., added ch. 237A; Galion, Ohio, added ch. 240A; Broken Arrow, Okla., added ch. 221A; Linesville, Pa., added ch. 269A; Beaver Dam, Wis., assigned ch. 237A and denied this assignment to Waupun, Wis.; Harrisonville, Mo., assigned ch. 264; Marion, Va., added ch. 272A; Hannibal, Mo., substituted ch. 225 for 254; Fulton, Mo., substituted ch. 249A for 224A; Mt. Pleasant, Iowa, assigned ch. 288A and denied request to assign ch. 297 to Burlington-Mount Pleasant, Iowa; Angola, Ind., assigned ch. 261A; Selma, Ala., assigned ch. 265A which is deleted from Clanton, Ala., where is was short-spaced. The order also modifies CP of The Bee Bee Broadcast Co. (WBVB), Union City, Pa., from ch. 272A to 292A. Both channels are assigned to Erie and are available to Union City under "25-mile rule." Commissioner Cox dissented as to Union City with statement in which Commissioner Bartley joined. Action Jan. 5.

■ By notice of proposed rulemaking, commission invited comments on following FM channel assignment proposals: Phoenix, add ch. 278 by deleting that channel from Sun City, Ariz.; Fresno, Calif., add ch. 238; Danville, Ill., substitute ch. 256 for 276A; Rockville, Ind., assign ch. 285A; Thibodaux, La., add ch. 281; Bemidji, Minn., substitute ch. 266 for chs. 252A and 269A; Waynesville, Mo., add ch. 272A; Lincoln, add ch. 270 by deleting that channel from Omaha, both Nebraska; Columbus, Neb., add ch. 228A; Port Jervis, N. Y., assign ch. 244A; Roanoke Rapids, substitute ch. 273 for 272A by deleting ch. 272A from Goldsboro, both North Carolina; Clinton, Okla., substitute ch. 295 for 237A; Crossville, Tenn., add ch. 280A; San Antonio, Tex., add ch. 298 by substituting ch. 279 for 296A at San Marcos, 232A for 296A at Kenedy-Karnes, 244A for 280A at Georgetown and 296A for 276A at Burnet, and Salt Lake City, add ch. 274. Also on commission's own motion, substitute ch. 288A for 240A at Longview, Wash. and 225 for 289 at Astoria, Ore. Commissioner Cox dissented as to Waynesville, Mo. Actions Jan. 11.

CALL LETTER APPLICATIONS

■ Connecticut Radio Fellowship Inc., Middletown, Conn. Requests WIHS(FM).

■ Southwestern Broadcasting Co., McComb, Miss. Requests WCCA(FM).

CALL LETTER ACTIONS

■ KEFM Inc., Santa Rosa, Calif. Granted KEFM(FM).

■ Porter County Broadcasting Corp., Valparaiso, Ind. Granted WAKE-FM.

■ *Adrian College, Adrian, Mich. Granted *WVAC(FM).

■ Banks & Freeland Broadcasters, Lebanon, Pa. Granted WNON(FM).

DESIGNATED FOR HEARING

Blue Ridge, Ga. Fannin County Broadcasting Co. and Murphy, N. C. Cherokee Broadcasting Co.—FCC designated for consolidated hearing applications for new class A FM's to operate on ch. 280 (103.9 mc), Cherokee: ERP 1.6 kw, ant. height 390 ft., and Fannin, ERP 3 kw, ant. height 240 ft. Action Jan. 5.

New Orelans, La. Gulf South Broadcasters and Bayou Broadcasting Co.—FCC designated for consolidated hearing applications for new FMs to operate on ch. 258 (99.5 mc); Gulf South with ERP 29.2 kw and ant. height 143.2 ft., and Bayou ERP 25.7 kw and ant. height 524 ft. Action Jan. 5.

Existing FM Stations

FINAL ACTIONS

KFAV(FM) Fayetteville, Ark.—Broadcast Bureau granted license covering change in ant.-trans. and studio location, change ERP to 800 w, ant. height 530 ft. Action Jan. 5.

KIBS-FM Bishop, Calif.—Broadcast Bureau granted license covering FM station. Action Jan. 5.

KATT(FM) Woodland, Calif.—Broadcast Bureau granted renewal of license. Action Jan. 5.

***WHJE(FM) Carmel, Ind.**—Broadcast Bureau granted mod. of CP to decrease ERP to 300 w. Action Jan. 4.

KFLA-FM Scott City, Kan.—Broadcast Bureau approved data submitted in accordance with commission's first report and order of Oct. 27, 1965 (Doc. 16063) showing operation on ch. 233 (94.5 mc) with ERP 57 kw, ant. height 155 ft. Action Jan. 9.

KVEG-FM Las Vegas—Broadcast Bureau granted license covering FM station. Action Jan. 5.

WROW-FM Albany, N. Y.—Broadcast Bureau granted license covering FM station. Action Jan. 5.

WSLN(FM) Delaware, Ohio—FCC waived Sec. 1.573 of rules and accepted application for mod. of CP to change from ch. 204 (88.7 mc) 1.85 kw. to ch. 216 (91.1 mc), 1.9 kw with ant. height of 105 ft. Station is presently licensed on ch. 216 (91.1 mc) with 10 w. Action Jan. 5.

WDEB(FM) Jamestown, Tenn.—Broadcast Bureau granted license covering FM station. Action Jan. 5.

KITE-FM San Antonio, Tex.—Broadcast Bureau granted license covering FM. Action Jan. 4.

WAWA-FM Milwaukee—Broadcast Bureau granted CP to change ant.-trans. location to 12700 West Bluemound, Elm Grove, Wis.; decrease ERP to 31 kw and increase ant. height to 360 ft.; condition. Action Jan. 9.

***KUWR(FM) Laramie, Wyo.** — Broadcast Bureau granted license covering FM noncommercial educational station. Action Jan. 5.

OTHER ACTIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KSMK Columbia View Properties Inc., Kenewick, Wash.; WAGR Southeastern Broadcasting Corp., Inc., Fayetteville, N. C.; WLOE WLOE Inc. Leaksville, N. C.; WMMH Marshall Broadcasting Inc., Marshall, N. C.; WNOK-AM-FM and SCA Palmetto Radio Corp., Columbia, S. C., and WSPF Piedmonh Broadcasting Inc., Hickory, N. C. Action Jan. 9.

CALL LETTER ACTIONS

■ KSGV(FM), Robert Burdette Investments Inc., West Covina, Calif. Granted KBOB(FM).

■ KCUL-FM, John B. Walton Jr., Fort Worth. Granted KBUY-FM.

Translators

ACTIONS

Casas Adobes, Ariz. WGAL Television Inc.—Broadcast Bureau granted CP for new UHF TV translator to operate on ch. 74 by rebroadcasting programs of its station KVOA-TV ch. 4 Tucson, Ariz. Action Jan. 5.

■ By memorandum opinion and order, commission granted with condition, application of Orchards Community Television Assoication Inc. to construct new UHF television broadcast translator station on ch. 72 to serve Lewiston, Idaho, by rebroadcasting programs of KXLY-TV, ch. 4, Spokane, Wash. Commissioner Cox would include a nonduplication condition. Action Jan. 5.

Elko and Lamoille, Nev. Town and Country T.V.—Broadcast Bureau granted CP for a new UHF-TV translator to operate on ch. 70 by rebroadcasting programs of KTVB-TV (ch. 7) at Boise, Idaho. Action Jan. 3.

K75BE Elko and Lamoille, Nev.—Broadcast Bureau granted CP to change trans. location to 10 miles southwest of Elko, (Grindstone mountain), change type trans. and make changes in ant. system. Action Jan. 5.

K72BN, K75BX and K78CC Uvalde (Rural) and Knippa, Tex.—Broadcast Bureau granted transfer of control of licensee-permittee corporation from Benjamin J. Conroy Jr. et al., to Gencoe Inc. Stock and cash transaction. Action Jan. 6.

K70DT Longview, Wash.—Broadcast Bureau granted CP to replace expired UHF TV translator permit for new station and to make changes in antenna system. Action Jan. 9.

Pullman, Wash., Washington State University—FCC waived Sec. 74.735(b) of rules and granted application for CP for new UHF television translator station to serve Okesdale and Steptoe, Wash., on ch. 74 by rebroadcasting programs of KWSC-TV, ch. *10, Pullman. Action Jan. 5.

K04EI Vancouver, Wash.—Broadcast Bureau granted CP to replace expired VHF TV translator permit for new station. Action Jan. 9.

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Jan. 5

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's
Commercial AM	4,085[1]	23	71
Commercial FM	1,541	61	246
Commercial TV-VHF	477[2]	18	21
Commercial TV-UHF	93[2]	28	119
Educational FM	293	7	22
Educational TV-VHF	58	9	5
Educational TV-UHF	39	10	46

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 5

	VHF	UHF	Total
Commercial	519	243	762
Noncommercial	72	95	167

STATION BOXSCORE

Compiled by FCC, Nov. 30, 1966

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,083[1]	1,533	570[2]	290	97
CP's on air (new stations)	25	69	46	10	19
CP's not on air (new stations)	70	242	138	19	51
Total authorized stations	4,180	1,844	760	319	167
Licenses deleted	0	0	0	0	0
CP's deleted	0	0	0	0	0

[1]In addition, two AM's operate with Special Temporary Authorization.
[2]In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

CATV

APPLICATIONS

Booth American Company request distant signals from WKBD-TV and WTVS, both Detroit and WOOD-TV Grand Rapids, Mich. to Summit twp. and Leoni twp., both Michigan.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Dec. 21 designated Hearing Examiner David I. Kraushaar to serve as presiding officer in proceeding on petitions by Cosmos Cablevision Corp., North Augusta and Aiken Cablevision Inc., Aiken, both South Carolina, for authority pursuant to Sec. 74.1107 to operate CATV systems in North Augusta and Aiken; scheduled prehearing conference for Jan. 13, and hearing for Jan. 24 (Docs. 17056-57). And designated Hearing Examiner Millard F. French to serve as presiding officer in matter of cease and desist order to be directed against Twin County Trans-Video Inc., owner and operator of community antenna television systems in Bethlehem, Ormrod, Freemansburg and Greenawalds, all Pennsylvania; scheduled prehearing conference for Jan. 18 and hearing for Feb. 9 (Doc. 17064). And designated Hearing Examiner Forest L. McClenning to serve as presiding officer in proceeding on petitions by Stephen Vaughan & Associates, Cleveland, Tenn. and Multivision Northwest Inc., Dalton, Ga., for authority pursuant to Sec. 74.1107 to operate CATV systems in Cleveland and Dalton; scheduled prehearing conference for Jan. 31 and hearing for Feb. 6 (Docs. 17065-6).

■ Hearing Examiner David I. Kraushaar on Jan. 6 in proceeding on CATV petitions by Cosmos Cablevision Corp., North Augusta and Aiken Cablevision Inc., Aiken, both South Carolina, rescheduled prehearing conference on Jan. 13 from 9 a.m. to 2 p.m. on same date (Docs. 17056-57).

OTHER ACTIONS

■ FCC by memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Cablevision Co. of Anniston, operator of CATV system at Anniston, Ala. Commissioner Bartley dissented with statement; Commissioner Loevinger concurred in result. Action Jan. 5.

■ FCC by memorandum opinion and order granted petition for limited waiver of carriage and program exclusivity requirements of Sec. 74.1103(a) and (e) of commission's rules filed by Teleprompter Corp., operator of CATV system at Santa Cruz, Calif., during interim period for transition to 12 channel system. Commissioner Bartley dissented with statement; Commissioner Cox concurred in part and dissented in part and issued statement. Action Jan. 5.

■ FCC by memorandum opinion and order granted petition for waiver of evidentiary hearing requirement of Sec. 74.1107(a) of commission's rules filed by Gateway Cable T.V. Inc. to permit CATV system in St. Augustine, Fla. to import distant educational WUFT-TV, ch. *5, licensed to University of Florida, Gainesville, Fla. Commissioner Bartley dissented with statement; Commissioner Lee absent. Action Jan. 11.

■ FCC by memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Robins Telecable Corp., operator of CATV system in Warner Robins, Ga. Commissioner Bartley dissented with statement; Commissioner Loevinger concurred in result; Commissioner Lee absent. Action Jan. 11.

■ FCC by order, dismissed as moot a petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Willmar Video Inc., operator of a CATV system in Willmar,

(Continued on page 87)

PROFESSIONAL CARDS

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Member AFCCE

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Consulting Engineer
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PAUL GODLEY CO.
CONSULTING ENGINEERS
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Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
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Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
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42 Years' Experience in Radio Engineering
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Member AFCCE

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930 Warner Bldg. National 8-7757
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Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
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Member AFCCE

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RADIO

Help Wanted—Management

Station manager—Must have successful experience in direct sales, sales training, supervision and management; ability to recruit, train and supervise and effective staff is essential. Long established profitable station; initiative within established policies. Complete information in confidence first letter including detailed employment history and compensation requirements. Future equity possible but not essential. Box A-51, BROADCASTING.

Operations manager—upper midwest—1st class license—ability to supervise others. Maintain close working relationship with sales, control internal affairs of the station. Complete information and tape. Reply Box A-98, BROADCASTING.

Manager and 1st class—announcer needed by 6 station Southwest Group. Excellent opportunity with growing organization. Send resume Box A-166, BROADCASTING.

Washington, D.C.—3 former station managers have found a home here. Each earn much more money than most managers, selling our top rated station. One man who wants to earn real money completes our staff. This a very unusual opportunity. Box A-195, BROADCASTING.

Fulltime station in Little Falls, New York. (WLFH) needs manager with proven sales ability. Stock ownership available right now for qualified man. Send full background and reference plus salary desired to: Mr. Leonard Auerbach, 1220 Huron Rd., Cleveland, Ohio. 44115.

Sales

Salesmen make extra money selling high quality low cost jingles. Start part time can lead to full time. Box A-58, BROADCASTING.

"If you're what we're looking for, we'll help you get rich because you'll help us get rich. Potential $200 a week. Large Midwest independent 24 hour stereo station. Well established and commercially successful. Will supply training for the right person. Send complete resume to Box A-59, BROADCASTING.

Salesman for top 5000 watt midwest daytimer—Position will lead to number 2 man in the organization. Want a go-getter, who is not afraid to take charge. Salary plus commission. A right deal to the right person. Box A-134, BROADCASTING.

Experienced salesman needed for Maryland country music station. Salary plus commission. Box A-135, BROADCASTING.

Milwaukee metro area. Presently employed wanted for standby list. Preplan your advancement. All positions. Confidential. Mail only. A-148, BROADCASTING.

"Newly created post of Director of sales development to work regional and local clients with expanding Southern California multiple group operation. Must be aggressive, imaginative hard worker. All applicants screened carefully." Box A-165, BROADCASTING.

Sales manager material? Established account list, escalating commission, lots of fringe benefits including bonus, station well equipped, some announcing, growing market with new shopping center starting next spring. KMMO Marshall, Mo.

Rapid expansion demands capable salesmen. Five figure income certain for proven sales ability. Apply KMO Radio, Tacoma, Washington.

Salesman-sales manager for leader, two station market. Active account list. Heart of Big Sky Country. Contact Ed Peiss, KXLF, Butte, Montana.

Sales—(cont'd)

Wanted: Salesman for 10,000 watt AM-FM station on Mobile Bay in Alabama. Excellent opportunities. Call Elvin Stanton, WBCA. Bay Minette, Alabama.

Wanted: Live wire Rep. for live wire FM'er in major market (Buffalo, N. Y.). We are a highly saleable station and we'll prove it to you. We're not interested in a Rep who just wants to add another set of call letters to his list. We can both make money. Call-Wire or Write, Robert F. Kliment, Comm. Mgr., WBLK-FM, Rand Bldg., Buffalo, N. Y. 14203. phone 852-3500.

Madison, Wisconsin—No. 1 music/news station has career opportunity for young, creative type salesman on way up. 7 station, midwest group seeks man with management potential. Opening result of promotion. We offer best pay, living conditions, opportunity for management and stock interest. Consideration for Illinois & Michigan stations very possible. WISM, Madison, Wisconsin.

Salesman for growing North Alabama market. Chance for advancement to sales manager or manager. AM-FM separate programing. Salary and commission with other benefits. Sell both stations. Contact Charles Boman, WJBY-WLJM Gadsden, Alabama.

An outstanding sales career opportunity available with large, progressive, group owned, top rated radio station in the Tidewater area. Salary plus commission. Major company benefits. Send resume to WRAP Radio, P. O. Box 598, Norfolk, Virginia. 23501.

"If you are a great local salesman we need you. We will offer you more money and an opportunity for management. Call or write for details—all replies strictly confidential —Mike Schwartz—WTYM Springfield, Mass. 413-525-4141."

Representatives wanted—Large established Eastern manufacturer needs representatives for FCC type accepted AM and FM broadcast transmitter line. Selected territories available throughout U.S. Established broadcast equipment representatives preferred. but will consider individuals in related areas of the broadcast field. Interested parties are requested to reply to Mr. L. K. Peetoom. American Electronic Labs, Inc., P.O. Box 552, Lansdale, Pa., 19446.

Successful salesman. Opportunity to become station manager. Sacred, fine music format. Box 13535, Orlando.

Young, expanding broadcasting company seeks creative sales-promotion man for separate AM-FM operation plus new related division offering broad scope of creative opportunities. Write with background and requirements to H. W. Hobler, Box 1350, Princeton, N.J.

Manufacture Representatives experienced in broadcast market. CCA Electronics has choice territories available for outstanding sales engineers to offer a superior, complete line of AM and FM broadcast transmitters. Commission basis only—potential income—$25,000 per year. Resume to CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

Announcers

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Morning man. Experienced only. Good music, Pleasant voice. Excellent pay. Operate own board. Send tape and resume to Box L-23, BROADCASTING.

Experienced announcer-newscaster needed for Ohio daytimer. We will send you to school to get a first phone. 110/wk start. (If you already have 1st. we will start at 135/wk.) Box M-6, BROADCASTING.

Announcers—(cont'd)

Announcer—first phone for radio announcing and TV switching assignments with powerful midwestern outlets. Beautiful family city under 100,000. Recreational and educational center. Excellent salary and fringe benefits. Fine opportunity for competent 1st class man to combine announcing and light maintenance talents. Send resume, audition tape and recent photograph to Box M-219. BROADCASTING.

Progressive midwest stations seek jocks and newsmen for permanent positions. Jocks can be MOR or top 40. Send tape and resume today to Box M-242, BROADCASTING.

Experienced wake-up personality with straight or gimmick format for MOR swinger in 5 station. eastern market. We've got the newsmen, contests & gimmicks to back you up and you'll fill the shoes of a good jock who's ready to help pave the way for you. Modern air-conditioned studios with top quality equipment. Send tape, resume & references at once. We're ready to move. All tapes returned. Box M-250, BROADCASTING.

Wanted—Radio announcer to function as news director; also will need to run a board shift with record show for Arizona daylight station. Send info and tape to Box A-25, BROADCASTING.

Middle of the road station in the Midwest wants a thinking, ambitious, aggresive radio announcer for straight staff work. Excellent career opportunity, in a major college town. Merit increases and excellent fringe benefits. Send resume, tape, complete details, salary expected to Box A-27, BROADCASTING.

$120. weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful midwestern outlet in city under 100,000. Box A-30, BROADCASTING.

Experienced announcer with first class license for MOR Pennsylvania daytimer Send resume and tape Box A-40, BROADCASTING.

Need 1st phone announcer for small market daytimer in Eastern Nebraska; limited maintenance; salary open; news background helpful. Box A-62, BROADCASTING.

Announcer for small market. AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Send tape and resume to Box A-70, BROADCASTING.

A major new southwest stereo FM station seeking highly professional staff announcers. Must be familiar with adult music, have rich voice, third class endorsed license, able to read news and operate own board, minimum five years experience, good references. Salary $600.00 per month up. Send photo resume, tape to Box A-111, BROADCASTING.

Opening for M.O.R. announcer with 1st ticket. C&W experience considered. Station in recreational northwest. Permanent to right man. Send tape, resume, photo and references. Box A-112, BROADCASTING.

Complete your education—part-time jobs available. Attend one of the finest Universities in the nation. Experienced men only This is a chance of a lifetime. Apply Box A-115, BROADCASTING.

Announcer wanted. Some experience preferred, but will take beginner who can read and has mature voice. No rock artists. Station located 80 miles from N.Y.C. in upstate N.Y. Send tape, resume & picture to Box A-117. BROADCASTING.

Home base of growing SW chain operation looking for a mature broadcast personality for middle of the road format. Man must have a sincere desire to work into programing management and be willing to accept responsibility. First ticket helpful. Air mail resume, tape, picture and salary requirements to Box A-137, BROADCASTING.

Announcers—(cont'd)

Top-40 first phone man ready to move to good frequency, good power, and good facilities in Virginia for good pay. For full details drop a letter. Box A-146, BROADCASTING.

Announcer-sportscaster needed for expanding c&w operation. Unusual opportunity. Box A-163, BROADCASTING.

Opportunity for announcer with first class ticket to get started in radio. Radio station located on the beautiful Eastern Shore of Maryland about to lose its first class operator. We present an exciting opportunity for a first class beginner to learn the radio business. Salary open. Please send tape, resume, and photo immediately to Box A-172, BROADCASTING.

Wanted: Young experience announcer capable of Program Director slot 5KW, Med mkt. Box A-173, BROADCASTING.

Immediate opening—Professional D.J. for the Nashville sound of WNYR AM & FM, Rochester, N.Y. Opportunity to join progressive four station chain. Rush tape and resume Box A-176, BROADCASTING.

Outstanding country station in Rockies offers wonderful opportunity for announcer to double either in sports, engineering, or production. Must be above average. Box A-190, BROADCASTING.

Major midwest market station needs good 1st phone announcer. Box A-196, BROADCASTING.

Immediate opening—Announcer with first phone. 5,000 watt 24 hour per day AM on 550 kc. 33,000 watt FM, separate programing. No maintenance. Salary open. Contact: Don Bevilacqua, General manager, Radio station KARI/KERI, Bellingham, Washington, 206-734-4221.

Mature morning man, capable running top-rated telephone-talk show at mid-morning, for one of Missouri's most successful stations. Responsible position demands adult approach, experienced man. Contact Manager. KLIK. Jefferson City.

Immediate opening—University Educational AM station needs announcer for classical music, news and staff announcing. This man will be assistant to the operations director. Expanding soon to FM-stereo. Salary is open. Send complete background, references and tape to Martin Busch, Director, KUSD, Vermillion, South Dakota 57069.

Wanted by network affiliate in college market of 26,000—Announcer with good music sense, who knows how to read. Opportunity to continue education while working. Third class with endorsement is essential. Will be happy to listen to beginners with talent. Send resume and tape to Chuck Williams, KWNO, Radio. Winona, Minnesota.

"If you are draft free . . . WATO in Oak Ridge, Tennessee would like to hear from you. Uncle Sam has created an opening in our staff and we have an opening that comes only once and while. We are looking for a MOR personality to join our staff and our community. If you can do news, production, remotes, and board shift send tape, resume and picture to Program Director WATO, Oak Ridge, Tennessee. We are ready to fill this opening with the right man now."

1st phone jock for nights, growing pop station near Albany, N. Y. Salary based on experience & talent. We lost our swinger to a Hollywood movie contract. Send audition, resume & picture to: WBEC, Pittsfield, Mass. Opening—January 30th or sooner. No phone calls.

WEOK, Poughkeepsie, N.Y., seeks announcer, 1st ticket, with ability to gather and deliver afternoon news. Top Hudson Valley station, 5000 watts, MOR, AM-FM. Immediate opening. Phone Herb Shein, P.D. 914—GR—1—1500.

Opening immediately—middle of road and news operation. Prefer experience—$90 weekly, No phone applications. Send full details & audition tape: Radio WEPM, P. O. Box 767, Martinsburg, West Virginia.

Well-rounded, experienced announcer for air shift and production duties for MOR 5 kw MBS affiliate. Prefer first phone but not mandatory. No maintenance. Good salary commensurate with ability. Fine working conditions. Modern facilities. Send all, including air check, in first letter to WGSA, Ephrata, Penn.

Announcer, full time for Michigan radio station. MOR format. Send tape and resume to: Bill Gargano, Manager, WHTC, Holland, Michigan.

Announcers—(cont'd)

Experienced announcer MOR station. Some sales. Prefer someone from Southeast. Salary plus commission on sales. Contact Charles Boman, WJBY-WLJM Gadsden, Alabama.

Fast growing regional station, close to Chicago, wants to add to its fine staff a versatile, creative deejay at very attractive salary plus liberal benefits. Best working conditions, sparkling, upbeat programing, advancement opportunities enhanced by association in a highly successful radio-newspaper group which needs alert, resourceful young men. Generous pay increases, pleasant prosperous community. Write WKAN Kankakee, Ill. with details of experience, references, tape.

Experienced radio announcer. Salary open. Send tape, resume to George Walker, WKEI, Kewanee. Illinois.

"Looking for a good station? Looking for good pay? Looking for good working conditions? Looking for a beautiful city? Then look to WROV, Roanoke, Virginia! Full time, contemporary, top-rated in a metro market of more than 200,000. Immediate opening for mature thinking, energetic, personable, experienced D.J. Rush tape, resume and photo to Don Foutz, P.O. Box 4005, Roanoke, Va.

Announcer-morning man with personality for good music station. Must be experienced. Salary plus talent. Play by play sports helpful. Contact Mr. Ed Huot, WTRC, Elkhart. Indiana.

Good combo man with first phone wanted by progressive operation, that believes in people. To the right man, this established community oriented MOR station, offers unlimited opportunity. Good starting salary and fringe benefits. Send resume and tape to WTTF, Tiffin, Ohio.

WTTO Radio, Toledo, Ohio needs production minded genius for midday show.

Northern Arizona AM/FM good music station needs announcer with third phone broadcast endorsement. Housing, good salary. Call area code 602-537-2345.

Announcer with ability to move up to PD—with first phone. Must have experience, good voice. No maintenance. . . . MOR, 5000 watt station. Call. collect Monday thru Friday, 8:00 to 8:30 AM. E.S.T., Monroe MacPherson, Gen. Mgr., 616-527-4400.

Wanted: Experienced announcer, morning man. News background for Wisconsin station, University market. Must be personality with heavy voice. Semi-Top Forty. Top salary for right man. Send tape, resume, credit references to: Jim Schuh, Program Director, Stevens Point Broadcasting Company, Stevens Point, Wisconsin.

Announcer wanted by smart, established Pennsylvania, regional fulltimer. Good pay and outstanding employee benefits for versatile, creative man with 3rd ticket. Good working conditions in well equipped operation. Advancement opportunities with generous increases. Prosperous area near major metropolitan market. 215-384-2100.

Country/western station needs two combination announcer/salesmen for growing station . . . wonderful future. Must be willing to work for good of organization or do not apply. Call Marion Jenkins TU 7-5521 or TU 5-2179 or after 6 PM TU 7-3409, Carlsbad, New Mexico.

Technical

Chief engineer. Complete responsibility AM-FM-MX. Unusual opportunity. No board work. Complete details of experience and requirements, first letter. Box A-104, BROADCASTING.

Chief engineer for metropolitan. Ideal climate. Excellent working conditions. Box A-171, BROADCASTING.

Chief engineer for well-established AM/FM-stereo, Florida operation. Must be experienced and qualified to handle all transmitter and studio maintenance with planned quality thoroughness. Salary open. Send qualifications, personal and experience information and photo to Box A-184, BROADCASTING.

Chief engineer capable of handling station move to new quarters. Some announcing. Box A-191, BROADCASTING.

Help Wanted

Technical—(Cont'd)

Experienced engineer to become chief of AM-FM, Good equipment and professional staff to work with. Real potential with rapidly expanding company in western N.Y. Send complete resume and full details to Box A-215, BROADCASTING.

1st phone jock for nights, growing pop station near Albany, N. Y. Salary based on experience & talent. We lost our swinger to a Hollywood movie contract. Send audition, resume & picture to WBEC, Pittsfield, Mass. Opening January 30th or sooner. No phone calls.

Wanted: 1st phone to become chief engineer of kilowatt AM, daytimer. Some announcing ability desirable. Top pay. 50 mile from N.Y.C. WBNR, Beacon, N.Y.

Chief for 5 kw AM directional daytime with fulltime FM. No announcing. Management level salary open. Contact Gordon Giffen, General Manager, WKDN, Camden, New Jersey. 609-365-7200.

Need qualified first phone operator for maintenance, some announcing. Contact WSYB, Rutland. Vermont.

Radio engineers—Earn extra money part time. P/M Associates is national headquarters for contract engineering services. Many current openings for 1st class engineers. For full information write: Personnel Manager, P/M Associates, Inc., 203 Pond Street, Natick, Mass. 01760.

Chief engineer with an interest in sales. CCA Electronics has choice territories available for outstanding sales engineers to offer a superior, complete line of AM and FM broadcast transmitters. Commission basis only—potential income—$25,000 per year. Resume to CCA Electronics Corporation, 716 Jersey Ave., Gloucester City, N.J. 08030.

NEWS

Authoritative newsman. College town in NE. Experienced only. Willing to pay to get good man. Box K-266, BROADCASTING.

Have immediate openings for news director, morning and p.m. dj's. Must be experienced. Good pay. Send tape and resume to Box L-24. BROADCASTING.

If you're an experienced newsman and want to joint a news team that pulls no punches, then send a tape and background. Medium market news & talk format with middle of the road music. Box M-252, BROADCASTING.

News-sports opening, both Radio-TV work. Send resume, tape, pix Upper Midwest. Box A-41, BROADCASTING.

Modern radio delivery, writing ability and eagerness to cooperate, with an exciting young and aggressive organization that needs an addition to its radio news staff. One of the large cities in New England. Send audition tape and news writing samples and resume to Box A-75, BROADCASTING.

Young experienced newsman for vacancy on 3-man news staff of Virginia network affiliate. Write Box A-161, BROADCASTING outlining news experience and schools, attended.

Public relations. Excellent opportunity for newsman seeking entrance to public relations field. Large Boston based casualty insurance company wants young radio-television newsman with one or more years experience to work as press relations representative with air media news and program directors. Salary to $7,500. Write Box A-180. BROADCASTING.

Newsman—Young hustler with "beat" coverage experience. Must have authorative voice. WDBO, top rated, CBS radio & TV affiliate in the rapidly growing Orlando market, is expanding its radio news department and needs an additional, aggressive newsman. Excellent station, market, climate, opportunity and working conditions. Send tape, resume, and complete info to Station Manager, WDBO, Orlando, Florida.

Expansion program requires additional newsman for award winning 5000 watt community minded station. Good air voice, eager to advance. Newsroom or Journalism background desired. Resume and requirements to: Dave Moss. G. M., WHWH, Box 1350, Princeton, N. J.

Production—Programing, Others

Program director capable of programing a conservative but bright tempo format, somewhat similar to WAIT, Chicago. Large metropolitan market located in midwest. Send tape, photo and complete background. Salary dependent upon background and ability. Box A-26, BROADCASTING.

Program director for small market AM-FM operation. MOR format. Salary open. Paid vacations and hospitalization. Some boardwork. Send resume and tape. Box A-69, BROADCASTING.

$7,000 to $10,000 per year for top notch program director with first phone. 5 kw midwest-MOR. Opportunities in production, announcing, possibly in sales. Well established station near larger city. Send complete resume, tape, etc. to Box A-110, BROADCASTING.

Production manager-announcer heavy on commercials, wanted by Chicago area adult programed station. Copywriting ability an asset. Starting salary to $750 per month. Send tape and resume, reply guaranteed. Box A-157, BROADCASTING.

Copy Gal—Chicago beginning salary $600 per month for quality and volume job. Send resume. Box A-158, BROADCASTING.

Program director-announcer for progressive well accepted small market station. Morning air shift leaves time for other duties. Good equipment, studios and offices. This may be what you are hoping for. Investigate by writing: C. E. Breazeal, KTTN, Trenton, Missouri or call ELmwood 9-2261.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial reward. Interested in announcers, newsmen, combination men, production-traffic and sales personnel. Send resume including salary requirements in strict confidence to Robert O. Moran, WBEL, Beloit, Wisconsin.

Outstanding opportunity for career woman with rapidly expanding radio chain. Our station in metropolitan Detroit market looking for full-time woman's director with a daily program, public-relations responsibilities with leading business and civic organizations and creative writing opportunities. Immediate opening with excellent working conditons and attractive salary. Send resume, tape and picture to WBRB, Box 489, Mt. Clemens, Michigan.

Wanted your energetic 1st phone engineer for direction daytimer, studio-transmitter operations and maintenance. Inexperienced applicants will be considered. Write or call Louis Bushfield. Chief engineer, WOIO Radio, Canton, Ohio 216-477-8585.

RADIO

Situations Wanted—Management

Florida owners—Experienced in all phases of Radio-TV, world travelled. Presently assistant manager of 50 kw daytimer. I desire one more move, this to working manager in Florida market. No market too small. Excellent credit, recommendations, Available immediately for interview and audition. Box A-90, BROADCASTING.

Operations Director-assistant manager-sales manager. You manage. I'll do the work. Experienced, successful all phases small to medium operations. Top reference, success stories. Strongest on sales, ideas, hard work. Midwest preferred. Let's talk. Box A-140, BROADCASTING.

Energetic 29 year old wants to invest time, talent, money in station billing about 150M. Family man. College grad. Creative. Hard working. Now ad agency account man. Strong in sales, management . . . and gopower. Write, Box A-159, BROADCASTING.

Expert in all phases of AM FM stereo and SCA. From the creative idea, through design and construction to selling. Presently general manager and chief engineer of station I built. Now I'm bumping my head in the market. Don't put a lid on me! $15,000 Midwest. Box A-164, BROADCASTING.

Situations Wanted Management

Continued

Major market executive interested in station or sales management position. Strong sales orientation in radio, television, regional network. Full knowledge of competitive present-day radio formats, rate structuring, ratings and research application. Experienced in large and medium market pace and style. Major policy decisions materially changing present job fundamentals. Ten years with present company. Will provide all supporting credentials. Group and individual station responses welcome. Confidential. Box A-185, BROADCASTING.

Fifteen years programing, sales and announcing. Interested in managing established station in northeast or mid-Atlantic region. Thirty-nine; family; literate; good voice; excellent references. Box A-209, BROADCASTING.

Sales

One good salesman who is not hard to find. Try Box A-178, BROADCASTING.

Yes, Virginia, there is a sales manager; who inspires others, finds co-op, makes merchandising presentations, produces new sources of billing! This one makes money week days and fishes on Sunday. Do you have an opening and a boat? Box A-203, BROADCASTING.

Situations Wanted—Announcers

Announcer — salesman — seeking advancement to managers position in contemporary or country radio. First phone. Adult. Box A-91, BROADCASTING.

Announcer-engineer, first class ticket, fifteen years experience, interested in working partnership in good station Box A-132, BROADCASTING.

Attention top 40's. Traffic jock, production director, first phone in half-million market seeking solid, stable, professional station offering opportunity, advancement, and hard work. Box A-133, BROADCASTING.

Money hungry—Prefer MOR—No sales—intermediate cities. Box A-136, BROADCASTING.

1st phone announcer—experienced. Active army past. Presently employed. Prefer midwest. Box A-139, BROADCASTING.

Sportscaster—Lively and informative play by play plus sports shows and specials. Presently employed metropolitan New York seeks sports minded station. Family man, will relocate. Box A-141, BROADCASTING.

Wanted: Permanent opportunity. Two experienced announcers in all phases looking for double-mic opportunity in southern medium-small market. Will consider any format, time segment, Both presently employed. Write Box A-143, BROADCASTING.

Responsible young family man desires career opportunity. Ambitious with strong desire to make it to the top. Veteran . . . some college . . . bilinguist . . . 3rd class with endorsement. Will re-locate. Box A-144, BROADCASTING.

Versatile announcer, dj, MC. Radio, TV and entertainment background. Subtle humor. Family man, steady, 32, wants permanent position where professional ability and creativity are recognized. Box A-145, BROADCASTING.

DJ-announcer. Family man. College background. 3rd endorsed. Recent NY broadcast graduate. Military completed. Will relocate. Box A-147, BROADCASTING.

Ambitious young announcer desires sportscasting position. Emphasis play-by-play. College grad, R-TV major, commercial experience, military completed. Available early March. Prefers market of 150,000 plus. Resume upon request. Box A-152, BROADCASTING.

Versatile, mature, married announcer with radio, television and free-lance experience. Personable, neat, talented. Details available. Box A-154, BROADCASTING.

Negro dj, trained by top announcers in area. Tight Board. 3rd endorsed. Beginner. Any format. A-156, BROADCASTING.

"Chuck Christensen is 24, draft exempt, a proven radio and Television personality for eight years, including Dallas and Los Angeles! $600 minimum. Phone 213 . . . 698-6020 or Box A-162, BROADCASTING.

Announcers—(Cont'd)

One year's experience. Some college, third, speech background. Draft deferred. Box Box A-168 BROADCASTING.

Top 40 Only, jock with good ideas looking for a station on the move. No hurry, 3rd. $125.00 per week. 24 years old send particulars to Box A-174, BROADCASTING.

Talented & versatile announcer—performer —creative—write copy—some sales—deliver news, commercials—mature pleasant personality—reliable family man—enjoys challenging, hard work—well read, knowledgeable. Social historian—experienced—travelled extensively. A-175, BROADCASTING.

Sports director-sportscaster. Available now. Versatile talk radio personality. No. 1 sportscaster in top-50 market. College graduate-PD, management potential. Four years diversified broadcast experience. Box A-179, BROADCASTING.

Professional midwest personality wants west. Programing . . . production . . . news . . . sports, color. Box A-181, BROADCASTING

Top 40 personality desires challenging position. 18 months thorough experience. Loved by teens. Endorsement. B.A. Box A-188, BROADCASTING.

Wanted . . . a stable organization for a mature, married, college educated, highly humorous, draft-free, 3rd (endorsed), top 10 market experienced, presently employed announcer. 300-thousand plus middle-of-the-road or good music outlet wanted. I want a station that offers a future. Write Box A-189, BROADCASTING.

Young, married, draft exempt man with third class license endorsed, looking for bigger and better things. Run a tight, bright, middle of the road board with play by play experience. Write Box A-201, BROADCASTING.

Newsman-announcer—2 yrs. experience. 3rd phone. Can gather and write local news. Written for UPI and AP. Worked AM, CBS affiliate in Maryland. Also FM station, Baltimore area. Prefer AM opportunity. Wish to relocate. Married. Available immediatedly. Edward Lott, 7922 Stevenson Road. Baltimore, 21208, Area code 301—486-8931.

Announcer. 1st ticket sales. Past 4 years major market. c/w and good music—Available now. L. Bryhl, 164 Brittain Road, Akron Ohio, 784-7212.

Top 40 work—Oklahoma area. Some experience. Have 1st phone. 115 West Vine, AD-3-2007, Enid, Oklahoma.

Mature announcer immediately available. Three years experience, news minded, third endorsed, will relocate. Mark Weber 216-281-7195.

Technical

Broadcasting degree, first, 1 yr. experience, 24, married. draft free, graduate March. Want to work in radio and/or TV. Maintenance, copy, news, programing, Pennsylvania Preferred. Box A-193, BROADCASTING.

NEWS

Experienced broadcaster-reporter. Solid all-around background. Employed. Box M-214, BROADCASTING.

Newsman. College graduate. Experienced. Hard working. mature, strong gathering and writing. Box A-78, BROADCASTING.

Prime time newsman with top metropolitan AM-TV news operation desires to relocate. Imaginative, articulate, aggressive. Master's degree, 8 years experience, married. Resume and tapes upon request. Box A-107, BROADCASTING.

News director-program director: 32 year old family man with 15 years experience seeks PD or ND job with station. Know all phases broadcasting. All formats. Past seven years at top 10 markets. Box A-187, BROADCASTING.

Editor, airman-top 15 markets, 32, married, vet, 1st-phone. Want east. Box A-207, BROADCASTING.

Situations Wanted—News

Continued

Ex-NBC man available for free lance assignments New York area day or night. Clayton Willis, 300 E. 46th St., New York. 212-867-9868.

Man, 26, experienced, desires employment as news or sports writer on radio or television station anywhere. Contact John Lutz, 1642 Northbourne Road, Baltimore, Maryland. Phone 435-6950.

Production—Programing, Others

Full bookkeeping services—Billing to tax reports. Handled from our office at a savings to you. 12 years experience in radio field. Box A-8, BROADCASTING.

If you're a major operation looking for a creative writer/producer with twelve years broadcast experience, all phases, willing to pay for a hard worker and offer growth potential . . . I have what you want and you have what I want. Box A-149, BROADCASTING.

Attention general managers & owners; For sale: One hard working program director, who excells in detail. Educated & experienced. Prefer mid-west but will consider all offers. Resume & tape on request. Box A-206, BROADCASTING.

Fifteen years, 1st ticket, all phases of radio & TV. Available now. 2124 North Winthrop, Peoria, Illinois. Phone 309-688-1953.

TELEVISION—Help Wanted

Management

Studio supervisor for TV-AM-FM operation. Must be fully knowledgeable of remotes for TV and radio. Send resume and salary requirements. Box A-71, BROADCASTING.

Sales

Top ranked network station in medium sized three station market looking for hard working, mature, local-regional sales manager. Will administer other salesmen, as well as carry list. Potential is great in this market. Look Magazine described it as "Happy Town U.S.A." Ideal for raising family. Box A-102, BROADCASTING.

Immediate opening for aggressive salesman WRLH-TV West Lebanon, N.H.

Announcers

Booth announcer wanted by midwest TV station. Some on-camera work, some copywriting. Will consider man with solid radio background ready to move into TV. Send audio or video tape, resume, picture, full details. Box M-104, BROADCASTING.

On camera announcer wanted to join fine staff at progressive Midwest television station in a major college town. Only a man capable of rapid progress in a good staff need apply. Some copywriting, opportunity to learn direction. Merit increases, excellent fringe benefits. Send picture, audio or video tape, complete details including salary exepected to Box A-28, BROADCASTING.

$120. weekly plus excellent fringe benefits for experienced and versatile TV and radio announcer. Powerful midwestern outlet in city under 100,000. Box A-29, BROADCASTING.

Wanted—Strong personality for staff announcing. Opportunity unlimited. Send resume & salary requirements to Box A-129, BROADCASTING.

Television announcer—Rising VHF in 40th market needs versatile, experienced, on-camera salesman as well as qualified booth man. Bases and talent should pay $250 weekly. Send VTR/film and resume. Box A-170 BROADCASTING.

KOMU-TV Columbia, Missouri, has opening for TV announcer, able to do live and booth work. If you qualify and you're interested in living in a cultured university community contact program director with full details.

Technical

We're looking for engineers to run camera, projection, video-tape. 1st ticket or can be close to getting one. Medium market in midwest. Chance to learn operations. Send resume to Box M-177, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

First class operator—switcher. Midwestern radio—TV stations in medium size market with excellent educational institutions and excellent sports area. Good salary and fringe benefits. Latest RCA equipment. Would like man with some announcing capabilities, however, announcing not absolutely necessary. Announcing assignments would add to income. Please send resume recent photograph to Box M-220, BROADCASTING.

Chief engineer—for group owned New England VHF station in top 20 market. Technical and administrative experience required. Degree desirable. Full information and salary requirements in first letter, please. Box A-15, BROADCASTING.

Experienced engineer with first phone for southwestern VHF. Primary responsibility in studio equipped with RCA color film, Ampex color VTR. Salary to $600 or more depending upon qualifications. Box A-61, BROADCASTING.

Studio engineers, supervisors, all color stations southwest chain. salary to $700 monthly. Box A-109, BROADCASTING.

Chief engineer for a network affiliated, California UHF, in all UHF market. Experienced man will join group operator. Excellent opportunity and starting salary. Box A-116, BROADCASTING.

Network-owned VHF station in top 10 market needs three technicians. Must be capable of working in all-color operation. Permanent position with large AM/FM/TV staff. Excellent wages and benefits. First class license. Box A-151, BROADCASTING.

Immediate need for 1st class engineer, light maintenance, good working conditions, small town, top wages, fringe benefits. Outstanding opportunity to grow in television engineering. Call Kay Melia, 899-2321, KLOE-TV Goodland, Kansas.

We have year round fishing and golf—Full color facilities—We need a chief engineer. If you are a number two man and your chief is young and capable and he will not move then you should contact us. A real opportunity for the right man. Contact A. Cowan—KTAL-TV—3150 North Market St., Shreveport, Louisiana.

First phone engineer for maintenance and switching WRLH-TV, West Lebanon, N.H.

Needed immediately: experienced TV broadcast engineers with first phone for expanding staff of WTMJ-TV, Wisconsin's leading AM-FM-TV broadcasting facility. Pioneers in color broadcasting. Presently operating from new studios with latest color equipment. Excellent pay and benefits when you work for this employee owned company. Call or write to Chief Engineer, WTMJ-TV, Milwaukee. (414) 271-6000.

If you are dedicated to broadcast engineering, we have a place for you on our team. We are accepting applications from experienced and non-experienced engineers to build our staff in preparation for full color operation. Now is the time to get in on the ground floor of a highly successful operation, offering you a secure future and the opportunity to put your own ideas to work. Let's talk it over . . . Call or write Roger Hale or Charlie Parrott at WTVM-TV, Columbus, Georgia. . . . Area code 404-322-8828.

Major New England TV station has openings for FCC first class licensed engineers. Write P. O. Box 1859, New Haven, Connecticut.

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.

Wanted—Strong news personality to head our news department. Are you No. 2, wanting to be No. 1? This could be the move for you. Send resume and salary requirements to Box A-130, BROADCASTING. Replies will be handled confidentially.

Production—Programing, Others

Florida ETV needs accomplished producer/director immediately for in school and cultural production. B.A. preferred with 2-3 years actual experience. Send complete resume and photo to Box A-155, BROADCASTING.

Production—Programing, Others

Continued

Scenic designer/artist—40th market. Must have strong background in color. Send resume, salary requirements and color pix of work. Box A-169, BROADCASTING.

Producer/Director: Opening in Dayton, Ohio for a young person with heavy local live directing and producing experience. College graduate under age thirty required. Good starting salary, excellent advancement opportunity and complete fringe benefit program. Send detailed resume of age, education and experience to Mr. Jack Carroll, Program Operations Manager, WLW-D, 4955 South Dixie Highway, Dayton, Ohio. An equal opportunity employer.

Immediate opening for experienced director/switcher and one cameraman/floorman. Apply in writing with resume and salary requirements to Bill Bowman, Production Mgr., WXEX-TV, Richmond, Virginia.

TELEVISION

Situations Wanted—Management

Maybe we can help each other? I've had 16 years experience in television, reached the top level of each job category in one of the top ten markets and there are records that can be carefully analized to prove performance (No guessing here). There are top level references from such varied sources that they can't be denied. I've specialized in sales (General Sales Manager) and promotion (advertising, promotion & publicity manager) but more than that have grown up with television and have a broad working understanding of all phases of a television station operation. I know I'm a hard worker. I'm not cheap but I think you'll find the increased return will pay for the cost many times over. This is not meant to be a clever ad, I'm deadly serious to get the right situation with a good company. Let's at least talk—It will cost you very little and it might be good for both of us. Box A-150, BROADCASTING.

Television station manager available for small to medium market. Write Box A-153, BROADCASTING.

Successful account executive employed major market, program and production experienced, desires management or sales executive position in challenging situation. Mature family man. Write Box A-200, BROADCASTING.

Announcers

Television staff announcer. Experienced most phases. Young, aggressive. Want opportunity. Box A-68, BROADCASTING.

Award winner, host/co-producer own show three years. Solid commercials, live-VTR, interview, remotes, aggressive. Christian. Box A-138, BROADCASTING.

Need a versatile pro? . . . 15 years radio, 10 years TV, currently employed, college graduate. Strong personality, record shows, AM or PM, intelligent, talk show experience. Unusual news/sports background, college and H.S. play by play both radio/TV, excellent informal interviews, remotes, and commercial presentations, live, CT/TVT. No drinker. Present location 8 years, excellent references. "Easy does it" both media. Communication Arts/Journalism trained. Available with two-week notice. Seek solid company, fringe benefits, fair salary. Pay own expenses both ways for interview and live audition. Real pro. Box A-142, BROADCASTING.

Announcer/live TV newscaster—presently employed—34, industrious, intelligent, adaptable. Box A-177, BROADCASTING.

TV staff announcer. Heavy experience in on-camera commercials, weather, news, interviews, MC work. Host-producer of several local "personality shows." Consider TV or radio. Box A-211, BROADCASTING.

Technical

"Experienced young man seeks position in management engineering. Ten years in Color TV, AM, and FM. Technical school grad with some college. References." Box A-167, BROADCASTING.

NEWS

TV-Radio newsman, announcer, writer, public affairs co-ordinator. Desire to relocate in west or southwest. Box A-85, BROADCASTING.

News director-newscaster-editorialist — for top 20 market. Award winning. Ten years solid experience. Journalism school graduate. Excellent background and references. Employed. Desire large market opportunity. Box A-205, BROADCASTING.

Production—Programing, Others

Director seeks greener pastures. Ten years in small market TV. Box A-10, BROADCASTING.

Film Director desires change. Extensive experience, best references, good record. Box A-11, BROADCASTING.

Kids show personality. Proven ability to build audience, sell merchandise, please viewers & sponsors. Not a clown or cowboy, but an actual warm person with over 1500 hours of experience as live kids show personality. Min. $200 per week plus moving cost. No problems with wine, women, or temperment. Box A-12, BROADCASTING.

TV Producer-director-production manager. Local and network. All sports, variety, drama. Over 20 years experience. "Emmy" nominee. Former radio announcer, stage actor and theatrical director. Top references. Box A-202, BROADCASTING.

WANTED TO BUY

Equipment

We need used, 250, 500, 1kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used AM frequency monitor suitable for transmitter location. Write WJIL Jacksonville, Illinois.

Good remote broadcast mixer battery and AC. 249 Tampa Ave., Rensselaer, N.Y. 12144, HEISLER SOUND.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

QRK Turntables, Sportmaster cartridge tape equipment, all models available. Will take in trade as partial payment any type of audio or transmitting gear, regardless age —or condition. AUDIOVOX, 4310 SW. 75th Ave., Miami, Florida.

Available at once—Western Electric 405-B2, 5 kilowatt AM transmitter, frequency, modulation monitors and associated audio gear. Contact Joe Gill, WIS, Columbia, South Carolina.

Two modified RCA TK-40A color camera chains in good operating condition. Immediate delivery. Box 18151, Tampa, Florida, 33609. Phone 813-253-0447.

VHF television transmitter—Low channel, 500 watt visual, 100/250 watts aural, Standard Electronics type TT652, completely refurbished to near new condition, with tubes and crystals on channel 3 even. Actual demonstration under power load. Can convert to CCIR or other USA low channel. Need space for R&D project 1st of year. Sacrifice Price, will take 100 watt HB or LB in trade. Write to Teldex Corporation, 747 South Central Expressway, Richardson, Texas 75080. Telephone 214-231-3827.

UHF television—1 kw transmitter, Fairchild FM stereo conax, Sparta telephone delay cartridge recorder. Box A-74, BROADCASTING.

Ampex 601-and 620. Excellent condition. Best offer over $300. Write Box A-88, BROADCASTING.

Check our listings for your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

FOR SALE—Equipment—(Cont'd)

Television studio equipment—TK 60 cameras TR-11 VTR sync generators, lighting equipment, lenses, monitors, I.O.'s, speakers etc. Box M-165, BROADCASTING .

RCA BTF3B 3 kw broadcast transmitter with new exciter (BTE-10B) 99.5 MHz. Presently in regular operation. Available immediately for cash. Contact Dennis O'Rourke at 333-0406 or write % WLOL, 1021 LaSalle Avenue, Minneapolis, Minnesota 55403.

Used 250' FM tower $500.00, 250' AM tower $500.00, 300' cat $1200.00—Ground wire available—P.O. Box 55, 752-3040, Greenville, North Carolina—Bill Angle.

For sale: Used optical Auricon cine-voice converted 400 ft. Bell & Howell magazines. Tripod camera—25mm to 100 mm pan. Cinor zoom. 150' mike cable, amplifier. ATR converter for field operation. 2—400 B&H magazines, cases. Extra door for turret operation, other excessories—price $1,750.00 cash. COD. Also C-mount, lenses, excellent condition. W-A Elgeet 25mm, 40mm, 63mm. Box A-197, BROADCASTING.

Now available! Ampex "Amtec" unit model 1060. Compatible with Ampex VR 1000, 1100 and 1200 series video tape-recorders. Factory-new condition, furnished with 2 manuals and plug-in extender board. In perfect operation for past 15 months. Contact: Norman Friedman, Professional Closed Circuit TV, 342 Madison Ave., New York, N.Y. Tel: No. 212-687-4235.

G. B. Electronics-used broadcast equipment, all types. Camera cable b&w $1.50 per foot. Used video tape hour and half hour reels $1.50 per min. 4½ in. orths $500.00. TK 60 cameras with veratol Mark V $17,500. Marconi Mark 4 $12,500. Amplex 1000C $25,000. TR 22 $35,000. Veratol Mark V $5,000. Large stock of other items. G. B. Electronics, 410 Meadow Lane, Oreland, Pa. 19075, 215-TU 7-4310.

Custom-built disc-to-tape recording unit. Designed for producing tapes for automation equipment. Incorporates Schafer TRU 8 with Ampex AG 350-2 for music mastering and Ampex 354 for inserting commentary over music. 2 Thorens TD-124 turntables. ESL arms. Shure 300 preamps, Langevin PS 5206 power supply. Sparta console, oscilloscope for phase checking, etc., etc., Ampexes and TRU 8 rack-mounted and all else in specially-built furniture. Immaculate. Price firm. Best offer over $6000. Shipping extra unless buyer picks up. Charles Inman, Suite 115B, 5670 Wilshire Blvd., Los Angeles 10036. Phone: 213-938-8181.

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!—85 one-liner gag-files now available on topics such as Radio, Weather, Traffic, Music, etc.—Sample dozen $7.50. Write for complete list & Broadcast Comedy Catalog. Show-Biz Comedy Service —1735 East 26th St., 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.

30 minute tape—"quickiee" 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.

Market brochures, coverage maps, rate cards; custom designed sales aids and presentations. Noyes, Moran & Co., Inc. 928 Warren Avenue, Downers Grove, Ill. 60540 (312) 969-5553.

INSTRUCTIONS

F.C.C. license preparation thru high-quality training in communications electronics. If you want more than a piece of paper—if you are serious about better technical education—investigate Grantham correspondence and/or resident courses. G.I. Bill approved in Hollywood, Seattle, and Washington, D. C. FCC license in 4 months. ASEE degree in 16 months—we do not believe in the "license-in-six-weeks philosophy." Now in our sixteenth year, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, Calif.

INSTRUCTIONS (Cont'd)

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all-phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Fully G.I. approved. 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. Fully G.I. approved. 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 G.I. 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. Fully G.I. approved. 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 March 8, May 10, July 12, Oct 4. 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 Feb. 6—Mar. 13—Apr. 17. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R.E.I. opens in Kansas City. The same famous (5) week course for the first class Radio Telephone license that is available in Sarasota, Florida, will also be available in Kansas City, Missouri. The first class begins February 6, 1967. For details and reservations write to home office, R.E.I. 1336 Main St., Sarasota, Florida.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

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 43rd St., N.Y.C. OX 5-9245.

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 Broadcastng Industry since 1937). Make your reservations now for our Accelerated Theory class Feb. 27 & Apr. 17. Most experienced personalized instruction and methods. Lowest costs-finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted

Sales

SALESMAN

Ready to move up? WFIL Radio, in Nation's fourth market has an immediate opening for a qualified and knowledgeable salesman with accent on creativity and initiative. Income commensurate with ability and experience. Contact: Jim DeCaro, WFIL Radio, 4100 City Line Avenue, Philadelphia, Pa. 19131

Production—Programing, Others

Established Pop Music Station

Serving beautiful northeastern major market area, is anxious to obtain a young man with spot production ability and desire to enter sales. We need a man who is responsible and who wants management. Our station has an insurance plan . . . we will pay a minimum of $150 weekly for a broadcaster who has announcing and production background and who wants to sell. We will help move you. Send sales, production tape and resume to:

Box A-213, Broadcasting.

RADIO

Situations Wanted

Management

PROFESSIONAL PROBLEM SOLVER

Sold my station—want new challenge. Age 37—15 years in Radio-TV. Degree. Minimum $20,000. What are your problems? Write:

Box A-194, Broadcasting.

Experienced General Manager AM/FM/TV

(Presently employed) with excellent record desires change—preferable Western U.S. top 100 market. Excellent contacts and references. Resume available. Write:

Box A-160, Broadcasting.

NEWS

Radio - TV Newsman

Washington Correspondent in late 20's with solid Network radio-TV experience (here and abroad) seeks challenging assignment as special reporter, in documentary production or in news administration.

Box A-199, Broadcasting.

Award Winning Newsman

Top Ten Market
has
Conceived Two-Man
TALK SHOW
Reply to:
Box A-183, Broadcasting.

Production—Programing, Others

Program Director—News Director

15 year veteran looking for challenging position with station. Experience includes PD: ND: Sales; writing; production and promotion with top 40 & MOR stations. Last seven years in top 10 markets. Currently news editor at #1 station.

Box A-186, Broadcasting.

If this space had been used by you it could have put you in contact with all the readers of the Classified section.

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Help Wanted—Technical

BROADCAST FIELD ENGINEERS RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

TELEVISION

Help Wanted

Management

TV & RADIO EXECUTIVE WANTED

ARE YOU A $75,000 A YEAR MAN?

Must have a minimum of twenty years experience in the communications field and now employed. Capable of taking charge of five TV stations and five radio stations, located on the east coast. Must have experience of highest caliber in sales, programing, engineering and management . . . with a full knowledge of all phases of FCC rules and regulations.

Send confidential, detailed resume, with photograph. This is an outstanding opportunity for an intelligent and resourceful man to eventually receive stock as a bonus for accomplishments in addition to a starting salary of $75,000 per year.

Box A-204, Broadcasting.

TELEVISION—Help Wanted—Sales

BROADCAST AND TV EQUIPMENT SALESMAN

The continuing growth of RCA's Broadcast and Communication Products Division has created an excellent opportunity for an individual who can prepare extensive AM-FM-TV equipment proposals, present them to station management and secure orders.

Qualifications include a BSEE degree or equivalent, and recent TV station technical exeprience—design, installation or operation. Previous sales experience is not a prerequisite.

Salary and related benefits are excellent, and there is a bonus arrangement. Relocation to an assigned exclusive sales territory.

Send your resume to:

Mr. C. F. Zangardi, Empl. Mgr.
RCA Broadcast and Communication Products Division
Bldg. 3-2
Camden, New Jersey 08102
An Equal Opportunity Employer

RCA The Most Trusted Name in Electronics

TELEVISION—Situations Wanted

NATIONWIDE "SCREENING" OF TV-RADIO PERSONNEL

FAST CONFIDENTIAL SERVICE FOR STATIONS

Phone 312-337-5318

Nationwide

Broadcast Personnel Consultants

645 N. Michigan Ave., Chicago, Ill. 60611

BUSINESS OPPORTUNITY

CABLE SYSTEM NEEDS

Equity funds for expansion.
Leased distribution system.
Reply Box A-198, Broadcasting.

FOR SALE—Equipment

Used Color Monitors for Sale
RCA TM-21's. $1,250.00

Contact: Don Collins
VIDEOTAPE CENTER
101 W. 67th St., New York City 10023
Phone 212-TR-3-5800

MISCELLANEOUS

FOR SALE

A $40,000 net profit business. A business you can run with one hand tied behind your back. Can be operated in conjunction with your station.

No travel. No gimmicks. Not jingles or syndicated programs, or any of that. It's solid. Documented. And "no baloney."

It calls for $15,000 investment plus $5,000 operation capital.

Principals only.

Box: J-85
Broadcasting Magazine
1735 De Sales Street, N.W.
Washington D.C.

FOR SALE—School

NEW YORK CITY

Radio Announcing School
Priced for immediate sale

Radio announcing school in New York City. Licensed by the state of New York. Approved by Federal Government for GI bill. Asking $75,000. $22,000 cash needed. If interested in partnership, have equal partner willing to run school.

Box M-163, Broadcasting.

CATV

FOR SALE

CATV—4 Systems—$490,000

New 12 channel solid state systems. Exclusive city-cnty. franchise. 3 sys. on own poles. 1,000 subs—over 4,000 pot. in growing N.Cal region. Inquire R. B. Cooper & Associates, Box 31, Jaskson, Calif. 916-622-3513.

CALIFORNIA CATV

Opportunity in three northern California communities (combined potential of 4,000 homes). Close enough for common management. Outside of all top 100 market areas.

Daniels & Associates, Inc.
2930 East Third Avenue
Denver, Colorado 80206
(303) 388-5888

WANTED TO BUY—Stations

Reputable company seeking to purchase AM Station or AM/FM combination in Middle Atlantic States. Seeking operation netting $100,000 or more per year. Ample cash available for right situation.

Box A-208, Broadcasting.

FOR SALE—Stations

S.E.	small	daytime	$67M	terms
N.C.	medium	profiitable	135M	29%
M.W.	medium	UHF-TV	350M	terms
Gulf	medium	daytime	130M	29%
South	Chain	CATV	1.5MM	cash

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30309

OWNER MUST SELL

this well established full time operation because of illness. Eastern market of 150,000. Price $300,000. Terms to qualified buyer.

Box A-212, Broadcasting.

SOUTHWEST FM-STEREO

Major market, excellent listenership, High on surveys, advertising acceptance. Sunny climate, low overhead, good equipment, well established. An unusual opportunity. Priced to sell immediately. $160,000.00 with 29% down.

Box A-182, Broadcasting.

OTHER BUSINESS INTERESTS compel sale of major market AM-FM Stereo. Excellent owner-manager potential. Price, terms open.

Box A-210, Broadcasting.

RADIO STATION
FOR SALE

In Sunny Florida. Price $75,000, 29% down. Terms

Box A-55, Broadcasting.

La Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

FOR SALE

TWO FULLTIME STATIONS-NORTHEAST

Either owner-operator or investor. Pleasant small communities. Modern buildings, well equipped, good staff. Potential exceeds present billing. Price for combination $650,000 ($175,000 down, balance over seven years) or $525,000 cash. Principals only.

Reply on your own letterhead with bank references to:

Box A-192, Broadcasting.

(*Continued from page 78*)

Minn. Action Jan. 11.

■ FCC by memorandum opinion and order granted petition for temporary waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Boonville Cable TV Inc., operator of CATV system at Boonville, Mo., in order to permit installation of automatic nonduplication switching equipment. Commissioner Bartley dissented with statement; Commissioner Loevinger concurred in result. Action Jan. 5.

■ FCC by memorandum opinion and order granted petition for limited waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Columbus Cable TV Inc., operator of CATV system in Columbus, Neb., in order to permit installation of automatic nonduplication switching equipment. Commissioner Bartley dissented with statement. Action Jan. 5.

■ FCC by memorandum opinion and order denied petition for waiver of carriage and program exclusivity requirements of Sec. 74.1103(a) and (e) of commission's rules filed by TV Transmission Inc., operator of CATV systems at Fairbury and York, both Nebraska. Commissioner Bartley dissented with statement; Commissioner Loevinger concurred in result. Action Jan. 5.

■ FCC by memorandum opinion and order denied petition for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Green Mountain Television Corp., operator of CATV system in Burlington, South Burlington, Winooski and Essex Junction, all Vermont. Commissioner Bartley dissented with statement; Commissioner Loevinger concurred in result. Action Jan. 5.

■ FCC by memorandum opinion and order denied request for waiver of program exclusivity requirements of Sec. 74.1103(e) of commission's rules filed by Belington TV Cable Co., operator of CATV system in Belington, W. Va. Commissioner Bartley dissented with statement; Commissioner Lee absent. Action Jan. 11.

Ownership changes

APPLICATIONS

WBHP Huntsville, Ala.—Seeks assignment of license from **Wilton Harvey Pollard** to **Radio WBHP Inc.** Principal: Mr. Pollard is individual licensee. He will retain 98.5%, his wife Plez. daughter Anne Elliot and son W. H. Jr. will each receive 0.5%. No consideration. Ann. Jan. 11.

ETV fund grants

■ Following grants for educational televisions have been announced by Department of Health, Education and Welfare:

Covington, Ky. — Kentucky State Board of Education. $83,337 to activate new UHF on ch. 54. Total project cost $245,529.

Jackson, Miss.—Mississippi Authority for Educational Television. $777,188 to activate new UHF on ch. 29. Total project cost $1,544,376.

Keene, N.H. — University of New Hampshire. $391,797 to activate new UHF on ch. 52. Total project cost $562,351.

Oklahoma City and Tulsa — Oklahoma Educational Television Authority. $446,974: to activate VHF ch. 13 ($356,835), and VHF ch. 11 ($90,139). Total project cost $607,786.

KTAN Tucson, Ariz.—Seeks assignment of license from **Catalina Broadcasting Co.** to **John B. Walton Jr.** for $300,000. Principal: Mr. Walton is self-employed at oil, gas and ranching in Texas and New Mexico, owns **Tri-Cities Broadcasters**, licensee of **KVKM-TV** Monahans, Tex., **Monahans Broadcasters**, licensee of **KVKM** Monahans, Tex., **KVII-FM-TV** Amarillo, Tex., **KFIF** Tucson, Ariz., **KVOD** Albuquerque, N. M., **KELP-AM-TV** El Paso, **KAVE-TV** Carlsbad, N. M., **KCUL-AM-FM** Fort Worth, **KBUY** Amarillo, Tex., and has CP for **KJJJ-TV** Lubbock, Tex. and is stockholder in banks. Ann. Jan. 11.

KLOM-AM-FM Lompoc, Calif.—Seeks assignment of license from **Lompoc Broadcasting Inc.** to **Communications Corp. of America** for $85,000. Principals: Meyer (Mike) Gold and Sylvia Gold (each 25%) and David E. Jacob (50%). Mr. Gold is owner of **KLUC** Las Vegas and is applicant for new TV in Boulder City, Nev. Mrs. Gold is secretary and director of **Boulder City Television Inc.** Ann. Jan. 6.

WJCM Sebring, Fla.—Seeks assignment of license from **Highland Radio Inc.** to **Evans Broadcasting Corp.** for $75,000. Principals: **Flem J. Evans**, et al. Mr. Evans is director and officer of credit corporation, minority stockholder of **Florida Keys Broadcasting Corp.**, licensee of **WKIZ** and FM permittee of **WFYN**, both Key West, Fla. and vice president and director of **Greater Ocala Broadcasting Corp.**, licensee of **WWKE** Ocala. Ann. Jan. 11.

WGML Hinesville, Ga.—Seeks transfer of control from **Hugh Tollison, Charles G. Gillican** and **James H. Watson** d/b as **Liberty Broadcasting Inc.** to **Bernita H. Slotin.** Mr. Slotin holds stock in data processing service and sales. Consideration $10,000 (stock transfer). Ann. Jan. 6.

KSWM Aurora, Mo.—Seeks assignment of license from **Galen O. Gilbert** to **KSWM Inc.** Mr. Gilbert will exchange for shares of stock in KWSM Inc., at par value; it being now estimated that net value of station is equal to 370 shares (or $37,000). Incorporation. Ann. Jan. 9.

WTTO Toledo, Ohio—Seeks voluntary acquisition of positive control of **WTTO Broadcasting Co.**, permittee corporation, by **Darwin F. Doubrava**, through issuance of additional stock by the permittee. Other shareholders **Eugene R. Meyers** and **Robert E. McGinley** have deferred to Mr. Doubrava in his election to satisfy obligation of repayment of advances by accepting shares of stock (1,000 shares [each of par value of $100] for $100,000 of said advances). Ann. Jan. 9.

KAJO Grants Pass, Ore.—Seeks assignment of license from **James T. Wilson Jr., Jim T.** and **Phil Jackson** d/b as **Grants Pass Broadcasting Co.** to **James O. Wilson Jr.** (25% before, 50% after) and **Phil Jackson** (50% before, 50% after) d/b as same. Disposed stock and transfer. Ann. Jan. 10.

KUIK Hillsboro, Ore.—Seeks assignment of license from **John P. Gillis** to **Sho-N-Tel Inc.** Stock transfer. Ann. Jan. 10.

KVOC Casper, Wyo.—Seeks transfer of control from **KVOC Inc.** to **Sidney King** (none before, 20% after), **Roger H. Bubeck** (50% before, 40% after) and **Alice** and **Harry Bubeck** (0.003% and 49.997% before, respectively, and 40% jointly after). Ann. Jan. 10.

ACTIONS

KGKO Benton, Ark.—Broadcast Bureau granted assignment of license from **Marvin Paul Bridges** t/r as **Bridges Broadcasting Service** to **Samuel Preston Bridges** t/r as **Bridges Broadcasting Service. Principal: Mr. S. Bridges** is manager of KGKO. Assignor and assignee are brothers. Consideration $18,000. Action Jan. 9.

KMOP Tucson, Ariz.—Broadcast Bureau granted voluntary acquisition of positive control of licensee corp., **Golden State Broadcasting Corp.**, by **Joseph R. Scholz** (20% before, 60% after) through purchase of stock from **William L. Miles** (40% before, none after). Consideration $5,000 and $2,500 for convenant not to compete. Action Jan. 9.

KFMR(FM) Fremont, Calif. — Broadcast Bureau granted assignment of license from **Dell Broadcasting Corp. Group IV Broadcasting Inc.** Principals: **Robert Harris Ripley** (26%), **Gary Owen Saslaw, Kenneth Henry Weiss** and **James Timothy Stone** (each 24%). Mr. Ripley is president of Group IV, engineer at **KGUN-TV** Tucson, Ariz. Mr. Weiss, vice president of Group IV, is newsman and photographer for **KGUN-TV.** Mr. Saslow, executive vice president for Group IV, is owner of **Creative West**, advertising, research and public relations concern. Mr. Stone, secretary-treasurer at Group IV, is with **Sears Roebuck.** Consideration $50,000. Action Jan. 6.

■ Commission, by memorandum opinion and order (1) granted approval of authorized relinquishment of control of Weigel Broadcasting Co., licensee of WCIU-TV, ch. 26, Chicago, by John Weigel to Gordon Wilson, J. R. Boardman, et al.; and granted voluntary acquisition of positive control of licensee by John W. O'Connor and Howard Shapiro as tenants in common; consideration $25,800 for approximately 5½% of stock giving positive control; (2) dismissed petition to deny filed June 20 by Jay J. G. Schatz, stockholder in WCIU-TV on finding he is not a party in interest; (3) waived Sec. 1.597 of rules and issued notice of apparent liability for forfeiture to licensee in amount of $1000 for repeated violations of Sec. 1.613 and 1.615 of rules. Commissioner Bartley abstained from voting. Action Jan. 5.

WSNS(TV) Chicago—FCC granted assignment of CP from **Essaness Television Associates** to **Video 44**, a joint venture. **Essaness Associates** terminates its existence and transfers its rights to **Essaness TV Corp.**, which is to be merged into **River Grove Theater Corp.** Merged Grove Theater Corp. along with **Velma Enterainment Corp.** and **Riverdale Drive-In Inc.** will own 50% of Video 44. Other 50% will be owned by **Harriscope of Chicago Inc. Harriscope** will contribute $500,000 for its 50%. Other group will contribute $485,830. Principals in Harriscope have interests in **KWTO-AM-TV Casper, Wyo; KBAK-TV Bakersfield, KKAR Pomona, KLFM(FM) Long Beach**, all California, and **KFBB-AM-TV Great Falls,** Mont. Action Jan. 5.

WIOK Normal, Ill.—FCC denied request for waiver of Sec. 73.35(a) of rules (one mv/m ownership overlap) and dismissed application for transfer of control from **Robert W.** and **Margareta S. Sudbrink** to **Illinois Broadcasting Co.** Commissioner Johnson not participating. Action Jan. 5.

WHFI-FM Birmingham, Mich.—Broadcast Bureau granted voluntary transfer of control from Clark J. Adams, et al., all stockholders to trol of licensee corporation James Clarkson, **Meadowcroft Broadcasting Inc.** Principal: **J. Addison Bartush.** Mr. Bartush is employee of Shedd Bartush Foods Inc. and treasurer, 20% owner of Bartush & Co., real estate. Consideration $135,000. Action Jan. 6.

WSMA Marine City, Mich.—Broadcast Bureau granted assignment of license from **Radio St. Clair Inc.** to **Sommerville Broadcasting Co.** Principals: **Richard S.** and Letty **J. Sommerville** (75% and 25%, respectively). Mr. Sommerville is general manager of **WTTH Port Huron, Mich.** Mrs. Sommerville is housewife and teacher. Consideration $100,000. Action Jan. 4.

WGRM Greenwood, Miss.—Broadcast Bureau granted assignment of license from **Fayette C. Ewing**, executor of estate of Mrs. **P. K. Ewing**, deceased, to **Fayette C. Ewing.** No consideration; Mr. Ewing is beneficiary of will. Action Jan. 6.

***Jackson, Miss.—Mississippi Authority for Educational Television.** Broadcast Bureau granted UHF ch. 29 (560-566 mc); ERP 307 kw vis., 61.4 kw aur. Ant. height above average terrain 1,960 ft., above ground 1,993 ft. P.O. address: c/o William R. Smith Jr., P.O. Drawer 2470, Jackson. Estimated construction cost $463,676; first-year operating cost $591,690. To be supported from state appropriation. Studio location to be determined; trans. to be located in Jackson.

Geographic coordinates 32° 12′ 46″ north lat., 90° 22′ 54″ west long. Type trans. RCA TTU-30A; type ant. RCA Vee Zee. Legal counsel —same as applicant; consulting engineer Jansky & Bailey, Washington. To be administered by ETV Authority. Action Jan. 4.

KCOW Alliance, Neb.—Broadcast Bureau granted assignment of license from KCOW Sand Hills Broadcasting Corp., to KLOE Inc. Principals: Ross Beach (54%), Robert Schmidt (36%), vice president, Kay Melia (10%), treasurer and general manager. Applicant is licensee of KLOE Goodland, Kan. Some officers and directors have interest in KAYS Inc., licensee of KAYS-AM-TV Hays, Kan., and KLOE-TV Goodland. Consideration $117,500. Action Jan. 4.

*Keene, N. H.—University of New Hampshire. Broadcast Bureau granted UHF ch. 52 (698-704 mc); ERP 24 kw, vis., 47.9 kw aur. Ant. height above average terrain 1,090 ft., above ground 407 ft. P.O. address: c/o Keith J. Nighbert WENH-TV, University of New Hampshire, Durham, N. H. Estimated construction cost $316,048; first-year operating cost $17,450. Studio located Durham, trans. located Keene, both New Hampshire. Geographic coordinates 43° 02′ 27″ north lat., 72° 21′ 44.5″ west long. Type trans. RCA TTU-2A; type ant. RCA TFU-27DH. Legal counsel Covington & Burling, consulting engineers Jansky & Bailey, both Washington. University is licensee of WUNH-FM and WENH-TV Durham. Action Jan. 4.

WFMC Goldsboro, N. C.—Broadcast Bureau granted transfer of control from Kenneth T. Marshall and Ben H. Bell to Wayne Broadcasters Inc. Principals: George G. (60%) and Shirley W. Beasley and James E. Harrelson (40%). Mr. Beasley is licensee of WPYB Benson, N. C., WKBY Chatham, Va. and WKYX Paducah, Ky. and is principal of high school. Mrs. Beasley is housewife. Mr. Harrelson is expected to acquire 40% interest in WPYB Benson; an application is under preparation for consent to assignment of license to Sinco Enterprises and 40% of proceeds with minor qualification will pass to him. Consideration $111,500. Action Jan. 9.

WMMH Marshall, N. C.—Broadcast Bureau granted transfer of control of Marshall Broadcasting Inc. from Cleatus O. Brazzell (50% before, none after) to Andrew D. (50% before, 66⅔% after) and Allie R. Shields (none before, 33⅓% after). Stock transaction. Action Jan. 9.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through Jan. 11. 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.

Hemet, Calif.—Douglas Nelson and Winston Greene, both of Hemet, have each applied for a franchise.

Redwood City, Calif.—Peninsula Cable Television Corp. has applied for a franchise. The firm would build a 19-channel system; the monthly charge would be approximately $4.75 with no installation fee. Hi-Fidelity TV Cable Systems Inc. (multiple CATV owner), which is owned by Harold See, president of KRON-TV San Francisco, has previously applied.

Canon City, Colo.—Southern Colorado Cablevision Inc. has applied for a franchise. The firm would construct a nine-channel system.

Longboat Key, Fla.—Sarasota Cablevision Inc. has applied for a franchise.

Louisa, Ky.—Adkins TV and Radio Service (Dallas Adkins, owner) has applied for a 20-year franchise.

Newton, N. J.—Garden State CATV and Continental CATV, Hoboken, N. J., have each applied for a franchise.

■ Ramapo, N. Y.—Good-Vue CATV Inc. of New City has been granted a franchise.

Burlington, N. C.—Cablevision of Alamance County Inc., a subsidiary of the Jefferson-Carolina Corp. (multiple CATV owner), has applied for a franchise. The installation fee would be $14.95 with a $4.95 monthly charge.

High Point, N. C.—Cablevision of High Point, a subsidiary of Jefferson-Carolina Corp. (multiple CATV owner), has applied for a franchise. The firm proposes a 12-channel system.

■ Ada, Ohio—Reynolds Cable Television of Fort Shawnee has been granted a 25-year franchise. Installation will be $10 with a $5 monthly charge.

■ Coraopolis, Pa.—Dick Fabec CATV Co. has been granted a 10-year franchise.

■ Stonycreek, Pa.—Johnstown Cable TV, a subsidiary of Teleprompter Corp., New York (multiple CATV owner), has been granted a 10-year franchise. Company will provide 12 channels and will pay 3% of gross receipts or $765 for the first year with ½% yearly increments to a maximum of 4½% by 1970. Thereafter, minimum payments will be $1,280.

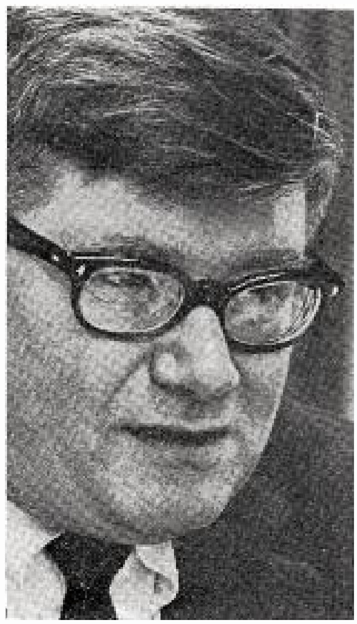
Emporia, Va.—The town council has passed an ordinance stating requirements and requesting bids for a 15-year franchise. Jefferson-Carolina Corp. (multiple CATV owner) and WVEC-TV Hampton-Norfolk, Va., have each applied for a franchise.

Hopewell, Va.—Tri-Cities Cable Television Inc. has applied for a 30-year franchise. The city would receive approximately 3% of the annual gross receipts. Installation charges would be $20 with a $5 monthly charge.

■ King county, Wash.—United Community Antenna System Inc., Northwest Cablevision Inc. and Vista Television Cable have all received 25-year franchises for specified areas within the county. The county will receive 4% of the companies' annual gross receipts. United Community Antenna System was granted the shoreline area north of Seattle; Northwest Cablevision will service the southwest end of the county along the east side of Puget Sound including the Renton, Kent and Burien areas; Vista Television Cable has the franchise for Kenmore, Juanita and Lake Hills and the area east of Lake Sammamish.

A pro says what he honestly believes

WEEK'S PROFILE



Warren Arthur Bahr—senior vice president and media director, Young & Rubicam; b. Nov. 5, 1924, New York City; private first class, infantry, U. S. Army, 1942-45 (Bronze Star, two Purple Hearts); Gettysburg College, BA, 1949; University of Virginia law school, 1949-50; messenger, assistant account executive, Hanley, Hicks & Montgomery, New York, 1950-51; started as messenger in 1951 with Y&R, promoted successively to assistant buyer, space buyer, assistant director, associate director and, in 1960, vice president; media director; 1962 and senior vice president, 1964; m. Jeanne Walshe, 1951; children—Susan, 12; Amy, 11; Lisa, 9; Sarah, 8; member of Waccabuc (N. Y.) country club; hobbies—golf, table-tennis, horseback riding.

WARREN Bahr retains some damp memories of Manhattan. He was a messenger at two different advertising agencies early in his career, but a particularly wet day in 1951 was to play a pivotal role in his business life and lead eventually to his post of senior vice president and media director of Young & Rubicam.

He confesses he almost didn't have enough sense to come in out of the rain at the time. His second stint as a messenger was at Young & Rubicam, where his free-wheeling and frank opinions on a variety of advertising topics impressed Tony Geoghegan, head of media at the agency at the time. He asked Mr. Bahr several times to join his department, but the young man declined because he felt he was "not cut out to handle detail work."

One day it was raining fiercely and agency assignments sent young Mr. Bahr outside for several deliveries. Mr. Geoghegan telephoned him and asked him to drop into his office.

"Warren, what would you do if you were waiting to get into a theater while there was a storm outside and somebody told you there was waiting room inside?" Mr. Geoghegan asked.

"I'd go inside," Mr. Bahr replied.

"Then why don't you join the media department and come in out of the rain?"

Way Up ▪ Mr. Bahr accepted the offer and has found a comfortable home at Young & Rubicam for more than 15 years. He moved quickly up the ladder and was elected senior vice president and media director of Y&R in 1964. He supervises a staff of more than 300 persons located in New York and in branch offices throughout the country.

Mr. Bahr scarcely fits the stereotype of the agency executive. He is a medium-sized and heavy-set man of 42 whose clothes seem a trifle rumpled, his hair somewhat shaggy and his manner outspoken, forthright and unaffected.

From the outset of his advertising career, Mr. Bahr indicated that orthodoxy was not his stance. He joined a small advertising agency in New York and in less than a year rose to assistant account executive. He was dismissed from this post, he said, when he differed strenuously with a client on a program campaign.

'We Are Professionals' ▪ "I guess I was a little too young at that time," he remarked with a wry smile. "I may have handled the matter in a different way today. But I still maintain that an agency executive must say what he honestly believes. He must do his homework, analyze all factors and come to a decision. There is room, of course, for a dissenting opinion or a suggestion from the client. But in the final analysis, the agency has the responsibility for a campaign. After all, we are the professionals."

Mr. Bahr's department plays a key role in the spending of almost $300 million a year of agency billings. In the broadcast area, to which Y&R allots more than $160 million, the media department is responsible for the spending of spot TV-radio and network-radio dollars. In network TV, Mr. Bahr explained, the media department sets the standards within which purchases are made by the agency's programing department.

Mr. Bahr's entry into advertising was purely fortuitous. For a time he toyed with the idea of becoming a history professor and later studied law at the University of Virginia for a year. His wife-to-be worked for Compton Advertising and wrote "glowing letters" about the business.

"By that time I had convinced my father I would never become a chief justice and left law school," he remarked. "And I decided to give advertising a whirl."

During his tenure at Y&R, Mr. Bahr observed, there have been changes in the concept of media buying and in its implementation. Almost 15 years ago Y&R was a pioneer in the all-media buying approach, under which the buyer concerns himself with the way dollars are spent in all media, rather than as individual specialists concerned with expenditures in one medium or another.

Reorganization ▪ Under Mr. Bahr's aegis in early 1965 there was a major realignment of personnel and functions in the media department. To two existing groups—the buying unit and the research set-up—were added media relations (personal contact with stations, magazines, newspapers) and an internal communications unit to make sure the three subdivisions would work together and communicate with one another.

The new organizational structure, Mr. Bahr commented, is designed to keep the media department up to date on the ever-changing advertising situation. He is pleased with its accomplishments thus far.

He stressed that the media department must remain flexible and he voiced the view that adjustments will be made from time to time.

Television is going to evolve into an individual medium over the next five years, he stated, and this trend will result in the delivery of a better audience for the advertisers. But he warned that networks and producers must abandon "the safe approaches, the middle ground, which becomes translated into blandness."

Magazines Differ ▪ "You can scarcely tell one TV network from another," he claimed. "In the magazine field, for example, each periodical seems to have a characteristic, a special theme. Television networks are all emulating one another. I think each should strive for some stamp of individuality."

A few years ago Mr. Bahr used to leave his home in Waccabuc, N. Y., at 6:40 a.m. to arrive at his office by 8:10 a.m. in order "to catch up or get ahead on work." He abandoned this schedule, he observed, "because it didn't take long for people to find out that you get in early." He changed his schedule to reach Y&R at 9 a.m., remains until 5:30 p.m. and works late "one or one and one-half nights a week."

"This works out fine," he remarked. "Nobody, but nobody in this business calls you after 5 o'clock."

Spot: past and prologue

THE spot television business appears to be moving into 1967 with a more modest record in the year behind, and a more cautious outlook for the year ahead, than has been the case since the early 1960's.

The more restrained outlook is attributed to many causes, but the overriding factor appears to be uncertainty about how the national economy will perform in 1967—and about how advertisers will react to that performance. What advertisers ought to do, of course, especially if their sales give signs of lagging, is advertise more, not less, but advertisers too often respond to the instinct to pull back when logic tells them to push ahead.

What it all amounts to is that, as of now, 1967 looks to be a year requiring more intense, imaginative and persistent selling by broadcasters and more intense, thoughtful, careful but unfearful pursuit of customers by advertisers—and, we suggest, greater reliance on the two media that can do the most, radio as well as TV. They may have to work at it harder than in the past, but the broadcaster and the advertiser together can make 1967 a good year for both. This much is certain: Neither is apt to have his best year without the other.

State of the ETV union

PRESIDENT Johnson confirmed last week what everybody has assumed: that this is the year the Congress will be asked to put up substantial sums of money for the development and operation of noncommercial broadcasting.

Federal support of noncommercial TV is one of the measures that the President, in his State of the Union speech, said he would propose to the 90th Congress. "We should," said the President, "develop educational television into a vital public resource to enrich our homes and classrooms. We should insist that the public interest be fully served through the public's airways."

That is all he had to say on the subject in his speech, but it was enough to indicate that Mr. Johnson has put ETV on his list of major legislative projects. Presumably the proposal he will make to the Congress will be submitted after he gets the forthcoming report of the Carnegie Commission on Educational Television, which was created with his blessing if not at his prodding. The Carnegie Commission, according to information that has seeped out of its secret sessions, will say that noncommercial TV needs larger funds than have so far been available and that the federal government will have to supply a large portion of the larger funds.

There is, of course, considerable doubt that Mr. Johnson will get everything he asks this Congress to give him. ETV, however, has a motherhood-and-flag appeal that some other Johnson projects lack. Even in an economy-minded Congress, a plea for federal contributions to drench the public air with culture will probably get a sympathetic hearing. So the question may be not whether Uncle Sam will ante up, but how much and under what circumstances.

The first thing a practical broadcaster learns to deplore, next to a declining profit, is federal intrusion into his programing judgments. The programing freedom of the individual broadcaster is no less important in noncommercial TV than in commercial TV. It is a freedom that must not be ceded to the federal government by ETV stations, even though the federal government turns out to be a principal source of their financial support.

Inherent in an expansion of federal spending on ETV is the danger of expansion of federal control over ETV operations. That danger must be circumvented by Congress.

The last thing this country needs is a centralized system of noncommercial broadcasting that is subject to government pressure, or, more precisely, to the pressure of the administration in power. It will be interesting to see the nature of the system that Mr. Johnson outlines.

The 90th gap

THE choice between a "free press" and government news control, however indirect, is certain to be a gut issue at the new session of Congress.

"Free press" is used in its broadest sense, to include radio and television along with newspapers and magazines. Court decisions have established this, and the government recognizes it where access is concerned at the congressional galleries in the executive establishment.

It is because the broadcast media have become so important in modern society that congressional committees are preparing to investigate the journalistic practices of radio and TV. Whatever may happen to broadcasting is inevitably a prelude to what will happen to other media. Broadcast journalism today does not tag along after the printed media; TV and radio have become the prime news media for the public and the most potent for the politicians interested in reelecting themselves or in moving to loftier office.

The spokeman for the nation's broadcasters last week, in an address to a joint session of the North Dakota legislature, made a strong case for the broadcasters' right to editorialize, endorse political candidates and report election returns without restrictions.

This pronouncement by Vincent T. Wasilewski, National Association of Broadcasters president, is essential and timely recognition of the enormous job ahead. If broadcasters are to retain their journalistic freedom, they must resist efforts to place special restrictions upon their rights to gather and report and comment on the news. But the task goes beyond retaining the status quo because there can be no full freedom for them until Section 315 is repealed and the stifling fairness doctrine is expunged.

Broadcasters must use their own facilities to impress upon their publics that TV and radio are news media entitled to the same protection afforded their fellow journalism practitioners. What the public understands their elected representatives and senators soon learn.

Drawn for BROADCASTING by Sid Hix

"There's something fishy about this. I don't believe he's auditioning us for Supp-Hose commercials at all!"

Give the gang our best.

EDWARD PETRY & CO.
National Representatives

"Courtesy of Canada Dry Corporation"