



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

No drastic changes are made as TV board revises code. p27
 Focus on pay TV shifts to Congress after rerun at FCC. p30
 Farm radio's reach and impact detailed in NAFB research. p55
 Hockey's expansion boosts radio-TV rights to \$12.8 million. p60

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NEWSPAPER

1965 FLOODWATCH '65 — EXTENSIVE ON-THE-SPOT COVERAGE OF THE WORST FLOODS IN RECORDED MINNESOTA HISTORY.	1966 OUR MEN IN VIETNAM — A NEWS TEAM MAKES A FIRST-HAND COLOR-FILM REPORT OF MINNESOTANS IN ACTION.	1967 OUR MEN IN VIETNAM — A RETURN VISIT TO REPORT ON THE THOUSANDS OF MINNESOTA FIGHTING MEN.

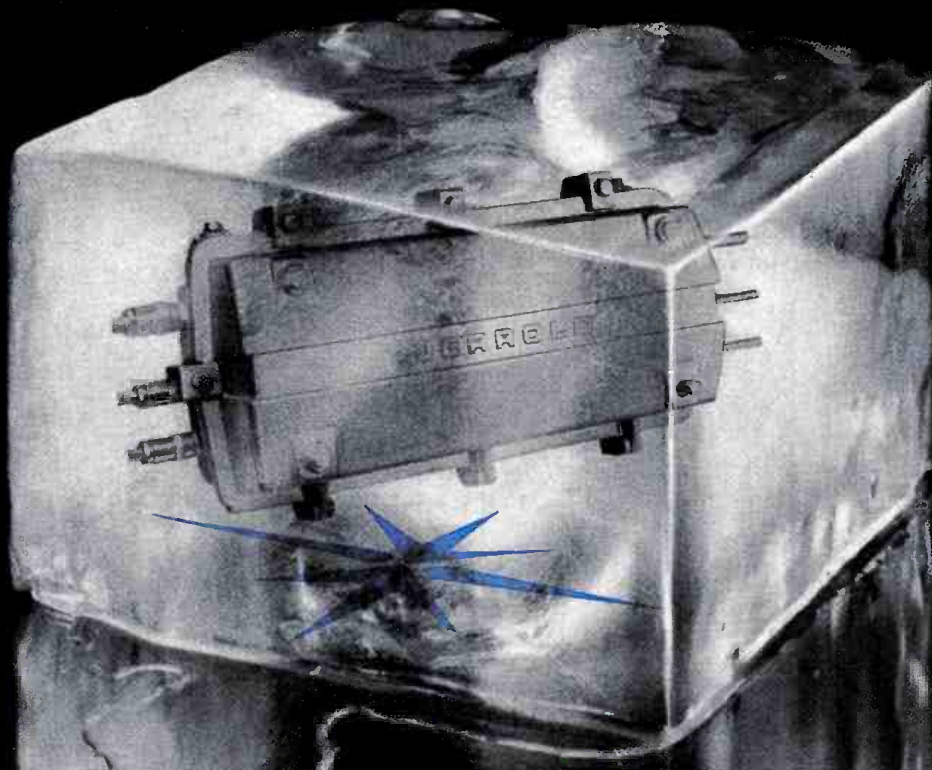
third consecutive year!
WINNER OF RTNDA SPOT NEWS AWARD

As we said last year . . . "Covering news is our business. Awards are secondary, but nice, especially when the recognition comes from our peers in the profession." We're grateful, too, for the RTNDA Awards we received in 1955 and 1960, as well as those shown above.

COUNT ON US TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION.

WCCO TELEVISION

- Sandwiched printed circuit boards ■ 120 dB well for radiation suppression
- Aluminum thermal finger inserts ■ Integrated AGC circuitry



Meet the cool one ... the new Jerrold Starline Twenty

Starline Twenty is a cool performer in more ways than one. You get solid-state components throughout. Superb heat dissipation. Undetectable RF radiation. Ultra-flat integrated AGC circuitry. And built-in surge protection. Truly a distribution system unique in CATV history.

Jerrold spared nothing to make it that way. Printed circuit boards, for instance, are sandwiched between two cast zinc plates to assure perfect thermal contact for dissipating heat from the aluminum thermal fingers linked to the major transistors. A 120 dB well gives access to the seized center conductor connection while making RF radiation undetectable with even high-

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Whether you operate a Jerrold Starline Twenty in the 12-channel mode or the 20-channel mode, there is one thing certain: Every subscriber will receive crystal-clear black-and-white or true living color pictures. If you're interested in that kind of assurance, write CATV Systems Division, Jerrold Electronics, 401 Walnut Street, Philadelphia, Pa. 19105 or phone (215) 925-9870. TWX 710-670-0263.

JERROLD

FIRST IN CATV

The KTVI News Report

TWICE EACH WEEKDAY



Sports with ED MACAULEY

Two-time All-American, professional athlete and coach — KTVI's Sports Director has the inside track with today's stars, plus a player's grasp of the whole sports scene.

In this World Series City, St. Louisans get the big sports picture the easy way — with Easy Ed Macauley.

KTVI abc **2**
HR ST. LOUIS



it's
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GAMBLE.....

WHEN YOU BUY CHANNEL FOUR!

Season after season, KRLD-TV continues to reach more homes and deliver more viewers than any other station in the nation's 12th-ranked television market.

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Take the gamble out of your next television schedule in the Dallas-Ft. Worth market. Contact your H-R representative for choice availabilities on KRLD-TV.

*July/August 1967 ARB
Television Audience Estimates

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Expansion plan

National Association of Broadcasters will ask FCC for en banc hearing on extension to all markets of CATV importation waiver rule that now applies only to top-100 markets. Action, approved by TV board in closing moments of special meeting held in New York Wednesday, was taken on recommendation of NAB's secondary-market television committee.

Status quo

Would you believe that less than one-quarter of nation's stations—both radio and TV—favor repeal of Section 315 of Communications Act, and no more than same percentage would want to see fairness doctrine expunged? That's said to be biggest surprise in Senate Communications Subcommittee survey undertaken year ago and reportedly nearly ready for release.

Actual figure favoring repeal of Section 315, political section that makes equal time for qualified candidates mandatory, is understood to be 20.5%, meaning that 79.5% favor retention, presumably on ground that it provides stations with easy answer to political time problems. Robert N. Lowe, who was in charge of Senate survey, is now head of Telecommunications Division of new Department of Transportation.

Clock is running

President's task force on telecommunications, which has met once, is looking for executive director. Name that keeps cropping up is that of Cole A. Armstrong, deputy director of Office of Director of Telecommunications Management, whose chief, James D. O'Connell, is vice chairman of task force. Mr. Armstrong joined DTM last year after 37 years with AT&T, last few as executive director of military communications division, Bell Labs. Eugene V. Rostow, assistant secretary of state for political affairs, is chairman of task force. Group is scheduled to meet again this week. President ordered task force to report within year.

Greatest concern in communications circles these days is possible long-range result of task force's work. Some, including FCC and staff, see at end of road possible creation of Department of Communications headed

CLOSED CIRCUIT®

by cabinet member. This, of course, would entail enabling legislation and in this highly volatile field, fundamental change in policy and allocations would not come easily.

Feet may drag

Extent to which agencies of government are captives of their own subordinate staffs may be witnessed during next few months at FCC. Announcement (BROADCASTING, Sept. 18) by Commissioner Lee Loevinger, that he intends to leave when current term expires June 30, 1968, provides staff new opportunity to arrest flow of policy decisions or cases where Loevinger vote might be decisive against them on agency that usually splits 4-3. Notion is staff would rather take their chances with Loevinger successor than collide with what they now construe as certain defeat.

Downbeat soon?

Reports persist that antitrust suit will be filed shortly against SESAC, music-licensing firm. All-Industry Radio Station Music License Committee announced last spring that it intended to file civil suit charging SESAC with illegal price-fixing and block-booking (BROADCASTING, April 10), and is known to have been soliciting financial support from stations, but committee authorities aren't talking now about their plans.

Escalation

High officials of Metromedia Inc. are predicting that company will have gross revenues of more than \$150 million this year and that group-station operator will top \$200 million mark by 1970. Metromedia's gross in 1966 exceeded that for any other year in company's 11-year history. It totaled \$132,058,793.

Who's bigger?

Contretemps between NBC News and Time magazine was avoided late last week when Time Inc. and its agency, Young & Rubicam, decided to modify, at no small cost, broadcast commercials touting weekly news magazine. Ads ended with statement that Time has "largest news-gathering staff

of any magazine or network." Assertion contradicts long-standing NBC News statement that it is "world's largest broadcast news organization." Y&R reportedly has to modify about six color TV commercials, all part of recently launched ad campaign.

Time spokesmen say magazine has 554 full and parttime reporters, editors, writers and researchers. NBC News claims fulltime staff at 800, including cameramen and soundmen, plus 200 parttime correspondents scattered throughout world.

Hometown address

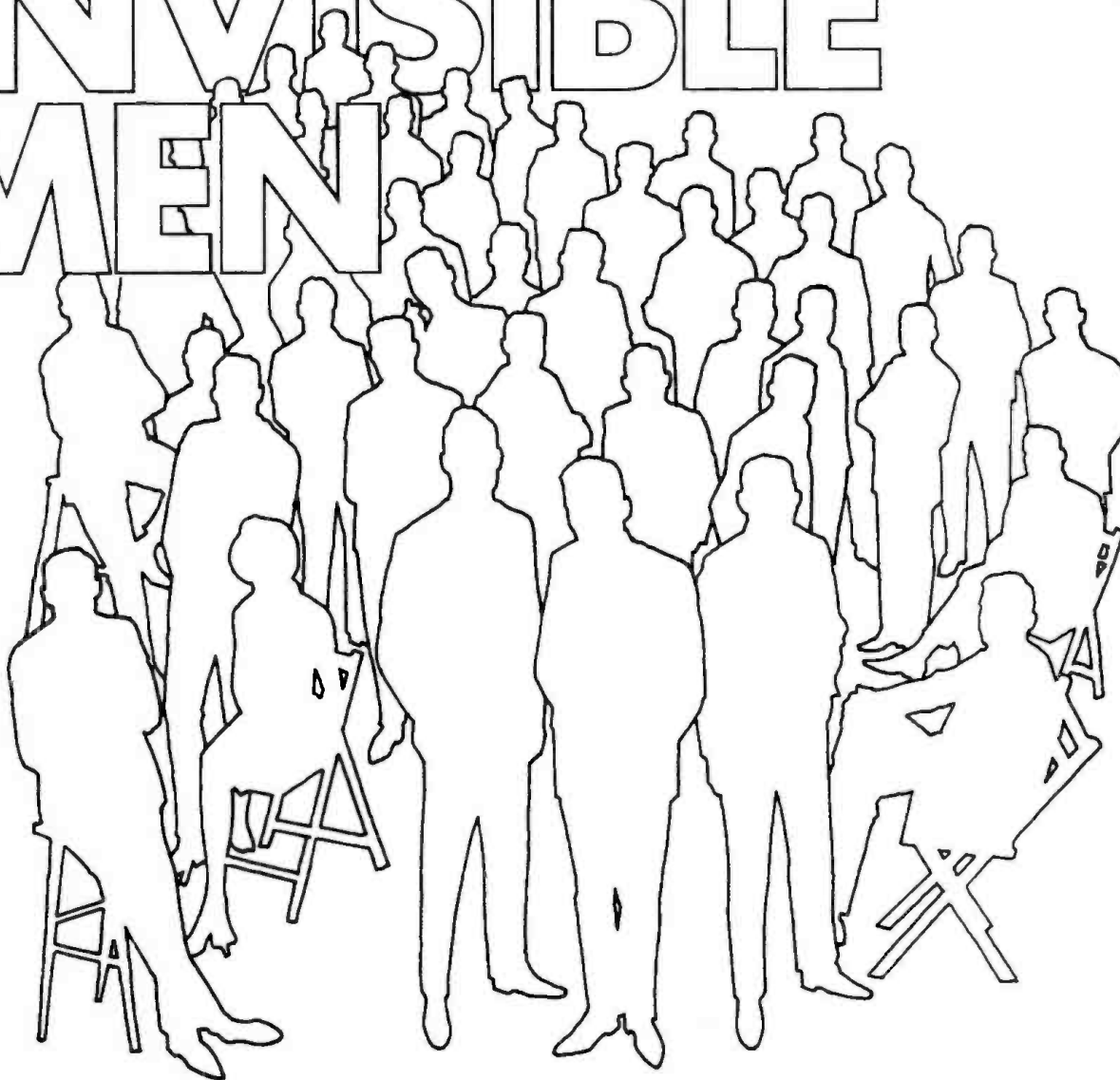
FCC is expected soon to adopt its proposal to tighten station-identification rule to prohibit statements that "mislead" public. Staff recommendation, reportedly calling for adoption of rule as proposed in January (BROADCASTING, Jan. 30), would bar language that leads listener to believe that "station has been assigned to a city other than that specified in its license." Commission is aiming at stations that comply with existing rules by identifying themselves by call letters and community at specified times, but then broadcast announcements suggesting that they are associated with neighboring (and larger) cities.

As prepared by staff, report and order would contain number of examples of announcements that would be acceptable and those that would not. Acceptable ones in general would permit reference to metropolitan area or larger neighboring city only if city of license were mentioned also.

Screening force

Armed Forces Radio and Television Service is taking hard look at popular music selections it sends out. Not being hip to possible double or hidden meanings in rock or psychedelic-type lyrics, Los Angeles office of AFRTS is trying to collect criteria as to "what's plain bad music." It's going to McLendon station group and local rock stations for advice. AFRTS denies reports that complaints from mothers of servicemen about music being played on armed forces outlets and subsequent pressure from Washington have brought about increased concern about modern music.

THE INVISIBLE MEN



They've made WJW-TV Cleveland's leading news station.
They're the hard-nosed newsmen (and one newswoman) who
make up our News Department—one of the larger news
staffs in the business.

Not all of them are seen every day, but they are all really
on camera constantly. For it's they and the news they report that
make every minute of our WJW-TV day stronger.

Talk with us when you want to talk with Cleveland.
We turn each other on.

WJW-TV CLEVELAND
We're turned on

LOS ANGELES KGB	PHILADELPHIA WIRG	DETROIT WJBK	MIAMI WGBS	TOLEDO WSPD	CLEVELAND WJW	CLEVELAND WJW-TV	NEW YORK WHN	DETROIT WJBK-TV	MILWAUKEE WITI-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	BOSTON WGBK-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

NAB television board follows script, adopts new commercial time standards for TV code recommended last May. TV will have fewer billboards, but overall revisions will make little difference to most viewers. See . . .

CODE CHANGES... 27

FCC's controversial pay-TV proposals receive another airing in oral arguments that drone on for two days. Pro, anti-pay-TV forces haven't changed positions in 12 years; Congress may take issue out of FCC's hands. See . . .

PAY-TV DECISION? ... 30

San Diego CATV case gets initial decision from FCC Hearing Examiner Naumowicz who recommends lifting of restrictions on CATV operations there, sees no prediction possible on cable impact on UHF service. See . . .

NEW CATV VIEW ... 35

Metromedia Inc. starts \$15 million communications center construction in Hollywood which will, by 1972, house groups Los Angeles stations, Wolper Productions, other divisions: Metromedia East gets facelift. See . . .

METROMEDIA BUILDS ... 38

FCC, ABC-ITT file briefs with U. S. Court of Appeals for District of Columbia, assert that commission followed proper standards in examining merger issues and that its decision was rationally based on the evidence. See . . .

FCC, ABC-ITT FILE ... 42

Pioneer station rep, George P. Hollingbery Co., closes its doors to radio business to concentrate on TV sales. Founder sells firm to three of its officers who transfer 40-station list to John G. Butler and Co. See . . .

HOLLINGBERY SOLD ... 53

Audits & Surveys study for the National Association of Farm Broadcasters shows that farm-radio station penetration of all farm operators who listen to radio "is very high" with a reach of about 83%. See . . .

RADIO GROWS TALL ... 55

Professional ice hockey expands. National Hockey League balloons to 12 clubs, negotiates \$12.8 million in radio-TV rights in long-term contracts. CBS-TV will pay \$3.6 million for three years for NHL games. See . . .

HOCKEY RIGHTS ... 60

Department of Justice casts anti-trust eye at ABC and CBS who plan to produce feature films for TV use. Justice interest stirred by major Hollywood film producer complaints that 1949 Paramount case is pertinent. See . . .

ANTITRUST CASE? ... 64

Maverick FCC Commissioner Johnson steps outside mainstream of commission CATV policy in speech to NCTA regional meeting; says cablemen should meet public demand for more specialized programming. See . . .

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What is an influencible?

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Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

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STORZ

WDGY Minneapolis-St. Paul
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KXOK St. Louis
(RAR, Inc.)

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

FCC feels Banzhaf filing was proper

John F. Banzhaf Jr., young New York lawyer who persuaded FCC to make fairness doctrine applicable to cigarette advertising and who is battling commission, and NAB and WTRF-TV Wheeling, W. Va., in court, received powerful backing from FCC itself in one phase of appeal battle.

Mr. Banzhaf filed appeal against FCC's cigarette fairness order in U. S. appeals court in Washington on Sept. 9, day after commission denied petitions for reconsideration by broadcasters and others.

Four days later, NAB and WTRF-TV filed similar appeal, but in Fourth Circuit in Richmond. Week later, NAB and WTRF-TV petitioned D. C. court to dismiss Mr. Banzhaf's appeal on grounds he had filed notice before official FCC order was issued and that he had failed to attach copy of order to his petition.

In response to last motion, FCC told D. C. court Oct. 4 that order was available on Sept. 8, day commission announced it was denying reconsideration. It also said it didn't read appeal provisions of Communications Act as barring filing of appeal on Sept. 9, since order was available and had been made available to news media and others at commission office on Sept. 8.

Commission also said it does not view Mr. Banzhaf's failure to attach copy of FCC order to appeal as "a jurisdictional defect."

Mr. Banzhaf himself, in 40-page reply to NAB and WTRF-TV motion to dismiss, made much same argument and insisted he has standing as aggrieved party. He added, if there's any fault about not including copy of order it's attributable to FCC "by which it started the period in which such [appeal] petitions could be filed without releasing copies of the complete decision and without notifying petitioner [Mr. Banzhaf]."

Significance of battle over which court takes jurisdiction in case is feeling that Richmond circuit would be more sympathetic to NAB and WTRF-TV objecting to FCC's order imposing fairness doctrine policy on cigarette advertising.

Mr. Banzhaf is appealing because FCC did not grant him all of his original request, "substantially" equal time for antismoking messages. Commission said that broadcasters should give "significant" time to antismoking messages.

In addition to NAB-WTRF-TV, only other broadcaster appeal against FCC's fairness ruling on cigarette advertising was filed two weeks ago in Richmond court by WAYS Charlotte, N. C. Late in September, CBS asked same court for permission to intervene on side of NAB-WTRF-TV. Network's WCBS-TV New York was station against which Mr. Banzhaf filed his original complaint with FCC.

CBS leads Nielsens; movies lead in ratings

CBS-TV led NBC-TV 19.9 to 18.0—some said widest margin it has had since 1963-64 season—in 30-market Nielsen ratings report out Friday (Oct. 6). ABC-TV had 16.2. Figures are averages for week ended Oct. 1 (7:30-11 p.m.).

All six network prime-time movies again made top 20, and five of them made top 10. Movies were 1-2-3 at top of list: "North by Northwest" and "Cat on a Hot Tin Roof" on CBS, and "Whatever Happened to Baby Jane?" on ABC. Three new shows were in top 20 (compared with five in preceding week's report): *Flying Nun* (ABC) was fifth, *Carol Burnett* (CBS) was 14th and *Mannix* (CBS) was 19th. CBS had 11 shows in top 20, ABC 6, NBC 3.

New York to Hollywood shift

Metromedia Inc. will announce today (Oct. 9) that its television-programming department will shift from New York to Hollywood. Involved in move are Dick Wollen, VP in charge of programming for Metromedia Television Division, and Ruth Breitman, film pro-

gram coordinator.

They will transfer to West Coast effective Oct. 16. Sales activities for television division will continue to be based in New York.

More federal mediation on ABC-NABET strike

National Association of Broadcast Employees and Technicians and ABC scheduled negotiation session in New York Saturday (Oct. 7) under auspices of Federal Mediation and Conciliation Service to discuss contract proposals for nonengineering employees (publicity men, clerks, record librarians).

Expectation was that main area of negotiations, wages and conditions for technicians, would be taken up this week. Two-week strike by NABET has had virtually no adverse effects on company's operations and last Friday (Oct. 6) ABC reported nine additional Washington newsmen with individual contracts had returned to their posts (see page 48).

Pay-TV witnesses set

Witness list for House pay-TV hearings (see page 34A) shows FCC leading off today (Oct. 9) with NBC scheduled to follow if time permits. Otherwise NBC will go on Tuesday along with Zenith and National Association of Theater Owners. Wednesday witnesses will be ABC; National Association of Broadcasters and Association of Maximum Service Telecasters. All-Channel Television Society and National Granage are scheduled to testify Thursday.

There's also report that Otto Prem-

License alone, does not a station make

Licensee needs more than license if he is to sell his station. FCC made this clear last week in affirming staff action denying request of KHIP Albuquerque, N. M., to remain silent, deleting its call letters, and dismissing as moot application to assign its license to Voice of the Caverns Inc. (licensee of KAVE in Carlsbad, N. M.).

KHIP has been silent since April 15, 1966, and lost most of its equip-

ment through repossession in December 1966. Accordingly, commission said, it's obvious station can't return to air in "reasonable time."

Pending assignment makes no difference, since licensee, Donald L. Horton, has "little to transfer" beyond his license, commission said, adding: "The commission will not permit a price to be placed on the transfer of a bare license." Original sale price was \$50,000.

WEEK'S HEADLINERS



Mr. Wagner



Mr. Hoag

Alan Wagner, CBS-TV director of nighttime programs and development, New York, named VP for program development, Hollywood. Robert B. Hoag, director of program administration, Hollywood, named VP for program administration, Hollywood. Mr. Wagner and Mr. Hoag will report to Perry Lafferty, CBS-TV programs vice president, Hollywood.

Mr. Wagner was manager of program services and head of syndicated programming and network operations for Benton & Bowles before joining CBS-

TV in 1961 as general program executive. He later became New York director of film programs.

Mr. Hoag worked with CBS-TV Spot Sales, was sales manager of affiliate KFMB-TV San Diego, rejoined network in 1956 as account executive, later became New York director of program sales. For past five years, he has been general program executive in Hollywood and assistant producer of *The Red Skelton Hour*, until his promotion to Hollywood director of program administration in May.

William B. Lewis, board chairman of Kenyon & Eckhardt, retired Friday (Oct. 6). Succeeding him is Stephens Dietz, senior VP and director of communications services. Mr. Lewis, 60, has been chairman since 1960 and has been with agency since 1944. Earlier he was with CBS as VP in charge of programs. He will continue to serve K & E as consultant. Mr. Dietz has been with K & E since 1955 and earlier was with Procter & Gamble, Ted Bates & Co. and Ogilvy & Mather.

For further personnel changes of the week see FATES & FORTUNES

inger, movie producer who's had some run-ins with commercial TV over editing and placement of commercials in his production of "Anatomy of a Murder," will be witness Tuesday morning.

Hyde backs general fairness provisions

FCC Chairman Rosel H. Hyde says general provisions of fairness doctrine are sufficient to assure "essential fairness" in connection with newscasts and on-spot news coverage. To require application of special provisions of personal-attack principle would be to inhibit broadcasters in presenting newsworthy stories concerning attacks and replies made to them, he feels.

Chairman expressed views last week in letter to Representative Richard L. Ottinger (D-N.Y.) who, with several other House members, had criticized commission for exempting newscasts and on-spot news coverage from recently adopted rules on personal attacks (BROADCASTING, Aug. 28).

In fast-breaking news field, "both good journalism and, we think, fairness require that the network or licensee broadcast both sides of the story as soon as possible," he said.

But automatic application of person-

al-attack procedure "might inhibit or impede networks or licensees in the effective execution of their important news function, whereas the application of the general doctrine does not do so, and still assures essential fairness," he said. Personal attack procedure requires notification to person attacked within seven-day period along with invitation to respond personally. General doctrine requires presentation of conflicting views of controversial issue of public importance.

Chairman Hyde also said commission would be able to deal with "unscrupulous broadcaster" who, Representative Ottinger had hypothesized in his letter in August, could use news as "sanctuary" within which to attack his enemies.

Such licensee, "of course," would be in violation of fairness doctrine, chairman Hyde said. "But a far more serious question is presented as to his fitness to be a licensee. . . ."

Slow-motion color unit to be used by NBC-TV

New TV disk recorder manufactured by Visual Electronics Corp., Palo Alto, Calif., was slated for use over weekend by NBC-TV to provide viewers with instant full-color slow-motion or stop-action playbacks of World Series games in St. Louis between Boston Red Sox

and Cardinals.

New unit was to be tested by NBC-TV engineers before games to be certain recorder was fully operative. Network said it would not be utilized if further adjustments were required. NBC-TV has been providing slow motion and playbacks in black-and-white only, and commissioned Visual to manufacture color model.

ABC-TV has been using disk recorder developed by Ampex Corp. to provide color slow-motion or replays, and CBS-TV has disk device developed by MVR Corp., which supplies only stop-action color (BROADCASTING, March 27).

Pa. judge says FCC certificate comes first

Federal judge in Pennsylvania has ruled that telephone companies signing leaseback agreements with CATV systems must secure certificate of necessity from FCC.

Ruling was made by U. S. District Judge William J. Nealon in denying motion by United Utilities Inc. and its subsidiary, United Telephone Co. of Pennsylvania, to dismiss antitrust suit brought by WHVR Hanover, Pa.

WHVR claimed, among other things, that local telephone company must secure certificate from FCC before offering to build lines for CATV. It also charged that telephone company's refusal to permit use of its telephone poles is monopoly. WHVR is prospective CATV operator.

Named in suit also are owners of Penn-Mar CATV, cable system established by United Transmission Inc., CATV subsidiary of United Utilities; WSBA-TV York and *Hanover Evening Sun*.

Question whether telephone companies must secure certificate from FCC before leasing lines to CATV systems is issue in current FCC proceedings on various elements of telephone-CATV controversy.

Corinthian on Big Board

Corinthian Broadcasting Corp. common stock will begin trading on New York Stock Exchange Wednesday, Oct. 25, after approval last week by exchange's board of governors. Stock is currently traded over-the-counter.

Corinthian owns KHOU-TV Houston, KOTV(TV) Tulsa, Okla., KXTV(TV) Sacramento, Calif., WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis, all CBS-TV affiliates.

In first quarterly report of corporation since public offering of 22% of stock (BROADCASTING, July 17), operating revenues were \$4,426,433 and earnings after taxes were \$864,208.

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Elvis Presley in "TICKLE ME"
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presentation



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Darren McGavin and Nick Adams
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Exciting Color



Automatic Quality Control

and indoor subjects, close-ups and macro-shots, all reflect the higher resolving power.

EXCITING COLOR. Sponsors like the way their products are easily and accurately identified. You get this kind of color fidelity because picture quality is automatically controlled. Levels are held constant to give the best contrast range. Result: your station can handle the widest range of color subjects—presenting a beautiful color picture at all times.

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AUTOMATIC QUALITY CONTROL. When a film (or slides) change rapidly from one contrast range to another, unique circuits automatically compensate for the difference in density. They match the contrast range of the film to the contrast range of the system. Smoothly, this circuitry responds to present a natural looking color picture everytime.

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DATEBOOK

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

■ Indicates first or revised listing.

OCTOBER

Oct. 9—Deadline for comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

Oct. 9—Newsmaker luncheon sponsored by the International Radio and Television Society, IRTS, in collaboration with the Country Music Association, will present "A Salute to National Country Music Month." Waldorf-Astoria hotel, New York.

Oct. 9—Luncheon meeting of the National Agricultural Advertising and Marketing Association, for debut presentation of detailed new national survey on farm radio by National Association of Farm Broadcasters. Sheraton-Chicago hotel, Chicago.

Oct. 10—Salute to communications industry sponsored by Los Angeles Chamber of Commerce. Keynote speech by Robert Sarnoff, president of RCA. Ambassador hotel, Los Angeles.

Oct. 10-11 — State convention, Mississippi CATV Association. Holiday Inn, Jackson.

Oct. 11—Award-winning TV commercials from around the world with Wallace A. Ross, director of American TV Commercials Festival, sponsored by the Chicago chapter, National Academy of Television Arts and Sciences. Continental Plaza, Chicago.

Oct. 11—Luncheon meeting of the Broadcasting Advertising Club of Chicago. Speaker will be Lee M. Rich, vice president in charge of media services, Leo Burnett Co. Sheraton-Chicago hotel, Chicago.

Oct. 11—Luncheon meeting of the Publicity Club of Chicago. Speaker will be William Dozier, executive producer of ABC-TV's *Batman*. Sheraton-Chicago hotel, Chicago.

Oct. 11-13 — Indiana Broadcasters Association convention. Vincent Wasilewski, National Association of Broadcasters, will be main speaker. Sheraton hotel, French Lick.

Oct. 12—Thirteenth Wisconsin FM station clinic sponsored by the University of Wisconsin. University of Wisconsin, Madison.

Oct. 13—Annual seminar on sales and audience promotion and research, sponsored for station clients by Peters, Griffin, Woodward Inc. Royal York hotel, Toronto.

Oct. 13-15—West central area conference of the American Women in Radio and Television. Chase-Park Plaza hotel, St. Louis.

Oct. 14—North Dakota AP Broadcasters Association meeting. Holiday Inn, Bismarck.

Oct. 14-22—International Film, TV film and Documentary Market (MIFED). Milan, Italy.

Oct. 15—Thirteenth annual promotional seminar sponsored by Edward Petry & Co. Royal York hotel, Toronto.

Oct. 15—Annual promotion seminar sponsored by H-R Television/H-R Representatives. Royal York hotel, Toronto.

Oct. 15-16—Annual meeting of the North Dakota Broadcasters Association. Holiday Inn, Bismarck.

Oct. 16—Annual fall outing, Federal Communications Bar Association. Potomac Polo Club, Potomac, Md. (golf at Washingtonian Country Club, Gaithersburg, Md.).

Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.

■ Oct. 16-18—Annual convention of the Broadcasters Promotion Association. Speakers include communications theorist Marshall McLuhan; Don Jamieson, CJON St. John, Newfoundland; Philippe de Gaspe

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2. SPY TODAY, DIE TOMORROW	COLOR	93	1967
3. REBELS ON THE LOOSE	COLOR	92	1967
4. ENTER INSPECTOR MAIGRET	COLOR	90	1967
5. A LOTUS FOR MISS OUVON	COLOR	82	1967
6. SO DARLING, SO DEADLY	COLOR	93	1967
7. GUNS OF NEVADA	COLOR	93	1967
8. COUNTDOWN TO DOOMSDAY	COLOR	86	1967
9. KILLER WITH A SILK SCARF	B & W	82	1967
10. TRAP FOR SEVEN SPIES	COLOR	90	1967
11. THE HUNCHBACK OF SOHO	COLOR	87	1967
12. HIGH SEASON FOR SPIES	COLOR	92	1967
13. THE SINISTER MONK	B & W	87	1967
14. EPITAPH FOR A FAST GUN	COLOR	82	1967
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NAB FALL CONFERENCES

Oct. 16-17 — Marriott motor hotel, Atlanta.
 Oct. 19-20 — Marriott motor hotel, Dallas.
 Oct. 23-24 — Sheraton-Park, Washington.
 Oct. 30-31 — Sheraton-Boston, Boston.
 Nov. 9-10 — President hotel, Kansas City, Mo.
 Nov. 13-14 — Brown Palace hotel, Denver.
 Nov. 18-17 — Statler Hilton, Los Angeles.
 Nov. 20-21 — Palmer House, Chicago.

Beaubien, "mayor of Expo '67," Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and NBC-TV performer Hugh Downs. Royal York hotel, Toronto.

Oct. 16-20 — The general supervisors short course sponsored by the Georgia Institute of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 17 — "Ask Nielsen" is theme of meeting of Hollywood Radio and Television Society. Arthur C. Nielsen Jr. is guest speaker. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 17-18 — Conference on news coverage of race relations, being sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union and American Jewish Committee. Columbia University school of Journalism, New York.

Oct. 18 — "Man of the Year" luncheon sponsored by The Pulse Inc. honoring Gordon McLendon, president of the McLendon Corp.

Plaza hotel, New York.

Oct. 18 — Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be John Chancellor, national affairs correspondent for NBC News. Waldorf-Astoria hotel, New York.

Oct. 19-21 — 42d birthday celebration of WSM Grand Ole Opry. Nashville.

Oct. 20 — Deadline for reply comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

Oct. 20 — International Film & TV Festival of New York. New York Hilton hotel, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

Oct. 20-22 — East central area conference of the American Women in Radio and Television. Stauffer's hotel, Indianapolis.

Oct. 20-22 — Western area conference of the American Women in Radio and Television. Hotel Utah, Salt Lake City.

Oct. 20-22 — Biannual meeting of the trustees of the National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

Oct. 21-22 — Presentation of prize-winning

films from the International Film & TV Festival of New York. Gallery of Modern Art Auditorium, New York.

Oct. 22-25 — American Association of Advertising Agencies western region convention. Del Monte Lodge. Pebble Beach, Calif.

Oct. 23-25 — Fall meeting of the Kentucky Broadcasters Association. Jenny Wiley State Park, Prestonsburg.

Oct. 23-25 — 23rd annual National Electronics Conference & Exhibition. International Amphitheatre, Chicago.

Oct. 23-26 — Annual fall conference, Electronic Industries Association. Featured luncheon speaker will be Representative Torbert H. Macdonald (D-Mass.), chairman of House Commerce Committee's communications subcommittee. Also scheduled: Dr. Kurt Borchardt, former professional communications counsel with House Commerce Committee, now at Harvard Business School; Dr. J. L. Hult, RAND Corp., moderating special seminar on domestic satellite systems that will include among others Dr. Wilbur Pritchard, Comsat; Dr. Allen Puckett, Hughes Aircraft; Dr. Henri Busignies, ITT. Century Plaza hotel, Los Angeles.

Oct. 23-28 — Second international Catholic radio meeting sponsored by UNDA, the Catholic International Association for Radio and Television, Seville, Spain. For information contact the National Catholic Office for Radio and Television, 1 Rockefeller Plaza, New York 10020.

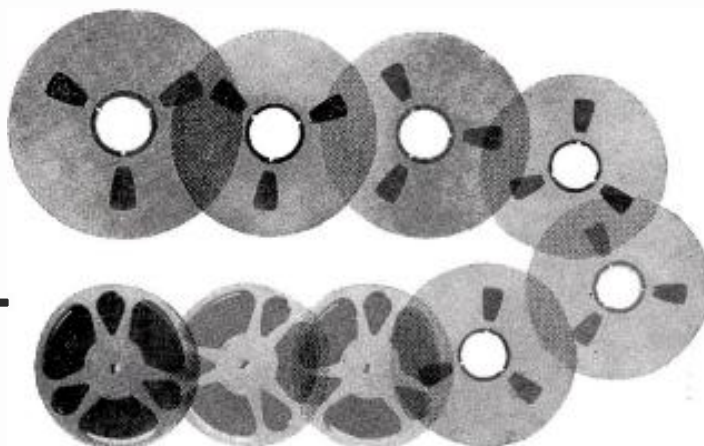
Oct. 24 — Deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Oct. 24 — Fall convention of the Connecticut Broadcasters Association. Speakers include William Carlisle, NAB vice president for television. Hotel America, Hartford.

Oct. 26-27 — Annual fall meeting and election of officers of Ohio Association of Broad-

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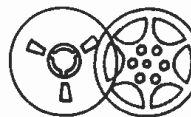
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casters. Neil House, Columbus.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newscast. Salon des Champs Elysees, Paris.

Oct. 26-27—Meeting, Mid-America CATV Association. Prom Sheraton hotel, Kansas City, Mo.

Oct. 27-28—Annual fall meeting of Maryland-D.C.-Delaware Broadcasting Association. Speakers include FCC Commissioner Kenneth Cox; Douglas Anello, NAB general counsel; Howard Roycroft of Hogan & Hartson, Washington law firm. Statler Hilton hotel, Baltimore.

Oct. 27-29—Southern area conference of the American Women in Radio and Television. Francis Marion hotel, Charleston, S.C.

■Oct. 29—Annual meeting of the Missouri AP Radio-TV Association. Downtowner motel, St. Louis.

■Oct. 29-Nov. 1—58th annual meeting of the Association of National Advertisers. Homestead, Hot Springs, Va.

■Oct. 30-31—Annual meeting of NBC Radio network affiliates to be addressed by Julian B. Goodman and Stephen B. Labunski, presidents respectively of NBC and of NBC Radio division. Americana hotel, San Juan, P.R.

■Oct. 30-31—Illinois Broadcasters Association fall convention. Pick-Congress, Chicago.

■Oct. 30-31—Annual convention of the Missouri Broadcasters Association. Midtown Holiday Inn, St. Louis.

NOVEMBER

■Nov. 1-3—Annual meeting, Northeast Electronic Research Engineering Meeting. Sessions on domestic satellite communications, holography, lasers, digital integrated circuitry. Sheraton-Boston hotel and War Memorial auditorium. Boston.

■Nov. 3—Newsmaker luncheon of the International Radio and Television Society. Speakers include network program chiefs Michael Dann, CBS; Leonard Goldberg, ABC; and Mort Werner, NBC. Waldorf-Astoria hotel, New York.

■Nov. 3-5—Western Regional American Advertising Convention (formerly the AAW mid-winter convention). Executive House, Scottsdale, Ariz.

■Nov. 5-8—43d annual convention of the National Association of Education Broadcasters. Speakers include Leonard H. Marks, director of the U. S. Information Agency. Denver Hilton hotel, Denver.

Nov. 5-8—Meeting of the North Carolina Association of Broadcasters. Kings Inn, Freeport, Grand Bahama, Bahama Islands.

■Nov. 6-8—8th Armed Forces Technical Conference. Speakers include Thomas D. Morris, assistant secretary of defense for manpower. Lowry Air Force Base, Denver. For further details write: Plans/Operations Directorate, Lowry Technical Training Center, Lowry AFB, Colo. 80230.

Nov. 9-10—Annual fall meeting of Oregon Association of Broadcasters. Sheraton motor hotel, Portland.

■Nov. 9-10—Western conference on broadcasting sponsored by the group on broadcasting, Institute of Electrical and Electronics Engineers. Papers on interference-producing ground coupling, lasers, satellite broadcasting, antenna design, color TV and CATV. Ambassador hotel, Los Angeles.

■Nov. 10—Sixth district, American Advertising Federation, annual all-day conference. Sherman House, Chicago.

BROADCASTING, October 9, 1967

■Nov. 10—Deadline for reply comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

■Nov. 12-15—Fall meeting, California CATV Association. Vacation Village, San Diego.

Nov. 15-18—National convention of Sigma Delta Chi, professional journalistic society. Minneapolis-St. Paul.

■Nov. 16-18—Annual fall meeting of Alabama Broadcasters Association. University hotel, Tuscaloosa.

■Nov. 20—Twentieth annual dinner of the Motion Picture Pioneers. Leonard H. Goldenson, president of ABC, New York, will accept the society's "Pioneer of the Year" award in recognition of his years of service to the entertainment industry. Americana hotel, New York.

■Nov. 24—New deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems and increased effective service.

Nov. 28-29—Executive committee meeting, National Cable Television Association. Washington.

■Nov. 28-Dec. 1—Media workshop sponsored by Advertising Age. Speakers include A. L. Plant, vice president-advertising, Block Drug Co.; Douglas K. Burch, media director, P. Lorillard Co.; John B. Hunter Jr., vice president-consumer products and marketing, B. F. Goodrich Co., and Leo Rosten, noted sociologist and humorist. Washington Hilton hotel, Washington.

DECEMBER

■Dec. 4-8—Third annual engineering/management seminar of the National Association of Broadcasters. Purdue University, Lafayette, Ind.

■Dec. 8—Winter meeting of Arizona Association of Broadcasters. Camelback Inn, Phoenix.

Dec. 8-9—National conference of radio and TV weathercasting sponsored by the American Meteorological Society. Causeway Inn, Tampa, Fla. For further information contact program chairman Ray Leep, WTVT(TV) Weather Service, Box 1198, Tampa 33601.

■Dec. 14—New deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

■Dec. 19—Annual Christmas benefit luncheon and entertainment sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

JANUARY 1968

■Jan. 4—Newsmaker luncheon sponsored by the International Radio and Television Society. Speakers include newsmen Walter Cronkite, CBS; Chet Huntley, NBC; and Peter Jennings, ABC. Waldorf-Astoria hotel, New York.

■Jan. 12-13—Annual meeting Rocky Mountain Cable Television Association. Holiday Inn, Albuquerque, N. M.

■Jan. 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually pro-

■Indicates first or revised listing.

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

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Oct. 19-20—O'Hare Inn, Chicago

Oct. 23-24—Hyatt House, San Francisco

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Oct. 19-20—Netherland Hilton hotel, Cincinnati.
Oct. 23-24—Raddison hotel, Minneapolis.
Oct. 26-27—Prom Sheraton Motor Inn, Kansas City Mo.
Nov. 9-10—Marriott motor hotel, Dallas.
Nov. 13-14—Vacation Village, San Diego.
Nov. 16-17—Portland Hilton hotel, Portland, Ore.

hibited contours in the standard broadcast service.

Jan. 21-26—Winter board meeting of the National Association of Broadcasters. Far Horizons, Longboat Key, Sarasota, Fla.

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 23-25—25th annual convention of the National Religious Broadcasters. Washington.

Jan. 25-28—Meeting of the board of directors of the American Women in Radio and Television. Houston.

FEBRUARY

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

■Feb. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

■Feb. 27-28—Annual State Presidents Conference of the National Association of Broadcasters. Marriott Twin Bridges motel, Arlington, Va.

MARCH

■March 14—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

March 18-22—1968 International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton hotel and the Coliseum, New York.

■March 21-27—Fifth Hollywood Festival of World Television. Los Angeles.

■March 22—Newsmaker luncheon sponsored by the International Radio and Television Society. Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

■March 24-26—Spring meeting, Southern CATV Association, Callaway gardens, Atlanta.

March 31-April 3—Annual convention of the National Association of Broadcasters. Conrad Hilton hotel, Chicago.

APRIL

■April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The

■indicates first or revised listing.

BROADCASTING, October 9, 1967

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962: Section 4369, Title 39, United States Code).

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1. Sales through dealers & carriers, street vendors & counter sales	115*	115**
2. Mail subscriptions	28,801*	28,801**
C. Total paid circulation	28,916*	28,916**
D. Free distribution (including samples) by mail, carrier or other means	1,420*	1,408**
E. Total distribution (sum of C and D)	30,336*	30,319**
F. Office use, left-over, unaccounted, spoiled after printing	637*	1,081**
G. Total (sum of E & F—should equal net press run shown in A)	30,973*	31,400**

I certify that the statements made by me are correct and complete.

MAURICE H. LONG

Vice President and General Manager

*Average no. copies each issue during preceding 12 months.

**Single issue nearest to filing date.

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BROADCASTING delivers more paid circulation annually than the combined paid circulation of the vertical competitive publications.

—BROADCASTING, OCTOBER 1967

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The plot: millions in
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April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Mr. Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

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Fairness: conscience or rules

EDITOR: You and I have been roundly criticized for our expressed views on the fairness doctrine. Events of the past week or so give perspective to the points we have made.

There is a 180-degree variation between the ideas expressed by Chairman Hyde in his speech before the International Radio and Television Society Sept. 22 and the staff action taken against the KING stations as reported on pages 76 and 77 in the Sept. 25 issue of BROADCASTING.

It is easy to agree whole heartedly with the chairman. It is a matter of conscience, and to the broadcaster his own sense of ethics and responsibility calls for keeping the door open to discussion of all sides of controversial questions, as well as dealing fairly with anyone, including candidates who are subject to editorial criticism. . . .

In recent years the commission has sought to turn a general doctrine of good ethics into a highly definitive set of rules, which can only have the ultimate effect of substituting commission dicta in lieu of the judgment of the licensee. The fact that the staff sought to draw conclusions based upon its own evaluation of a quantitative analysis of the action taken by KING is precisely the kind of over-misuse of the doctrine that we have feared . . . —Rex G. Howell, chairman of the board, KYZ Television Inc., Grand Junction, Colo.

Apples, oranges and buckeyes

EDITOR: Can it be that . . . you can no longer distinguish apples from oranges? Several weeks ago . . . you correctly reported my appointment at Ohio University in Athens, Ohio. So for the

BROADCASTING, October 9, 1967

record, let me assure you that my stop in Chicago for the surprise party by ABC-TV affiliates and the presentation of the Plymouth "VIP" model car [BROADCASTING, Sept. 25] was enroute to Ohio University and not to any other institution. . . . —Robert L. Coe, WOUB-TV Ohio University Television, Athens, Ohio.

(Ed. note: Mr. Coe was mistakenly reported to be taking a professorship at Ohio State University.)

BOOK NOTES

"Radio Broadcasting—An Introduction to the Sound Medium," edited by Dr. Robert L. Hilliard. Hastings House Publishers Inc., New York. 190 pp. \$5.95.

In developing a current and basic text on the principles and techniques of modern radio broadcasting, Dr. Robert L. Hilliard, FCC chief of educational broadcasting, and four other prominent educators in the field decided to approximate the content of a college-level course. Accordingly, these five authorities with their extensive backgrounds in commercial and educational broadcasting have each penned a chapter on one of five major areas: management and programing; operating and studio facilities; producing and directing; writing, and performing.

The introduction, providing a fundamental overview of radio's background, is followed by illustrations, sample scripts, notes, national and international job opportunities and selective bibliographies. Dr. Hilliard furnishes the reader a practical introduction to the sound medium's place in the expanding field of communications.

"Radio News Handbook," by David Dary. TAB Books, Blue Ridge Summit, Pa. 176 pp., illus. \$7.95.

This book is designed for news personnel in small stations, for college classrooms and for sales-oriented radio managers. If only those groups read the book it will be a shame, because the volume is a down-to-earth primer on what news is, how to get it, how to write it and how to air it. It covers the equipment and personnel needed in all news rooms from the one-man operation to the much larger big-city setup.

The book belongs in newsrooms of all sizes if for no other reason than the chapter on "laws, courts and radio news," which explains civil and criminal action procedure from the initial suit or arrest through appeals. The author, now news director of KTSB-TV Topeka, Kan., wrote the book while serving as news director of WRC-AM-FM-TV Washington.

BROADCASTING, October 9, 1967

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REBELS ON THE LOOSE

Eight years after cessation of
hostilities, two diehard
Southern soldiers renew
the fight.

RUN. TIME: 90 MIN.

REL. DATE: 1967

COLOR!



FAST AND FURIOUS
ACTION!

The Magnificent
15

INDEPENDENT
TELEVISION
CORPORATION



555 Madison Ave., N.Y. 22, PL. 5-2100

Adding freshness and clarity to commercials by humor

Comedy commercials must be more than just funny to do a job for the client. A case in point is the five-year success of the Hoffman Candy Co. through Anderson-McConnell.

Hoffman is a Los Angeles manufacturer that has successfully fought the giants in sweet-tooth catering throughout California with a dime candy bar called Cup O'Gold. Anderson-McConnell sold the company on an advertising policy of laughter in 1962. The young president, Dick Hoffman, agreed that Cup O'Gold is a fun item and gave the green light to a humorous approach. The decision has apparently paid off. A recent Los Angeles home audit on 10-cent candy-bar sales placed Cup O'Gold in top position.

The original recommendation in favor of comedy was not sudden. We researched the field intensively and knew that only a select group of products can be sold with humor.

The agency's philosophy on humor includes two important points. First, you can't use humor to sell everything; second, when you employ humor, don't use it for its own sake or your effectiveness is destroyed.

Getting the Point ■ The Hoffman campaign is based on a survey of commercial whimsy. Research has shown that commercials that are funny just to be funny usually fail. So the key element in our agency concept is to dramatize the sales point no matter how far out the humor. The idea is: Don't just impress—express.

The characters in humor spots should be entirely believable to evoke a response. This helps to put the listener in a buying mood rather than merely giving him an awareness of the product. For example:

Announcer: And now an admission from Hoffman's, makers of Hoffman's famous Cup O'Gold candy bar.

Old codger: The world's finest candy bar is not made by Hoffman, no sir. It's made by me, Ezra Norton. And they know it, too. Every one of mine is custom made to manufacturing standards so painstaking that I've only been able to produce three since I've been in business since 1926. Now if you have a Norton candy bar on a back order, remember each one is going to cost you around \$20,000. And it depreciates rapidly. Course there is no finer candy bar at any price. However, if you wish to tie up only a dime in your candy bar, then get Hoffman's famous Cup O'Gold. Rich, creamy chocolate, marshmallow, crushed almonds and all that. The only possible substitute, friends.

Such touches of whimsy dramatize the sales points through exaggeration if performed with skill and authority.

Ezra Norton is a fine old gentleman with great integrity. He compares Cup O'Gold to a \$20,000 candy bar which everyone wants and no one can afford. And he's sincere in feeling it his obligation to tell you about the delicious taste-tempting ingredients that make up the only 10-cent substitute for his \$20,000 original.

The use of humor strengthens the sell immeasurably when the goal is to present the benefits of the product in human terms instead of being funny for the sake of being funny.

Anderson-McConnell has won several awards for the Hoffman commercials. But more importantly, on a much smaller budget than the national competition appropriates for this region, Hoffman has been able to outsell them all.

Basics ■ Our Hoffman team agrees on two points concerning the success of the five-year humor campaign: We stayed with the psychology and objectives that were established, and we change the humor style occasionally as timing dictates.

Jokes do wear out. Bob Hope is smart. He never tells the same joke twice. The advertising problem in humor is akin to the man who says: "Did you hear the one about the traveling salesman and the . . ." and you say, "Yes, I did," and that's the end of that.

Of course, we sometimes put old commercials in the deep freeze against the day they're ready to be taken out and thawed for a new audience. For instance, the following, used two years ago, is still as funny as it was then.

Announcer: It's recipe time . . . brought to you by makers of Hoffman's Cup O'Gold candy bar . . . the round chocolate bar with marshmallow cream center, toasted almonds and

grated coconut. Today's recipe is Chocolate Mousse. Chef. . .

Chef: In a large saucepan, melt 14,308 Hoffman Cup O'Gold candy bars. Blend in one medium-size moose. Cover and let stand.

Kicker ■ A by-product of the Hoffman commercials is the disk jockey plus. Cup O'Gold humor has been so infectious that we often get extra comment from the announcer who follows up the spot with a wry remark or, sometimes, just: "That's a great commercial."

This gives us added listener impact. When you get unsolicited comments from blasé disk jockeys who put in long stints every day reading and listening to thousands of words about products, you know that you've got something.

Here's one, for instance, that consistently broke up announcers wherever it was played:

Man: They keep coming with these silly ways to help you give up smoking—like, well, instead of a cigarette you take a Cup O'Gold candy bar, see? Well, the Cup O'Gold, you know, is the one with that creamy, rich chocolate and them crushed almonds and that delicious and good marshmallow center. Well, I was willing to try it, so the next time I felt like having a cigarette I just had me a Cup O'Gold candy bar. It didn't work. You just can't keep a Cup O'Gold lit.

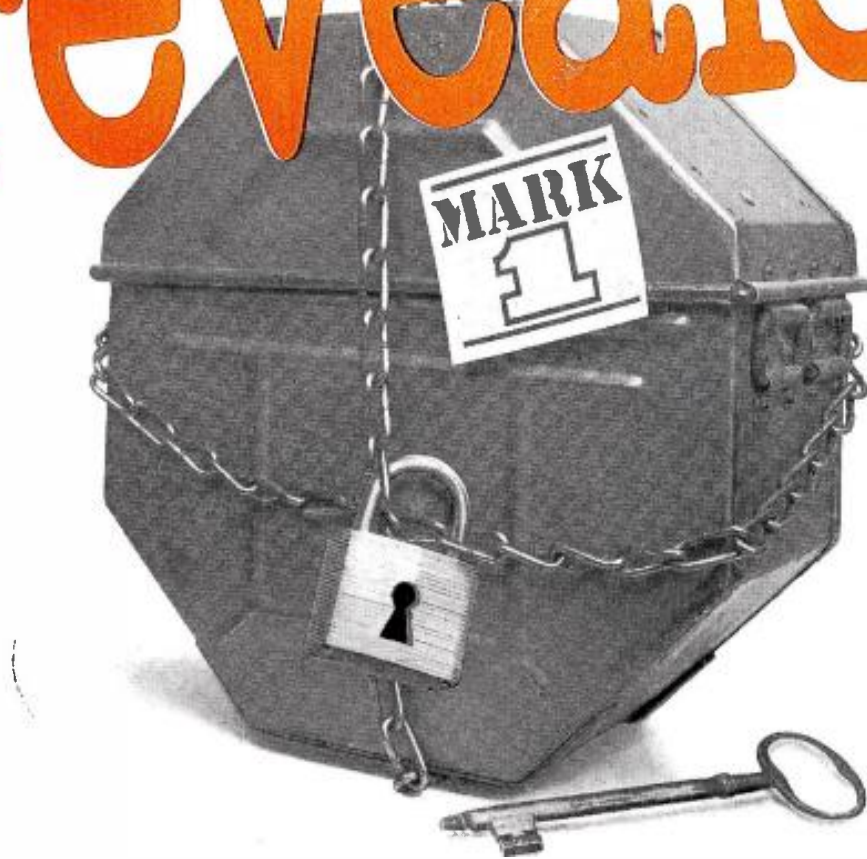
The agency's concept has consistently been broad humor for all age groups. We're not selling candy bars just to the young crowd. People of all ages have a sweet tooth and everyone enjoys humor. Today it happens to be "put-on" or "way-out" humor, however you term it. Our requirement is that the humor sells the product with clarity.

With the increasing congestion in radio there is a great need to make the message more distinctive and compelling. For Cup O'Gold, humor remains the best means of gaining distinction.



Mauri Vaughn is an account executive for Anderson-McConnell Advertising Agency Inc., Hollywood. A graduate of the University of Southern California, Mr. Vaughn has served as senior vice president and creative director for Ross Roy Inc., Detroit; vice president of Donahue & Coe, Los Angeles; and vice president and partner of Zeder-Vaughn-Farnam, Inc., Los Angeles. He has been in agency work for 18 years and with Anderson-McConnell four-and-one-half years.

revealed:



The 11 features already sold to the CBS O & O's and Storer Stations*!

20th Century-Fox Television is now releasing a package of 11 powerful pictures—7 are first-run, 6 in color. With all the right ingredients. They've got stars. Vivien Leigh. Robert Lansing. Dana Wynter. Robert Goulet. Vincent Price. Rex Harrison. Frankie Randall. John Mills. They've got action. And intrigue. Some are

tried and true. Some are brand new. There's not a dub in the lot. Package includes: *Anna Karenina*, *The Capetown Affair*, *Danger Has Two Faces*, *Devils of Darkness*, *An Ideal Husband*, *I Deal in Danger*, *The Jackals*, *Night Train to Munich*, *The Return of Mr. Moto*, *Wild on the Beach* and *The Young Mr. Pitt*.

mark one | 

20th Century-Fox Television, Inc., 444 W. 56th St., New York 10019, Tel. 212-957-5176; /Chicago: Tel. 312-372-1584; /Los Angeles: Tel. 213-277-2211.

*** SOLD:** CBS owned and operated stations; WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis. / Storer Stations; WITI-TV Milwaukee, WJBK-TV Detroit, WAGA-TV Atlanta.

C R E A T I V I

A n o t h e r S t o r e r S t a n d a r d

Emphasis on creativity is another reason why it's good business to do business with Storer. Storer personnel at all levels are encouraged to search out new ideas, new approaches, new applications of new techniques—to involve themselves in forward-looking plans for community betterment. Through the years, Storer has shown that people will follow enlightened leadership, and advertisers and agencies alike have found that audiences of Storer stations are large and loyal. ☆☆☆ If you have something to sell, take advantage of Storer's creative leadership in major markets from coast to coast. You

can get fast market facts, quick confirmation on availabilities, and accurate on-time invoices from Storer's reliable representatives—Storer Television Sales or Major Market Radio. Contact them or the Storer stations direct for details.



ATLANTA WAGA-TV	BOSTON WSBK-TV	CLEVELAND WJW-TV	CLEVELAND WJW	DETROIT WJBK-TV	DETROIT WJBK	LOS ANGELES KCBS	MIAMI WQBS	MILWAUKEE WITI-TV	NEW YORK WNN	PHILADELPHIA WIBG	TOLEDO WSPD-TV	TOLEDO WSPD
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Authentic genius—author, inventor, statesman—Benjamin Franklin's brilliant versatility marked him as one of the great creative minds of all time.

T Y

*Third in a Series
on Storer Standards.*



To Sneak E. Vapor, Humble is no match.

The poster reads "Sneak E. Vapor: Wanted for Murder, Arson, Assault and Malicious Property Damage." Scary? Fear not! A Capable Crusader named Bob Pennigar is on the job! ☐ Bob is Humble's Training Instructor in service station management at Charlotte, North Carolina. And part of his job includes a lesson on how to use and handle flammable products safely. ☐ Dull stuff? Not when you add a wisp of Whoosh, a pinch of Pow, some Scritch and a lot of imagination.

Our man Bob did and came up with a 20-minute demonstration that's a winner. Cartoons, mechanical devices and a great speaking style have led to praise and citation by safety groups — and speaking engagements all over the state. Bob's given his show to thousands of people. All in his spare time.

Sneak E. Vapor doesn't think too much of Bob. (He never wins.) But the folks who've learned safety tips from him sure do. So does Humble. We're proud of men like Bob Pennigar who use their ingenuity to help protect America's most important resource: its people.

HUMBLE

Oil & Refining Company
and the people who make it
America's Leading Energy Company



Code changed; but how much?

**Complete revision of TV time standards adopted
by NAB board—but net effect may make little
difference in commercial scheduling or looks**

The television board of the National Association of Broadcasters followed the script last week and adopted new commercial time standards for the TV code. But indications were that viewers wouldn't notice much difference, except perhaps for the considerably fewer billboards that will result.

Several authorities thought the revisions would produce no dramatic and perhaps not even readily apparent changes in commercial formats but considered them important as a guard against future erosion of commercial standards. Some felt the revisions would be reflected most clearly in station, not network, commercial scheduling.

What the TV board adopted, as predicted, were the changes originally recommended by the TV code board last May (BROADCASTING, May 22), but with two relatively minor modifications suggested by a special committee of TV board and TV code board members in late September (BROADCASTING, Sept. 25, Oct. 2).

In place of the present elaborately specific guidelines, the new section, to become effective by Sept. 15, 1968, divides TV broadcast material into two classes, program and nonprogram. Then it puts a ceiling on the latter and a limit on the number of times it can interrupt the former. (For complete text of the new language on time standards see page 29.)

Billboard Changes ■ The new section also allows billboards only on fully sponsored, alternately sponsored and co-sponsored programs. Authorities said this is the change whose effect, at least in network programs, is most likely to be evident to viewers, for it eliminates billboards of shows sold on a participating basis—by long odds the dominant form in network prime-time programming.

Some experts, on the other hand, doubted that viewers would be very much aware of the missing billboards. They based this view on their belief

that billboards, as one authority said, "are not all that noticeable anyway." They also contended that the time saved by eliminating billboards could, under the new section, be devoted to other nonprogram material, presumably including commercials, although it seemed to be generally expected that this time would be added to program length.

The billboard restriction was one of the changes most bitterly opposed by agencies and advertisers. They contend billboards are important to advertisers

No action on cigarettes

The executive committee of the National Association of Broadcasters had directed the TV code board and TV board to discuss cigarette advertising at last week's New York meeting (BROADCASTING, Oct. 2). The TV code board took up the subject but brought forth no recommendations, so the TV board didn't even bring it up.

Reportedly the TV code board discussed amending the code to forbid smoking in cigarette commercials and perhaps to permit—or require—inclusion of tar and nicotine counts in the commercials. The TV board did receive an updating on the status of the CATV copyright issue and the broadcaster-CATV meetings initiated by George Hatch, KUTV-TV Salt Lake City.

and that the restriction amounts to a "double penalty," since billboards count against nonprogram time anyway.

Some agency executives last week speculated that the restriction—known to have been opposed by CBS and NBC—was inspired by hope that it would divert some network advertising

into spot TV, although those offering this viewpoint said that in their own cases, much as they deplored the loss of billboards, it would have no such effect.

Sessions Stormy ■ Although the TV board was expected to, and did, adopt the changes as recommended first by the code board and then, with slight modification, by the special committee, its sessions were not entirely placid.

What generated the controversy, according to participants, was the question whether, in addition to limitations on the number of program interruptions, there should be limits on the number of announcements that could be scheduled consecutively.

In the end, the TV board instructed the code board to study this question and come up with recommendations by Dec. 15. The code board tentatively set a meeting for Dec. 6-7 at Miami Beach.

Those favoring a ceiling on consecutive commercials reportedly argued that without it there would or could be too much "commercial clutter" at the station break and that as a practical matter many short commercials could be grouped within the prescribed interruptions.

Those opposing a ceiling were said to contend that it would defeat the purpose of the interruptions concept, which encourages clustering of commercials, and in addition is unnecessary because the extent of clustering will be controlled in the marketplace, through advertiser-agency imposition of conditions on where their commercials will appear.

Charles Tower of Corinthian Broadcasting, a member of the TV board, has been one of the most outspoken advocates of limiting the number of consecutive announcements and he reportedly picked up new support from some of his colleagues at last week's meeting.

Differences ■ In the past the code board has been reported to feel gen-

CODE CHANGED; BUT HOW MUCH? continued

erally, that limiting the number of program interruptions is sufficient and that there should be no additional limit on number of consecutive commercials but that perhaps there should be some limit on the number of "appeals"—with "appeals" including not only commercials but also other material such as tune-in spots, public service announcements and other messages asking the viewer to "do something."

This view appears to recognize the conception, advanced vehemently by some agency sources, that code provisions predictably limit advertisers but not broadcasters.

In making this argument agency sources called attention to the new, much stiffer restrictions on billboards but noted that, at the same time, the new standards exclude public-service announcements and promotional spots for the same program from their present classification as commercial material in prime time.

Under the new provisions, it was noted, there apparently is no limit on the number, length or nature of either public service announcements or pro-

motional spots on behalf of the program in which they appear. In addition, it was argued, the new section eliminates even the rather loose specification of station-break limits formerly provided.

Limits Set ■ The new standards set a limit of 10 minutes of nonprogram material per hour in prime time and 16 minutes an hour in nonprime, or 20 seconds less than the current section's commercial allowances. They also say that program material—that is, the main body of the program—may be interrupted no more than twice in a 30-minute program or four times in an hour show.

In one of the two departures from the code board's original recommendations, the new section allows five rather than four interruptions in a one-hour prime-time variety program, the theory being that variety programs by their nature have more natural interruptions than dramatic programs.

In nonprime time, the standards call for no more than four interruptions per 30-minute period. News, weather, sports and special-events programs are

exempt from the interruption standards in both prime and nonprime time.

The new standards also specify that credits in excess of 30 seconds be classified as nonprogram material—the second departure from the original recommendations last May.

Authorities speculated that, aside from a sharp drop-off in number of billboards, the changes would have little noticeable effect on network commercial formats.

Some Changes ■ It was speculated that some programs, probably few, would have to cut back somewhat on interruptions, though probably not on total commercial time. NBC-TV's *Get Smart* was mentioned as eligible for elimination of one interruption and the one-hour *Dean Martin Show* as probably due for elimination of two. In neither case, however, would total commercial time be affected.

William H. Tankersley, CBS-TV vice president for program practices, who represents CBS on the TV code board, said his network for a number of years has limited program interruptions to two per half-hour, so that the code changes would have virtually no effect except on billboards.

He cited CBS's half-hour *Lucille Ball Show* and the one-hour *Gunsmoke* as examples of consistency between present practice and the new code requirements. Both have two different commercial formats, one allowing for an additional commercial position (but same total commercial time).

In the format for three commercial positions, the Ball show opens with the CBS color insignia, followed by title, star credits, 10-second billboard, producer-writer-director credits and then "act one" of the show. After act one comes the first commercial, which would be the first program interruption. Then comes act two and then the second commercial (interruption number two). Then act three and a third commercial—not counted as an interruption because the program has ended. After that come the closing billboard, credits, a 15-second or 16-second promo for the next week's program, system cue and a 42-second station break.

Cut Length ■ In the format for the same show with four commercial positions, the sequences are the same but two of the commercials are 30 seconds rather than 60, and one of the 30's is inserted after the first billboard and the other after the closing billboard. Since these billboards and the 30-second messages come before and after the program itself, this material does not count as an interruption.

For *Gunsmoke*, a participating show, one format provides for six commercial messages, the other for seven. The former opens with a prologue (which, unlike an epilogue, will count as pro-

Health office wants act of smoking banned on TV

If one anticigarette advocate had a choice, he'd ban the act of smoking during television entertainment programs rather than stop cigarette commercials.

Dr. Donald T. Fredrickson, director of New York City's smoking control program, told BROADCASTING last week that a TV hero smoking cigarettes during a program is "far more significant and influential" in prompting people—especially the young—to smoke. "If I had the choice of banning cigarette commercials or the act of smoking by actors, I'd choose the latter," he said.

During a program on WOR-TV New York earlier in the week, Dr. Fredrickson said it "is just not tolerable" to have hero figures smoking on television and radio shows that are aimed at children. He said it was necessary to make smoking "no longer the in thing to do, but the out thing to do."

Later, Dr. Fredrickson said that a ban against hero figures smoking on television should be applied to all programs, regardless of the audience to which they are aimed. "Most television programs, including movies, have a substantial number of young viewers, even the late late-

night personality shows that often feature hosts and guests puffing away."

Dr. Fredrickson said the young see smoking "as a very significant symbol of moving out of childhood into adult life," and that seeing attractive and familiar stars with a cigarette in their mouths poses a serious threat to their efforts to refrain from or stop smoking.

Officials at ABC-TV, CBS-TV and NBC-TV said it is network policy to discourage smoking in entertainment programs, unless the act is pertinent to the story line. Network spokesmen said that while there is no ban on actors smoking, producers and actors are frequently asked to limit the practice as much as possible.

William H. Tankersley, vice president for program practices at CBS-TV, said that of 279 CBS-TV entertainment episodes televised in August, only 50 had characters portrayed with cigarettes or cigars. Of those 50 episodes, he added, only one actor who could be construed to be a hero figure in a dramatic show was found to have smoked on camera. The hero figure has since been asked to refrain from smoking.

The new wording of the NAB television code

(The following is the new language on time standards, as adopted by the TV board. It replaces the current Section XIV [pages 19-22] of the TV code, effective Sept. 15, 1968.)

XIV. TIME STANDARDS FOR NONPROGRAM MATERIAL

In order that the time for nonprogram material and its placement shall best serve the viewer, the following standards are set forth in accordance with sound television practice:

1. Nonprogram material definition: Nonprogram material, in both prime time and all other time, includes billboards, commercials, all credits in excess of 30 seconds and promotional announcements. Public-service announcements and promotional announcements for the same program are excluded from this definition.
2. Allowable time for non-program material:

A. In prime time, nonprogram material shall not exceed 10 minutes in any 60-minute period. Prime time is a continuous period of not less than three consecutive evening hours per broadcast day as designated by the station between the hours of 6 p.m. and midnight.

B. In all other time, nonprogram material shall not exceed 16 minutes in any 60-minute period

3. Program interruptions:

A. Definition: A program interruption is any occurrence of non-program material within the main body of the program.

B. In prime time, the number of program interruptions shall not

exceed two within any 30-minute program, or four within any 60-minute program.

Programs longer than 60 minutes shall be prorated at two interruptions per half-hour.

The number of interruptions in 60-minute variety shows shall not exceed five.

C. In all other time, the number of interruptions shall not exceed four within any 30-minute program period.

D. In both prime time and all other time, the following interruption standard shall apply within programs of 15 minutes or less in length:

5-min. program—1 interruption

10-min. program—2 interruptions

15-min. program—2 interruptions

E. News, weather, sports and special-events programs are exempt from the interruptions standard because of the nature of such programs.

4. The use of billboards, in prime time and all other time, shall be confined to programs sponsored by a single or alternate week advertiser and shall be limited to the products advertised in the program.

5. Reasonable and limited identification of prizes and donors' names where the presentation of contest awards or prizes is a necessary part of program content shall not be included as nonprogram material as defined above.

6. Programs presenting women's service features, shopping guides fashion shows, demonstrations and similar material provide a special service to the public in which certain material normally classified as non-

program is an informative and necessary part of the program contest. Because of this, the time standards may be waived by the Code Authority to a reasonable extent on a case-by-case basis.

7. Gratuitous references in a program to a nonsponsor's product or service should be avoided except for normal guest identification.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trademark or slogan should be used only incidentally and should not obtrude on program interest or entertainment.

(The old time standards permitted an extra 20 seconds of nonprogram time in prime and nonprime time; counted public service announcements in prime time as a nonprogram element; counted only below-the-line credits [technical and physical services] as a nonprogram element; allowed billboards for all programs; limited prize identification to 10 seconds; restricted the amount of nonprogram time to 75 seconds in five-minute programs and to 130 seconds in 10-minute programs; limited the number of consecutive announcements to three at any time; restricted prime-time station breaks to a maximum of two commercial announcements plus noncommercial copy for a total of 70 seconds; restricted nonprime breaks to a maximum of two commercial announcements plus a sponsored 10-second ID, or three commercial announcements, for a total of 130 seconds; counted piggyback spots as two commercials.)

gram material) followed by a billboard (which would be eliminated under the new standards) and then a one-minute commercial (first interruption). Then come star credits and act one, followed by a second commercial minute (second interruption), then act two and then the third commercial, show title card, promotional announcement, CBS eye and a 32-second station break—all of which would make the third interruption.

In the second half-hour the title is followed by act three and this by the fourth commercial (fourth interruption). Next is act four, which ends the program and is followed by director-writer-producer credits, the fifth commercial (not an interruption, since the

program has ended), trailer for next week's show, sixth commercial (again, no interruption), closing billboard (eliminated under new standards), closing credits, promo and 42-second station break.

The format for seven commercial positions provides for two of the messages to be 30-second announcements, with one of them, representing the extra commercial position, inserted without additional interruption after the midprogram station break.

Mr. Tankersley said it is CBS's intention to have producers add 20 seconds to the content of programs sold on a participating basis, to make up time lost on billboards.

Nonnetwork sources close to code developments agreed that the changes, aside from billboards, would not be particularly dramatic from the viewer's standpoint. They considered the changes important, however, on the ground that they guard against proliferation of commercial interruptions later on. Without these changes, some contended, advertiser pressures for isolated positions, independent 30-second commercials and the like would lead to five, six or even more program interruptions per hour a few years from now.

The TV board meeting was held Wednesday (Oct. 4) in New York, partly in joint session with the TV code board and partly alone.

Pay-TV decision up to Congress?

Hearing on Hill starts today; FCC's oral argument last week proves merely a rerun of the long-held positions of each of the interested parties

The controversial proposal that the FCC establish pay television as a permanent service on a nationwide basis went through the meatgrinder of an oral argument before six FCC commissioners last week. And when the crank stopped turning—after 18 participants had been heard in some 10 hours spread over two days—there was no indication of what form pay television would eventually take, if any.

Theater owners, the networks and major broadcast groups restated the opposition they have been expressing since the commission began considering subscription television as a new service in 1955. And manufacturers of pay-TV systems—notably Zenith Radio Corp.—endorsed the idea.

But the only explicit defense of the highly restrictive rules proposed by a committee of commissioners in a suggested report and order authorizing pay television was voiced by Commissioner

Kenneth A. Cox, one of the committee members. Commissioner James J. Wadsworth, who is chairman of the committee, restated the doubts he has expressed—including the question as to whether there is a sufficient demand for the proposed service.

Congress May Act ■ Furthermore, indications were that Congress will take the decision out of the commission's hands—an action, presumably, that wouldn't upset some commissioners. The commission, in issuing its most recent notice of rulemaking in the case—in March 1966 — invited congressional guidance (BROADCASTING, March 28, 1966).

The House Communications Subcommittee is scheduled to begin a hearing on pay TV this week. The hearing had been set to start Wednesday, (Oct. 4), but was postponed by Chairman Torbert Macdonald (D-Mass.), who went to the first game of the World

Series in Boston on Wednesday (see page 34D).

Congress has always been hostile to pay TV, and a reminder of how hostile was provided in the oral argument by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee, long a bitter foe of pay TV. He said such a system would represent "a tax—a regressive tax at that, on those who turn the knob."

Nothing New ■ Pay TV, he said, offers the likelihood only of more of the mass-appeal type service he said the public receives now—it would be a "second vast wasteland"—yet backers are proposing to require the public to pay for what it gets over airways they own. "That's chutzpah," he said, using the Yiddish word for gall, in the sense of brazenness.

He said the diversity in programing will not be supplied by pay TV but



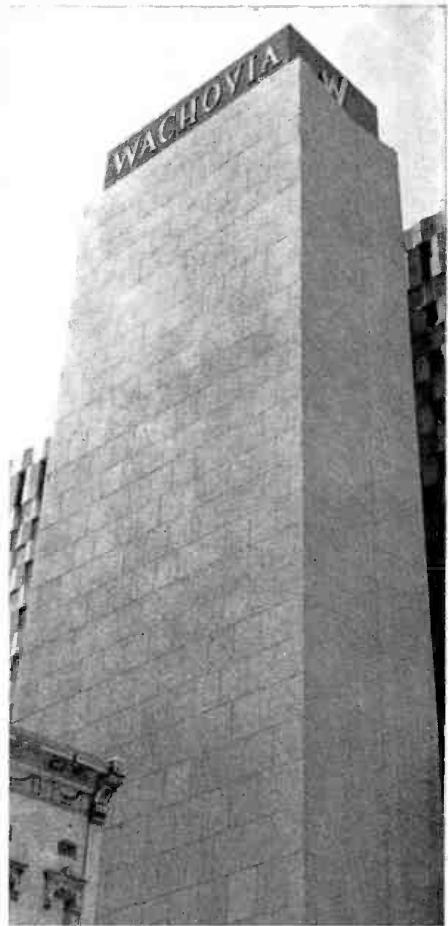
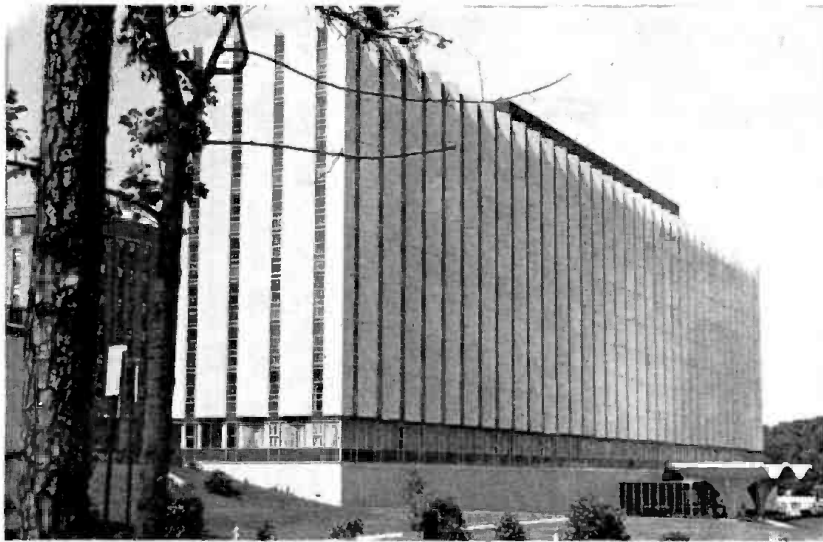
Attorney Marcus Cohn sees pay TV as even sharper line drawn between rich and poor.



Attorney Louis Nizer argues that the proposed FCC rules destroy the free market.



Attorney W. Theodore Pierson sees effort to deny public choice between free and pay TV.



The action station in the action city!

Photographs of Charlotte and its activities give you only a partial picture of this city's importance as a market. The Queen City, as we are called, is the "capital" of the Piedmont Crescent, a great constellation of small and large cities. Sales Management ranks it the 15th largest urban region in the nation. Within a 75-mile radius of WSOC-TV's tower there are, in addition to Charlotte, 129 smaller cities. Three million people live within the persuasion of Charlotte's Channel 9. Let us persuade them for you.

NBC-Represented by H-R



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

Confidence builders.



General Electric PE-240
Color-film camera



In reality, General Electric color TV cameras. The color-film PE-240... the live-color PE-250.

In our customers' minds, confidence builders. That's what General Managers and Chief Engineers of successful TV stations repeatedly tell us.

"Broadcaster confidence. That's why we bought your cameras. We looked at all the others and bought General Electric because it showed us the best pictures, the most stable and reliable performance, the most economical operation."

You get the best when you buy General Electric color TV cameras. Color you can have confidence in, cameras you can rely on.

Read about our PE-250 and PE-240 in the brochures we'll be glad to send you. And if you need more than that to build your confidence in these cameras, visit us in Syracuse where we build them. Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-46

GENERAL  ELECTRIC



General Electric PE-250
Live-Color camera



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can be expected from other sources, probably educational television. He said he was encouraged by the projected Corp. for Public Broadcasting, which would be financed by government and private funds.

He urged the commission to hold off further action until Congress acts in the matter. He warned that he would take to the House floor himself to rally opposition to pay television, if the commission should seek to proceed. Suggesting he would expect commercial broadcasters, including networks, to move into pay TV, he said he would get "a good many votes" if he pointed out that broadcasters are already making "monolithic profits." "It may be a specious argument," he conceded, "but I'll use it."

Reprise ■ Most of the arguments advanced in the two days were those that have been heard many times before in the last 12 years. W. Theodore Pierson, speaking for Zenith Radio, denounced the "establishment"—which he said included the networks, the National Association of Broadcasters and the Association of Maximum Service Telecasters—as well as the theater owners, for "arrogant and self-serving efforts" to deny the public a choice between free and pay-TV programming.

He said pay television can provide an alternative to commercial television, although he conceded the reliance of such a service would be on the same general kinds of programming serving free television so well—movies and sports. Zenith, which requested the current rulemaking proceeding, has been conducting a test of its Phonevision pay-TV system on RKO General Inc.'s WHCT(TV) Hartford, Conn., since 1961.

Representative Celler, Marcus Cohn (representing a theater owners group), and the so-called establishment members, argued on the one hand that there is too little demand to warrant setting aside frequency space for pay TV and, on the other, that pay TV's success would result in the destruction of free television.

One argument dressed in a new cloak was that turning on the assertion that poor people would be denied the use of a channel that now provides them with free service. Mr. Cohn said that at a time of riots by urban poor already feeling excluded from the mainstream of society, "the federal government would be drawing the line even sharper than it is today between the rich and poor."

Cox's Answer ■ Commissioner Cox, however, noted that the proposed rule would limit pay-TV operations to stations in markets of five or more stations, at least four of them operating, and that pay-TV stations would be required to carry the minimum amount of free programming now required—28 hours per

week. He thought this rule would protect the public against the loss of any meaningful amount of free service.

But that rule and others that were designed to protect free television from losing programming to pay television were scored by a number of speakers, including opponents of pay TV, as arbitrary and probably unconstitutional.

Louis Nizer, nationally known attorney, who represented the Motion Picture Association of America, focussed on rules that would bar pay TV from showing, with certain exceptions, movies that had been presented on a first-run basis more than two years previously, and series-type programming with interconnected plots.

Neutral on Issue ■ MPAA was taking no stand on whether or not pay TV should be authorized. But if it is, Mr.



Rep. Emanuel Celler (D-N. Y.) describes pay TV as a tax and a regressive tax at that.

Nizer said, motion-picture producers want to be able to compete for their share of the new market. And the proposed rule "destroys the free market."

He saw the proposed rule as violating the antitrust laws, as well as the constitutional guarantees of free speech and the Communications Act's own no-censorship provision. "Here we have a direct, frontal attack on free expression," he said.

Commissioner Robert E. Lee, the third member of the pay-TV committee, asked whether the commission couldn't hold that it considered an anti-competitive act to be in the public interest.

"No," Mr. Nizer said. "To say there is a limit on the effectiveness of a law is so audacious a step I don't doubt any agen-

cy of government would hesitate to take it."

Such arguments pose a dilemma for the commission, for it is not likely to approve pay television without safeguards to protect free television; yet it is being told that the safeguards it is considering are illegal.

Commissioner Cox felt that so long as a broadcaster could carry a program either on pay television or on free television, there was no question of an institutional violation. But Commissioner Lee Loevinger indicated the proposed rules troubled him, and asked Richard Jencks, deputy general counsel for CBS, his views.

Network View ■ Mr. Jencks's principal argument was that the committee of commissioners, in attempting to integrate two systems of television he said were essentially incompatible, proposed an unconstitutional tampering with programming. His solution: Drop the proposal.

But, said Mr. Loevinger, suppose the commission finds that pay television would be in the public interest.

"Then if you do, the commission shouldn't impose restraints," Mr. Jencks said, somewhat uncomfortably.

What about pay-TV opponents' apparently schizophrenic view that subscription television would not attract sufficient viewers to warrant setting aside spectrum space for it, yet should be barred because of its threat to free television's viability?

Commissioner Cox put this question to James A. McKenna Jr., representing ABC, who replied: "Our concern that it will succeed is less [than it has been]—but we don't want to risk the destruction of free television, which is still a possibility."

And Ernest W. Jennes, representing the Association of Maximum Service Telecasters, said the concern should be with pay TV's possible success. He foresaw the likelihood of pay-TV revenues quickly soaring from a relatively narrow base to \$1 billion annually—enough he said, to outbid commercial television for the programming the public now sees free. Furthermore, while the rules are of doubtful legality, they probably wouldn't prevent the siphoning of the movies and sports programs on which free television places such reliance, he said. Douglas A. Anello, general counsel for the National Association of Broadcasters, made a similar argument.

Give It Time ■ Backers of pay TV, aware that tests thus far have not indicated much of a desire on the part of the public for subscription television—the Hartford test showed less than 1% penetration of homes in the market—asked the commission for the chance to compete.

Solomon Sagall, president of Tele-

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globe Pay-TV Inc., said the commission should look to the future. He recalled that there was no certainty of the demand for AM radio 40 years ago or for television in 1947. He said pay television would face "an uphill fight," but that if it succeeds it will attract new actors, directors and other artists to the medium.

Teleglobe and other pay-TV systems manufacturers backing the commission committee's proposal, however, would like fewer restrictions. Samuel Miller, speaking for Teleglobe, asked that the rules permit two pay-TV operations in a community of six or more operating stations. And Reed Miller, representing International Telemeter Corp., urged removal of the proposed restrictions on the size of communities where pay-TV operations would be authorized, and suggested abandonment of the proposed rule barring two-year-old movies from pay television.

The suggestion that pay TV belongs on wire came from two companies suited to such operations—Teleprompter Corp., which is heavily engaged in CATV activities, and Skiatron Electronics & Television Corp., whose pay TV by wire system was employed by Subscription Television Inc. in Los Angeles and San Francisco before pay TV was outlawed by a state referendum.

Commission Lacks Authority ■ That state action was later overturned by the state supreme court in a decision upheld by the U.S. Supreme Court. And Arthur Levey, president of Skiatron, said that case is authority for the proposition that the commission cannot bar subscription television wholly by wire.

Alan Ragwid, speaking for Teleprompter, said the various problems raised in connection with over-the-air pay television wouldn't exist in connection with a combined pay-TV-CATV operation. Such a system, he said, would occupy no spectrum space; the public would still be receiving over-the-air television as a free service.

Nor would it be so dependent on mass-appeal programing. A CATV system, "with an unlimited number of channels," would consider 5% audience penetration by one of its channels "desirable."

The All Channel Television Society, composed of UHF licensees and permittees, favors the establishment of pay TV as a possible aid to the advancement of UHF broadcasting—but without the restrictions the commission's committee has proposed. Martin Firestone, speaking for ACTS, said the association doesn't want pay TV to be a "hybrid" service; it should be regulated exactly as conventional television is now, he said.

"If a licensee says he can serve the public interest with special [pay-TV] programing, let him apply for a pay-TV

Pay TV whiffs

The pay-television hearing scheduled for last Wednesday (Oct. 4) fell victim to the Boston Red Sox. When the baseball team finally clinched the American League pennant, Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee, postponed the hearing until today (Oct. 9) at 10 a.m. so he could attend the opening games of the World Series, along with most of the Massachusetts congressional delegation.

FCC Chairman Rosel H. Hyde is scheduled as leadoff witness.

license," he said. "Let stations in the market protest, if they want to." He suggested the commission could apply the promise vs. performance test, as it does to conventional broadcasters.

Mr. Firestone, in taking that stance for ACTS, was in the unusual position of taking a public stand at some variance from that of William Putnam, president of Springfield Television Broadcasting Corp., whom Mr. Firestone normally represents and who is ACTS chairman.

Mr. Putnam, speaking for his own company, said he feels regulation of pay television is needed but that he lacks confidence in the commission's ability to administer it. He said the commission's performance in administering CATV rules—and he has frequently expressed his view that the commission has been lax in this regard—justifies the question as to whether the commission could effectively regulate pay TV.

As Mr. Putnam finished Chairman Rosel H. Hyde said: "Thank you for your frank statement."

Conferees named for subsidized-TV bill

Conferees from both the Senate and the House of Representatives have been named to work out differences between versions of the Public Broadcasting Act. But setting the date of the opening meeting of the conference committee has been delayed until the return from Europe of Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee and manager of the Senate version of the bill.

Senate action that officially disagreed with the House-passed version of the bill (BROADCASTING, Sept. 25) forced the joint meeting. Senator Pastore, who

has been in Europe on Atomic Energy Committee business, but who will return today (Oct. 9), was named to serve on conference committee along with Senators Warren Magnuson (D-Wash.), chairman of the Commerce Committee; A. S. Mike Monroney (D-Okla.); Hugh Scott (R-Pa.), and James B. Pearson (R-Kan.).

House floor action last Tuesday (Oct. 3) appointed Representatives Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee; Torbert H. Macdonald (D-Mass.), chairman of the Communications Subcommittee; Horace R. Kornegay (D-N. C.); William L. Springer (R-Ill.), and James T. Broyhill (R-N. C.).

Storer rebuts theaters' fairness charges

The National Association of Theater Owners of Michigan, which filed a fairness-doctrine protest against the license-renewal applications of 12 Michigan stations (BROADCASTING, Sept. 4), has received a stiff rebuttal from one of the licensees, Storer Broadcasting Co. In a letter to the FCC, which had requested a response to the charges, Storer charged that the theater owners' complaint "is in reality a fishing expedition, making generalized and conclusionary allegations."

The theater owners asked the FCC to hold hearings on the renewal applications of WWJ-AM-FM-TV, WXYZ-AM-FM-TV, Storer's WJBK-AM-FM-TV, all Detroit, and WOOD-AM-FM-TV Grand Rapids. They claimed that the stations acted in concert to use their facilities unfairly in a controversial fight on daylight savings time in Michigan, and refused to grant "equal broadcasting rights" to fast-time opponents.

Storer replied that through its "Editorial Feedback" and newscasts, printed offers of reply time to daylight-time opponents, and invitations for audience comment on all editorial broadcasts on the subject, the WJBK stations had recognized and fulfilled their obligations to afford reasonable opportunities for expression of conflicting views.

Storer also refuted the theater owners' contention that broadcasters stood to save about \$25,000 a week with the advent of daylight savings time, saying that though there were certain advantages in terms of time consistency and quality of network program feeds, countervailing disadvantages existed as well, such as the tendency of extended daylight hours to keep an audience outdoors and away from its radio and TV sets. "In this sense," Storer said, "the broadcasters' interest parallels that of the theater owners, whose economic desire for early darkness is self-evident."

New view of the CATV rules

Hearing examiner recommends limits on San Diego systems
be removed because evidence is lacking on damages

The FCC's benchmark San Diego CATV case, the first evidentiary probe into the present and future impact of distant-signal importation by CATV systems on local TV stations in a major market, generated an initial decision from Hearing Examiner Chester F. Naumowicz Jr. last week that casts doubts on the "literal application" of the commission's CATV rules.

Based on the hearing record, the examiner recommended that prior restraints placed on the six San Diego CATV systems should be removed because "there is no evidence that CATV-produced competition to date has had any effect whatsoever on the service offered the public by the San Diego television stations, or the ability of those stations to continue offering that service." The examiner also noted that the record "furnishes no evidentiary basis for a prediction as to the effect of unlimited CATV expansion on existing or potential UHF service in San Diego." He also would grant an application by American Television Relay to provide part of the link in the CATV systems.

The cable systems involved are Mission Cable TV Inc. and its operating company, Pacific Video Cable Co., both El Cajon, both wholly owned by multiple-CATV-owner Trans-Video Corp. in which multiple-owner Cox Cablevision Inc. has an interest; Southwestern Cable Co., San Diego, owned in part by Trans-Video; Rancho Bernardo Antenna Systems Inc., La Jolla; Escondido Community Cable, Escondido, Vista Cablevision Inc., Vista, all California.

Background ■ The 20-month-old case began when Midwest Television Inc. (KFMB-TV San Diego) protested that the CATV's were jeopardizing the economic health of the San Diego stations by importing TV signals of Los Angeles stations (BROADCASTING, March 21, 1966). Other San Diego stations are KOGO-TV and KAAR(TV). A two-year-old construction permit for KJOG-TV, channel 51, a CP for noncommercial channel 15 and an unassigned commercial UHF allocation are also assigned to San Diego. The city is served by XETV (TV) and XEWT-TV, both Tijuana, Mexico.

In an August filing, the FCC's Broadcast Bureau proposed a UHF-CATV balance wherein the cable companies would be barred from importing the signals of independent Los Angeles stations and originating programs, in re-

turn for which the companies would not be restricted in their growth in the San Diego market. The bureau alleged that the impact of distant-signal competition would be severe on the UHF stations (BROADCASTING, Aug. 21).

However, Examiner Naumowicz's conclusions would appear to refute the bureau's contentions, particularly with respect to CATV's effect on local TV. Same day, non-duplication rules would protect network programming for local affiliates, he said. But, in a new departure, he suggested that the CATV's and broadcasters should work out an agreement, within 60 days, to accord reasonable protection for the stations of syndicated programming as well. But in all aspects of the hearing he could find little hard-core evidence among the several surveys, techniques of measurement or other "jargon of scholarship" to support the broadcaster's position. In final analysis the examiner said that the commission may want to consider whether San Diego is "an atypical market" and whether the purpose of the rules "might best be served by the imposition of restrictions on the basis of factors other than the evidence."

Major Points ■ On the eight hearing issues the examiner found that:

Though a majority of the San Diego homes are within the grade-B contours of the Los Angeles stations, in most cases an acceptable signal cannot be received. The commission, however, has chosen to define station markets in terms of contours based on predicted signal strength. Such a definition is "administratively convenient and not unrealistic" in most markets, the examiner suggested, but these contours are in some instances "totally unrelated to the actual areas" where the station is viewed. Perhaps, he noted, "in this market the literal application of the CATV rules may tend to modify the natural competitive situation rather than to preserve it."

■ Signals of the local San Diego stations are subject to ghosting and other interference problems when carried on most of the CATV's, but the cable systems are attempting to alleviate those conditions. In any event, the examiner suggested that the commission should not issue an order restricting the companies because both cablemen and broadcasters have agreed to cooperate in tests and studies to pinpoint and eliminate the difficulties. He further suggested that because of the San Diego

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tests and the potential universality of the problems involved the commission might consider forming a study group composed of its own experts and those of CATV-broadcast manufacturing and operating interests that might lead to the setting up of standards or rules "designed to accommodate realistically the best interests of all concerned."

■ "CATV local programing will provide a new voice in the community, but the audience it is likely to attract will not be of such size as to affect materially the fortunes of local broadcasters." The examiner refused to go a step further, as broadcast interests had urged, to forbid the CATV systems from originating mass-appeal entertainment programs. "Such conclusions are unwarranted, and such an order is unsuitable," he said, because the operators have asserted they have no plans at this time for such operations.

Not Exceptional ■ He noted, however, that while the systems may change their plans, "their potential is not one whit more threatening than that of any and every other CATV system in the

nation. To single them out from their fellows solely because they have been designated for hearing and are, therefore, particularly susceptible to the commission's writ would be discrimination of the most arbitrary and capricious sort. If CATV systems are to be forbidden to realize their programing potential, it is more appropriately done in a rulemaking proceeding applicable to all. . . ."

The examiner speculated that even if the record were to support a conclusion that the cable companies were about to expand their programing plans, he would be hesitant about imposing restrictions because he knows of no authority that suggests the First Amendment of the Constitution "does not forbid abridgment of the freedom of speech if the government's motive is purely economic," that is, to afford economic protection to certain broadcast stations against distant-signal competition.

■ Although, as of December 1966, the CATV's have subscriptions totalling 9% or 31,650 out of 352,600 TV homes in the market, ultimately, Examiner

Naumowicz found, if they are permitted unrestricted expansion, the cable companies will penetrate half of the total market homes. The examiner was careful, however, to emphasize this finding "must be a profession of faith rather than a finding of fact." Such projections, he said, are "extremely uncertain" because there are "too many imponderables to inspire confidence" in them. One CATV, Mission, has agreed, he noted, to accept a subscription limitation of about 44% of the homes in its franchise area.

■ Importation of distant signals will cause some fragmentation of the market audience. As for the extent of that fragmentation, the examiner could not predict, principally on grounds that there is either a lack of knowledge of experience to the effect of CATV penetration in other markets or the hearing evidence produced little more than "rationalizations of sincerely held theories." Total fragmentation of audience will depend, he said, on the relative appeal of programs offered by the various stations. For the local network affiliates, because of the commission's nonduplication rule, CATV competition will have little or no effect on San Diego audiences.

Pressure on UHF ■ Independent UHF's though will feel a more pronounced effect, he said, and may have to resort to counter programing, offering programs not at that moment available on the networks, to generate substantial audiences. If there were no CATV competition, a prediction of the audience size San Diego UHF's could generate would rely on the experience of the sole operating UHF in that market, KAAR(TV), which is credited with about a 1% share of the San Diego viewing homes in an ARB survey. And that experience, he said, "is not calculated to inspire confidence as to the future of UHF in San Diego." In any event, the examiner said because the hearing could not establish what audiences the UHF's may be expected to generate, "there can be no meaningful conclusion" as to specific effects from CATV-produced competition.

■ The loss of the present San Diego UHF's because of distant-signal importation "would be virtually unnoticed by the public." Further, the examiner noted, the hearing failed to demonstrate the existence, size or advertiser appeal of any specialized market in San Diego or how the local stations proposed to serve this specialized interest. Accordingly, he said he could not conclude that if this specialized audience were attracted to the Los Angeles stations, there would be a resultant loss of service from the local stations.

Facts Lacking ■ Future loss of UHF service would be equally hard to pre-

Special pitch made for Trenton's CATV

The Trenton, N. J., city council got a lot more than it asked for when a local cable firm, Mercer Community Television Inc., one of nine applicants vying for the highly coveted CATV franchise in that city (pop. 110,000), surprised council members with a "sneak preview".

The cable firm, largely owned by Reeves Broadcasting Co. (a group broadcaster and multiple CATV owner) and Nassau Broadcasting Co. (licensee of WTOA-FM Trenton and WHWH Princeton, both New Jersey), staged what it called a CATV first—an actual showing in a side-by-side comparison of cable television with normal off-the-air reception, plus a live viewing of the firm's proposed public-service channel.

When Mercer Community Television's representatives walked into the council hearing 10 days ago they brought a 21-inch Conrac monitor and a new 17-inch home receiver. Simultaneously, coaxial cable connections were dropped from the roof and brought into the council chambers where surprised members were shown many of the 17 commercial and educational channels from New York and Philadelphia that the firm proposes to carry.

The demonstration was made possible by the CATV firm's access to WTOA-FM's 300-foot tower that

picked up the signals, which were relayed by cable to the roof of City Hall.

Principals of Mercer Community Television Inc. are James J. Moonan Jr., president, who is also president of Thomas and David Advertising Agency, Trenton, and Herbert W. Hobler, executive vice president, and also president of Nassau Broadcasting Co.

The other eight firms applying for the Trenton franchise are Vikoa Inc., Hoboken, N. J. (formerly Viking Industries Inc.), CATV equipment manufacturer and multiple CATV owner; Teleprompter Corp., New York, multiple CATV owner; Community Service Antenna Inc., subsidiary of WBUD-AM-FM Trenton; Crosswicks Industries, Trenton; Trenton Cablevision; Tri-County Cable TV, Philadelphia, owned by the *Philadelphia Evening Bulletin*, a multiple CATV owner; Garden Spot CATV, Huntingdon Valley, Pa., and Telesystems Corp., Glenside, Pa., a multiple CATV owner.

Approximately \$2.5 million is expected to be invested for 300 miles of cable and plant by whichever applicant is awarded the franchise. The Trenton city council is expected to make its decision by the end of this month.

dict, the examiner said, because "there is no significant body of experience in the markets to which San Diego may be compared, and if assumptions are to be made they must flow from application of untested theories." Noting that the commission may use such assumptions in policy-making while he cannot in an evidentiary proceeding, the examiner concluded "there is no evidentiary basis for a prediction."

▪ Based on the hearing evidence, there is no foundation for the imposition of "any restrictions on the present or future operation of CATV systems in the San Diego market." He suggested, however, that the commission may want to retain jurisdiction over the proceeding with regard to syndicated program distribution. Market exclusivity of these programs has been disrupted by CATV in a "somewhat haphazard and unpredictable manner," though such disruption is not unavoidable. Noting that the San Diego stations know in advance what programs can be selected and what the Los Angeles stations will select, he said that "it is possible to formulate an order which will afford reasonable protection to the local stations in the area of syndicated programming without depriving CATV subscribers of programs which would otherwise have been available to them." Blackout priorities of syndicated programs, he said, should be left up to the individual stations seeking protection. In any event, he suggested that the parties should be allowed to work out an arrangement for themselves and advise the commission that an agreement has been reached.

WGN subsidiary buys California CATV's

WGN Televents Inc., a subsidiary of group station owner WGN Continental Broadcasting Co., has exercised an option to purchase Clear Cable Co., a CATV company providing service to Palmdale and Quartz Hill in California's Antelope Valley, north Los Angeles county. The purchase price was not disclosed but is estimated to be in the area of \$850,000.

WGN Televents presently provides CATV service in northern Michigan. The WGN Continental group includes WGN-AM-TV Chicago, KDAL-AM-TV Duluth and KWGN-TV Denver. It recently purchased WFMJ-TV Chicago for about \$1 million subject to FCC approval (BROADCASTING, Oct. 2).

The Clear Cable Co.'s 12-channel system carries seven Los Angeles stations and two from Bakersfield, Calif. In addition there is a local weather-

music service. The Palmdale and Quartz Hill systems operate from separate head-end facilities and presently serve about 2,500 subscribers. Palmdale began in 1964; Quartz Hill, last spring.

Sellers of Clear Cable included Richard Brookmyer, president; Ray V. Miller, vice president; George Acker, secretary-treasurer; David McKay and George Anthony. Messrs. Miller, Acker and McKay have other CATV interests. Broker was Daniels & Associates, Denver.

200 stations set for ABC radio networks

Close to 200 stations have "indicated a desire" to affiliate with one or another of ABC Radio's four separate networks, each tailored to different formats.

ABC officials say tentative choices have been made by almost 200 stations—both present ABC Radio affiliates and a number of nonaffiliates. Under the ABC plan, the network will offer four radio feeds—the American Contemporary, Information, Personality/Entertainment, and FM networks—to present affiliates and nonaffiliates alike, some of them in the same market. Present ABC affiliates have first choice of the services.

Affiliates two weeks ago received samples of what each service would sound like as well as a notice that their present contracts with ABC Radio would terminate Dec. 31, a day before the new four-part concept begins operation. Contracts for the new services will be mailed to affiliates this week.

ABC officials say that so far, only one affiliate has formally rejected the ABC plan. WHAM Rochester, N. Y., has declined affiliation with any of the four services. According to W. F. Rust Jr., president and general manager, none of the four services fits WHAM's present format. However, WPTR Albany, N. Y., another station owned by Mr. Rust, will continue its affiliation with ABC. Mr. Rust told BROADCASTING he has chosen the American Contemporary Network for WPTR.

Two Gilmore TV's join ABC

Signing of wsva-TV Harrisonburg, Va., and KODE-TV Joplin, Mo., as primary affiliates of ABC-TV was announced last week by James S. Gilmore, president of Gilmore Broadcasting, the stations' owner, and John O. Gilbert, ABC-TV vice president for affiliate relations. The new affiliations go into effect Oct. 1.

WSVA-TV, on channel 3, had been an NBC-TV affiliate; KODE-TV, on channel 12, a CBS-TV affiliate.

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Metromedia builds on both coasts

Metromedia Inc., possibly the most restless corporation in the broadcasting business, is on the move again. The multimedia company last week announced plans for construction of an extensive communications center in Hollywood, to be known as Metromedia West. While no projected cost of construction was revealed, industry sources estimated that the new communications complex would require an investment of \$15 million.

Work on the facility is scheduled to begin early next year. According to current plans, it will be finished in 1972. When completed it will house Metromedia Los Angeles stations, KTTV-TV, KLAC and KMET(FM). Also to be located in the complex are Wolper Productions, Metro Radio Sales, Metro TV Sales, Metromail Division western sales offices, and Metro Transit Advertising. Most are now in separate locations. Metromedia's Foster & Kleiser outdoor advertising and Ice Capades operations, however, will continue to operate out of their present separate facilities.

The new construction will be on a seven-and-a-half-acre site on Hollywood's Sunset Boulevard, the current location of KTTV. Primarily the project will consist of six separate structures: a 140,000-square foot three-story building housing KTTV and western executive offices for the corporation; a two-story garage for more than 400 automobiles; a utility building for service and craft shops and set storage; two existing but remodeled sound stages; and a 12-story office tower encompassing at least 150,000 square feet of space. The office

structure may rise even higher, depending on future space requirements.

KLAC and KMET will be based in the office tower, along with Metromail, Metro Radio and Metro TV sales staffs, Metro Transit and Wolper Productions. Over-all construction is divided into two phases. The KTTV facility and the garage and remodeling of the sound stages will be completed first. Then the office tower will be erected.

Metro East ■ In a separate but related construction project, Metromedia is remodeling and refacing the facility housing WNEW-TV New York. The eight-story, 140,000-square foot structure on Manhattan's East 67th Street is virtually being torn apart and put back together from the inside out. This work already has started and is scheduled for completion some time next year.

John W. Kluge, chairman of the board and president of Metromedia, will continue to make his headquarters in New York. Metropolitan Broadcasting Television, a division of Metromedia, will operate out of the new communications center. Metromedia currently operates 12 independent AM and FM radio stations in New York, Los Angeles, Philadelphia, Cleveland, Oakland and Baltimore. In addition to KTTV-TV and WNEW-TV, it also operates VHF stations in Washington and Kansas City and is in the process of putting KSAN-TV San Francisco, a UHF station, on the air.

Two leave WNEW to open consultancy

The formation of a new broadcast consultant company, Graham-Ruttenberg Inc., New York, has been announced by Jerry Graham and Bernard Ruttenberg. Both men resigned from

WNEW New York last week. The firm will concentrate in the areas of stations' programing, news, promotion and public relations.

According to the principals, the firm has signed a major radio and TV [station] operation in the Northeast as its first client. Offices in New York will be at 29 East 61st Street. Mr. Graham joined WNEW in 1961 and served as news editor before becoming program director in April 1966. Mr. Ruttenberg, whose background includes public relations for both WNEW and CBS Radio news, rejoined WNEW as director of public relations in June 1966.

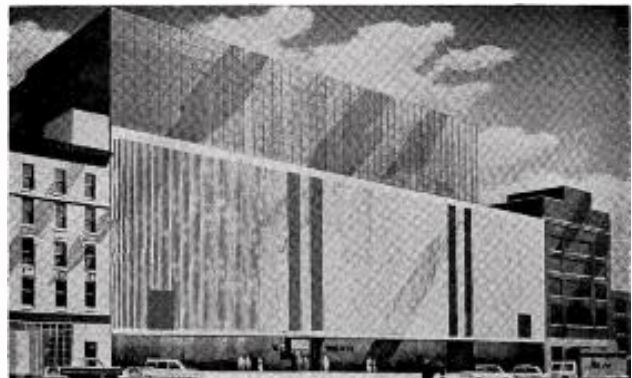
Lengthy procedures rankle Loevinger

FCC moves to enlarge the issues in a proceeding involving the applications of Newchannels Corp. and Eastern Microwave Inc. to provide CATV service in the Syracuse, N. Y., market have drawn fire from Commissioner Lee Loevinger. The commissioner, in a dissent to an FCC order last week broadening the inquiry to include an issue of concentration of control of mass media, termed the commission's action "less like an even-handed administration of justice or an impartial search for all relevant facts than like a manifestation of institutional bias and myopia."

Newchannels requested a waiver of the CATV rules to permit importation of distant signals to CATV systems in East Syracuse, Camillus, Manlius, Minoa, Liverpool and Fayetteville, all New York, by microwave facilities owned by Eastern Microwave. All the cable systems are located within the grade-A contour of the Syracuse sta-



Metromedia West facilities will be housed in new \$15-million project including (from l to r): new 12-story office building, remodeled existing sound stages for KTTV-TV Los Angeles and a new KTTV office and studio building. In background right will be new two-level parking garage.



Facilities in the East are not being neglected, however, as Metromedia Telecentre in New York gets a face lifting. Originally built in 1873 as the Central Opera House, WNEW-TV's East 67th Street facilities are being completely rebuilt inside and out to house modern electronic broadcasting equipment.

tions.

Both Newchannels and Eastern Microwave are subsidiary corporations of Newhouse Broadcasting Corp., which is the licensee of Syracuse stations WSYR-AM-FM-TV and WSYE-TV Elmira, N.Y. In addition the corporations are controlled by the S. I. Newhouse family that has controlling interests in the only daily morning and evening and one of two Sunday newspapers in Syracuse; numerous CATV franchises in the Syracuse market as well as an application for a CATV franchise for Syracuse, and an application for transfer of control of New York-Penn Microwave Corp., which provides or proposes to provide distant signals to CATV's in that market.

First Action ■ The applications had been challenged in February by Channel 9 Syracuse Inc., WNYS-TV Syracuse, which asserted a hearing was required to determine whether grant of the applications is consistent with the public interest due to the Newhouse control of other mass media in the same area. The commission in turn specified the issues to determine what competitive impact the proposed CATV operations would have on broadcasting. Though Newchannels requested an expansion of the competitive-impact issues, that proposal was turned down by the hearing examiner, upheld by the review board, and upon appeal to the commission, summarily denied.

A similar motion by Channel 9 to enlarge the issues to include the relationship between Newchannels and the Newhouse-family media interests was rejected by the Broadcast Bureau and the review board. However on appeal the commission, by its action last week, chose to accept the broadcaster's motion. The commission found that "if the factual allegations . . . raise substantial public-interest questions, the request should not be denied solely because the commission has not yet developed a long-range policy on the subject." And though there are several broadcast facilities in Syracuse not owned by Newhouse and a grant of Eastern Microwave's applications would not likely result in a monopoly of communications media, "the concentration would appear sufficient to raise a question which should be resolved prior to any grant of these applications," the commission said.

The whole process obviously rankled Commissioner Loevinger. He noted the Newchannels proposal "would clearly have been encompassed" within the scope of the issues now added, and that the present issues "are narrower than those proposed by Newchannels in the sense that they seem to permit only evidence which might be adverse to the CATV applicant." No other basis, he said, appears for the different

treatment of the CATV request.

Commenting on the commission's processes, he noted that in seven months the proceeding has been before both the review board and the commission twice before completion of the prehearing conferences between the hearing examiner and respective counsels. "Interlocutory appeals and proceeding of this kind," he said, "are dilatory and wholly destructive of any reasonable or efficient hearing process. Such . . . appeals of a cause have not been allowed in the Federal court system for many decades."

Philadelphia CATV test sought again

Suburban Cable TV Co. Inc., a wholly owned subsidiary of Triangle Publications, Philadelphia, group-station-CATV owner has asked the FCC to reconsider its September rejection of the cable company's proposed Philadelphia CATV experiment (BROADCASTING, Sept. 18). In support of its request and to ameliorate prior FCC disapproval, Suburban provided the commission with a scaled-down version of its original proposal. The company also called on the commission to hold a conference, which would include interested organizations such as the National Association of Broadcasters, the Association of Maximum Service Telecasters and the National Cable Television Association, to discuss the merits and procedures of the plan.

The commission had rejected the original year-old suburban plan principally on the grounds that important developments in the copyright field were imminent in Congress that possibly would make inappropriate an authorization for a five-year experiment that Suburban had envisioned. In addition the commission felt that the evidentiary hearing would provide the best forum for major-market importation requests, and that there were serious deficiencies in the sampling information and techniques to be used in the survey. The commission rejection was by a narrow 4-3 vote with a blistering dissent from Commissioner Nicholas Johnson as well as dissents from Commissioners Lee Loevinger and Robert T. Bartley.

The new Suburban proposal would operate two CATV systems, one in Dowingtown, the other in Sellersville-Perkasie, both Pennsylvania, with a combined population of over 7,000 or 2,000-plus television households. Estimated total subscriber potential is 1,681. The experiment, upon commission approval, would be concluded six months after a six-month period of preparation.

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Sinister "Golden Dragon" seeks to possess a laser beam that will control the world.

RUN. TIME: 93 MIN.

REL. DATE: 1987

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research organization the experiment would use three separate panels of 500 persons each, selected by social, economic and demographic characteristics, to be divided according to the number and source of the signals received. Panel one would receive VHF-UHF local and New York signals by cable; panel two, only local signals by cable, and panel three would receive local signals off-the-air. Data would be collected by means of personal diary, mechanical recording meters marking set usage and station tuning, and personal interviews.

Suburban reaffirmed its contention that Philadelphia is the only market that offers the "essential ingredients" (three local VHF's & UHF's) for obtaining the facts the commission needs to answer the basic public interest questions presented. The company also asked the commission not to reject the new proposal because of imminent copyright legislation, saying the agency "should not properly rely on such a 'possibility' as the basis for precluding it from obtaining data which it has repeatedly asserted to be essential for the discharge of its mandate under the Communications Act."

A Triangle spokesman said: "Numerous questions will not be resolved . . . until such study is completed."

Announcers ordered across NABET lines

A Los Angeles superior court last week issued a temporary order directing staff announcers at ABC in Hollywood, who are members of the American Federation of Television and Radio Artists, to refrain from further work stoppage. The announcers had been refusing to cross the picket line of the National Association of Broadcast Employees and Technicians, which is striking ABC. AFTRA claims that 14 announcers are affected by the court order, while the network says some 30 of its staff people are involved. A hearing to determine whether or not this temporary restraining order will be continued has been set for Oct. 10.

The order apparently applies only to staff announcers covered by a special agreement. All other performers at ABC are still subject to the rule of AFTRA that bans crossing the line.

In a separate development on the West Coast last week, singer Carol Channing asked a Los Angeles federal court to force NBC to honor a space-rental agreement it had with her for the use of network studio facilities in

Burbank, Calif. Miss Channing was supposed to tape her Nov. 16 special for ABC at the NBC studio. But she contends that NABET pressured NBC into cancelling the rental. Earlier in the week she brought similar charges against NABET before the National Labor Relations Board.

TV homes grow by 1.1 million in year

People on the average are watching more television daily. There are also more TV homes in the U. S. as of Sept. 1, 1967—an estimated 1.1 million more than in the past year.

The A. C. Nielsen Co. last week released new estimates, which Nielsen said have been incorporated in its audience reports. Nielsen said the number of TV households is 56 million, based on updated data of the U. S. Census Bureau (CLOSED CIRCUIT, Sept. 4). This represents 95% of all households and compares with 54.9 million or 94% as of Sept. 1, 1966; 52.6 million or 93% as of that date in 1964; 49 million or 90% as of Jan. 1, 1962; 45.2 million or 87% as of Jan. 1, 1960.

The viewing level—average per day in the first half of this year—is put at a record five hours 52 minutes, according to Television Bureau of Advertising computations, also based on Nielsen data (BROADCASTING, Oct. 2).

Changing hands . . .

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

■ KOAA-TV Pueblo, Colo.: Sold by William Grant and others to Sangre de Cristo Broadcasting Corp. for \$1.5 million (see page 47).

■ WKIP-AM-FM Poughkeepsie, N. Y.: Sold by George Bingham and associates to Star Broadcasting Group for \$765,000. Star Broadcasting is headed by Gerald Arthur as president and with Oliver Lazare as executive vice president; it owns WEEE Rensselaer, a CP for WEEE-TV Albany, and WBJA-TV Binghamton, all New York, and CP for WEPA-TV Erie, Pa. The three TV's are UHF. WKIP operates fulltime on 1450 kc with 1 kw days, 250 w nights. WKIP-FM is on 104.7 mc with 2.3 kw. Broker: Blackburn and Co. (See also WRNY Rome, N. Y., below.)

■ WFMR(FM) Milwaukee: Sold by James G. Baker to William C. Dunn and Patrick D. Gallagher for \$150,000. Mr. Dunn was formerly sales manager of Continental Can Co. in Wisconsin

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and Minnesota. Mr. Gallagher is Milwaukee investor. Mr. Baker remains as consultant with station. WFMR operates on 96.5 mc with 15 kw. Broker: Hamilton-Landis & Associates.

■ WRNY Rome, N. Y.: Sold by David Wm. Derby to Mohawk Media, subsidiary of Star Broadcasting Group, for \$124,000. Mr. Derby will join purchasing group as vice president and general manager of WRNY. For Star Broadcasting principals and broadcast ownership, see WKIP-AM-FM Poughkeepsie, above. WRNY is daytimer on 1350 kc with 500 w. Broker: Chapman Co.

APPROVED ■ *The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 79).*

■ WHHV Hillsville, Va.: Sold by Dale Gallimore and Rush L. Akers to Robert R. Hilker and others for \$80,000. Mr. Hilker is president of Hillsville-Galax Broadcasting Co. which has interests in WJJJ Christiansburg and WVTV Blacksburg, both Virginia, and WSVM Valdese, WFCM Winston-Salem, WEGO Concord, WCGC Belmont and WZKY Albemarle, all North Carolina. WHHV operates on 1400 kc with 1 kw days and 250 w nights.

Media reports . . .

Muskegon affiliate ■ NBC Radio reports WTRU Muskegon, Mich., became an affiliate Oct. 1, bringing the total of NBC Radio affiliates to 211 in continental U. S. WTRU, an independent outlet licensed to Regional Broadcasters of Michigan Inc., operates full-time with 5 kw on 1600 kc. Frederick P. Tascone is vice president and general manager.

Dayton data ■ *The Dayton Market 1967-68*, a new media and market study for that coverage area, has been published by WHIO-AM-FM-TV Dayton, Ohio. The guide purports to be a statistical overview of the advertising-economic considerations of the locale including demographics, income comparison, employment, construction and retail trade developments.

New facility ■ KRON-TV San Francisco has opened an all-new television center. It's a four-floor building located at 1001 Van Ness Avenue, San Francisco. This building is now the headquarters for the Chronicle Broadcasting Co., licensee for the station. All business and television operations of KRON-TV are now centered at this new address.

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WEST TEXAS—Daytimer 1 KW. excellent frequency. Ideal set up for owner-manager in county seat town. Price \$65,000—\$15,000 down, balance liberal terms, including some real estate. Present owner making more than \$2,000 per month and has for several years.

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GUNS OF NEVADA

A stranger rides into a frontier town, becomes the target of hired gunmen.

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REL. DATE: 1967

COLOR!



ACTION-PACKED
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The Magnificent
15

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FCC, ABC-ITT file their briefs

SAY MAIN ISSUE IS WHETHER FCC FOLLOWED STANDARDS IN CASE

The FCC's favorable decision on the merger of ABC and International Telephone & Telegraph Co. should be upheld, the commission and the parties told a federal court last week.

In briefs filed with the U. S. Court of Appeals for the District of Columbia, the FCC and the two parties told the court that the Department of Justice

was attempting to force the commission to accept its viewpoint on the merger. And, both stressed, the appeals court should be wary of attempting to substitute its views for the FCC's on the case.

The principal issue, both emphasized, is whether the FCC followed proper standards in examining the issues and

whether its final decision was rationally based on the evidence. In both instances, it was underscored, this was true.

The filings last week, which also included briefs by the ABC Television Affiliates Association and the American Civil Liberties Union (the latter as a friend of the court) are the second round in the litigation that began earlier this year when the Department of Justice appealed from the FCC's 4 to 3 decision in favor of the merger. The Department of Justice's brief challenging the FCC decision in almost all aspects, was filed last month (BROADCASTING, Sept. 11). Justice has a chance to rebut the FCC and ABC-ITT, with the deadline Wednesday (Oct. 11).

The case is scheduled to be argued before a three-judge panel of the Washington circuit on Oct. 17. Lionel Kestenbaum, the antitrust division lawyer who was chief of the Department of Justice team that participated in the hearing conducted last April, will argue for his department. The FCC will be represented by Daniel R. Ohlbaum, deputy general counsel. Hugh B. Cox, of the Washington law firm of Covington and Burling, will represent ABC and ITT jointly.

As is customary, the litigants will not know who the three circuit judges are until the case is called for argument.

Long Deliberations — As part of its thesis that it had considered the merger carefully, the FCC recounted the chronology from the time the applications for approval were filed in March last year to the first approval, also on a 4 to 3 vote, last December, to the Department of Justice's request for reconsideration and the hearing last April to the second approval last June. In an unquestioned jab at the antitrust division, the commission recalled that the Department of Justice had begun to study the implications of the merger in December 1965, when the merger agreement was first made public; that the two-day oral hearing held by the commission in September 1966 had been open to all opposing parties (but that none, including the Department of Justice, had asked to appear); that the FCC had asked for the antitrust division's views twice in June and again in November 1966 the department of Justice had informed the FCC in July 1966 that it was studying the case and had no views because of the case's complexity; and that again in November 1966, the department had said it was not ready although

The WJEF Countryropolitans



What's this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitans couples aren't hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they're in the *acquisitive* stage of life. While they already have a lot, they've got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.

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TELEVISION

WISN-TV GRAND RAPIDS-BATTLE CREEK
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WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY
Avery-Knodel, Inc., Exclusive National Representatives

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“Pat Boone in Hollywood is well produced, attractively mounted, with first class supporting musical talent, solid technical credits and good color . . . it seems apparent that the station (KTVT) made no mistake quality-wise . . . a welcome addition to the weekday schedule.”

Jerry Coffey, FORT WORTH STAR-TELEGRAM

“Pat Boone is a most affable young man with an excellent voice and a distinctive singing style. This, in tandem with snappy, offbeat laugh-getters . . . gave TV viewers a fast-moving stanza as Pat's Monday-through-Friday variety offering began . . . an unstudied air of relaxation..”

**Kay Gardella
NEW YORK DAILY NEWS**

“Pat Boone Show bows in slot opposite Douglas . . . he's an affable host who can trigger relaxed chitchat . . . a pleasant vocalist . . . an easy going, easy-to-take premiere.”

**Harry Harris
THE PHILADELPHIA INQUIRER**

“Pat Boone's young, clean-cut charm came through well . . . should pull in viewers tired of quiz games and old westerns . . . articulate and interesting . . . show is very pleasant, especially vocals by Boone whose voice is excellent and whose delivery is easy.”

**Kathy Orloff
HOLLYWOOD REPORTER**

“It's a pleasant relief from the glut of soaps and games . . . He has the boy-next-door look of innocence and never intrudes on his guests . . . should be kept going by the advertisers, both on KHJ-TV and in the syndication market. Give it a try, you won't come away dashed.”

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Buddy Ebsen
Ron Eliran
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John Gavin
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Bob Hope
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The Backporch Majority
Harper's Bizarre
The Brothers Castro
The Four Freshmen
The Grassroots
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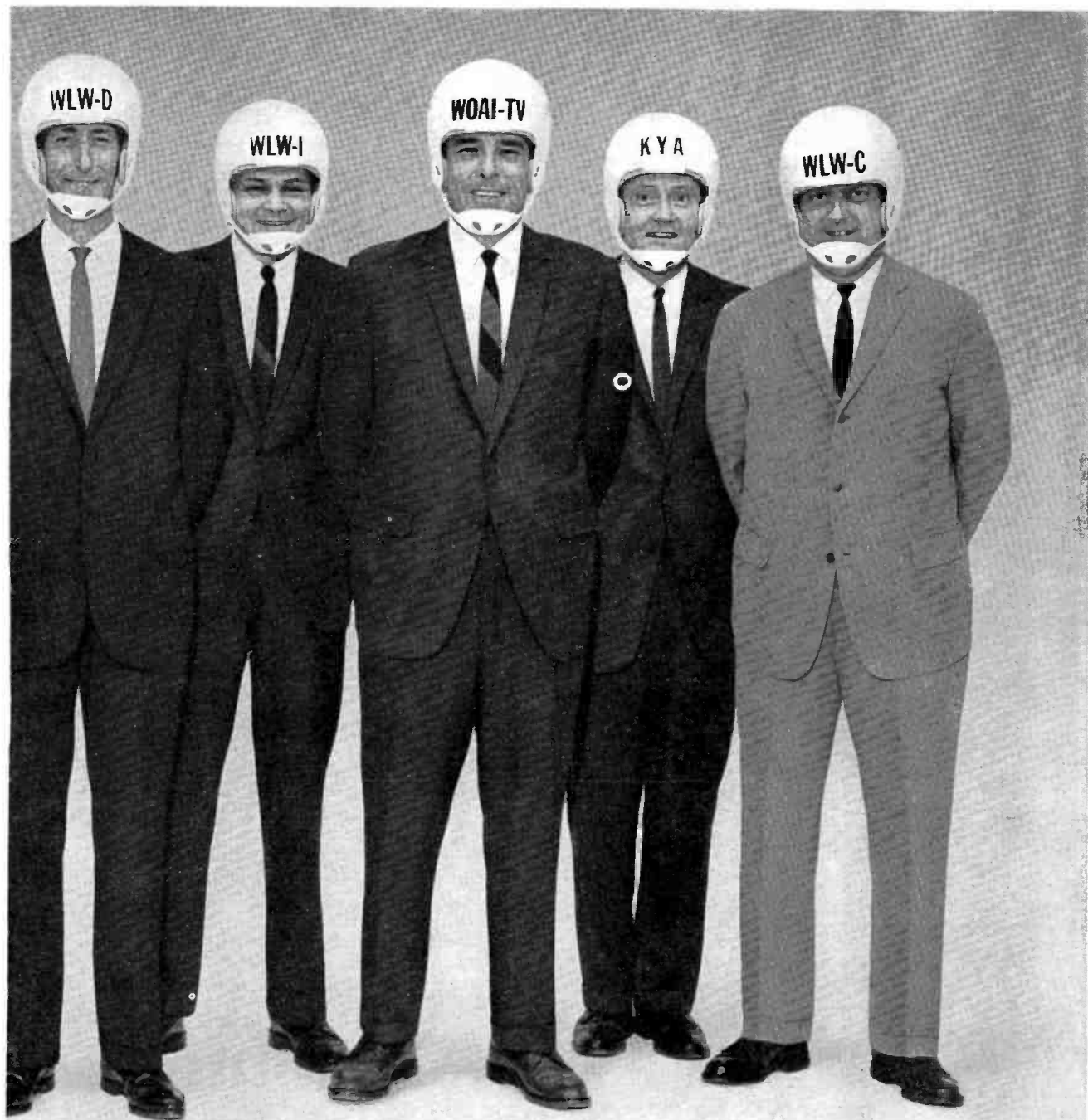
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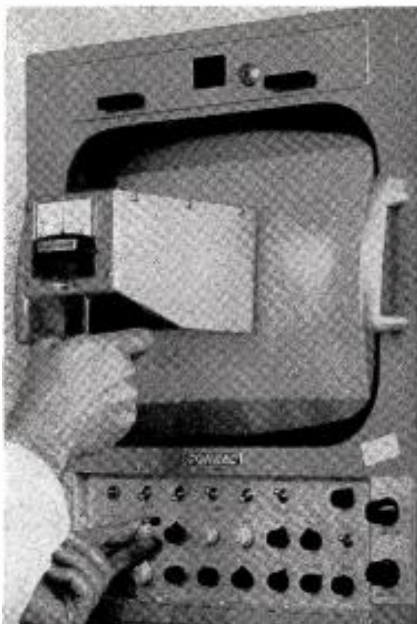


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important questions seemed to be present, and that only on Dec. 20, 1966, the day before the FCC first voted on the case, did the antitrust division submit views, citing what it called competitive problems, but acknowledging that they were not substantial enough to file an antitrust suit.

In its brief, signed by Henry Geller, general counsel, and Mr. Ohlbaum, the FCC made two principal points: that the Department of Justice was asking the court to substitute the antitrust division's view of how the April hearing testimony should be interpreted, and that many of its views were based on speculation.

The FCC said that the record of the April hearing supports its finding that the merger will benefit the public interest by strengthening ABC's competitive position among the three TV networks; that it will help in the development of UHF; that it will not result in any diminution by ITT of "likely independent" activity in national TV networking, CATV, pay TV or communications technology, particularly satellite communications; that the merger will have only a slight impact on ABC's role in regulatory proceedings and none upon the advertising market or the independence of ABC News and public-affairs programming; and that there was "no substantial" question regarding the candor of ABC and ITT officials in testimony during the hearing.

The commission said it had properly found that ABC was weaker than the other two TV networks and that ITT's added financial strength will help ABC better serve the public interest by establishing ABC's stability of operation and by permitting it to take risks necessary to expand its programming. The FCC added that ITT has specific plans to develop UHF technically and that ABC is committed to increased use of its UHF affiliates.

The record is clear, the FCC said, that the integrity of ABC News "will not be affected." Its experience with other broadcast licensees who have outside interests indicates that this has had no effect on news integrity, the commission continued. In fact, the FCC noted, ABC at present has interests in TV stations and TV production in 11 Latin American nations, Australia, Canada, Lebanon, Japan, the Netherlands, Okinawa and the Philippines.

As for the Justice Department's observations on the alleged pressuring of news reporters who covered the hearing last April, the commission said it had found only one instance where there seemed to have been some attempt at influencing a news reporter (Eileen Shanahan of the *New York Times*) and that it had found this improper, but isolated.

Why, the commission asked, had the

Department of Justice not mentioned the allegations of similar pressures on reporters representing the Associated Press and United Press International? The FCC suggested that the alleged attempts to influence these stories were the usual "beefing" by parties about news stories not to their liking.

Court Limits — After detailing the chronology of the merger case, to prove that it gave due deliberation and "exhaustive" adjudicatory hearing to the merits of the Department of Justice's contentions, the FCC seemingly cautioned the court: "Unless in some specific respect there has been prejudicial departure from requirements of the law or abuse of the commission's discretion, the reviewing court is without authority to intervene."

The commission said it was underscoring the standards of judicial review "because appellant's lengthy brief is largely devoted to an attempted demonstration that its evidence is 'correct' and that the commission's judgment was faulty."

This viewpoint, that the court must be careful not to inject its own opinions on how the case should have been decided, was also stressed by the joint ABC-ITT brief. "The [antitrust] division's attack upon the findings," the two interveners said, "is in part an attack upon the wisdom of the commission's regulatory policy and in part an attempt to try *de novo* [anew] the inferences and conclusions that the commission drew from basic facts that are not in dispute. These are arguments that the courts have held are not admissible on judicial review."

The joint ABC-ITT brief was signed by Mr. Cox, and by James A. McKenna Jr. and Herbert Bergson, for ABC, and by Marcus Cohn and Taggart Whipple for ITT.

The essence of the interveners' brief is that there is substantial evidence supporting the FCC's conclusions. It glibed at the Department of Justice's arguments against the FCC's decision as "speculative," and noted that at the time the antitrust division informed the FCC that the merger raised competitive problems it also stated that it had no basis for instituting an antitrust suit. The antitrust division (to which the brief consistently refers rather than to the department) remains free to institute an antitrust suit against the companies, the interveners noted whenever it feels it has a case, now or later.

ABC and ITT also emphasized that the FCC is not required to consider antitrust questions as "the single or controlling test." The basic complaint by the Department of Justice, the two companies continued, "is that the commission declined to accept the [antitrust] division's notions of wise regulatory policy and particularly that it de-

clined to defer to the division's insistence that antitrust objectives should be given overriding importance . . ."

In rebutting the fear that ITT might be able to pressure suppliers to advertise on ABC, the two companies mention ITT's major suppliers—General Motors, Ford, Chrysler, American Motors, duPont, Gulf Oil. These companies spend more on TV advertising than they sell to ITT, the joint brief noted. This would seem to cancel any power ITT would have to influence their TV advertising, it concluded.

Technical Advances ■ No single company, no matter how large, ABC and ITT said, can prevent technological advances. The fear of the Department of Justice that this may occur in the area of satellite communications is groundless, the companies said, particularly since there are other major companies in the field—like AT&T, General Motors, General Electric, Hughes Aircraft, Collins Radio, etc.

Replying to questions about ITT's foreign holdings, the joint brief underlined that this is no bar to holding a FCC license. In fact, the companies noted, ITT already is a licensee in the common carrier field. "Unless the [antitrust] division believes that xenophobia is a rational basis for regulatory policy," ABC-ITT said, "it cannot take the position that there is something peculiarly invidious about an American company's relations with a foreign government that distinguishes them from its relations with state and federal governmental agencies of the United States."

The two companies also derided the anxiety by the Justice Department that ABC will no longer participate independently in FCC proceedings. "If the future is to be judged by the past," they said, "a plethora of parties and

points of view, not their scarcity, is likely to be one of the principal problems that the commission will face in the discharge of its responsibilities."

ABC-ITT also stressed that the integrity of ABC News and public affairs programming would be secure not only on the assurances by officials of both companies, but also under the force of competition from other news media.

The attack on ABC's need for financing, and the fact that the FCC did not investigate possible other sources of financing is irrelevant, the ABC-ITT brief pointed out. The commission was not required to make a finding on the precise dollar amount needed, the companies stated, and furthermore, the Communications Act specifically forbids the commission from considering alternate bids in transfer or assignment cases.

The ABC Television Affiliates Association, granted permission to enter the case as an intervener on Sept. 29, urged the court to uphold the FCC's decision. The merger will strengthen ABC and also ABC's TV affiliates, the group said, enabling them to expand and improve their network and local programming. The affiliates' brief was signed by Morton H. Wilner, Arthur Scheiner and Edward S. O'Neill.

The American Civil Liberties Union, on the other hand, maintained that the FCC had erred in accepting ITT's assurance that it will permit ABC to operate autonomously. This is an illegal delegation of licensee responsibility it said. And, the ACLU continued, the commission may not enforce this assurance; no such power is given to the FCC in the Communications Act. The ACLU friend of the court brief (it too was authorized to file on Sept. 29) was signed by Roger L. Wright, Lawrence Speiser and John deJ. Pemberton Jr.

KOA's Pueblo sister sold for \$1.5 million

\$6.5 MILLION DEAL FOR WQAD-TV FALLS THROUGH

Applications for FCC approval of the sale of KOA-AM-FM-TV Denver to the General Electric Broadcasting Co. for \$10 million in GE stock (BROADCASTING, July 31) and a concomitant sale of KOAA-TV Pueblo, Colo., for \$1.5 million were filed with the commission last week. KOAA-TV is being sold to Sangre de Cristo Broadcasting Corp., which is headed by William Grant who is also a principal stockholder of the Denver stations. KOAA-TV is owned by Metropolitan Television Co., licensee of the Denver stations.

Also announced, but not related to the Metropolitan Television sales, was the cancellation of the \$6.5 million sale of WQAD-TV Moline, Ill., to the *Detroit Evening News* (WWJ-AM-FM-TV Detroit).

The \$1.5 million being paid for KOAA-

TV will be added to GE's payment for Metropolitan Television, bringing the total GE stock value being paid to \$11.5 million.

Buyers of the Pueblo channel 5, NBC-affiliated station in addition to Mr. Grant (33⅓%) are William M. White, Jr. and Mahlon T. White (25.641% each) and others. The Whites are Colorado businessmen. Sangre de Cristo already owns KCSJ Pueblo.

GE is the licensee of WGY, WGFM (FM) and WRGB(TV) Schenectady, N.Y. and of WSIX-AM-FM-TV Nashville, which it bought last year for \$9.7 million. At one time GE owned KOA, but it was operated by NBC under lease and subsequently sold to that network. NBC sold the station to Bob Hope and associates, and Mr. Grant and his group

COUNTDOWN TO DOOMSDAY

Intrigue in Caracas and a race against the clock to block a threat of death and destruction

RUN. TIME: 86 MIN.

REL. DATE: 1967

COLOR!



PULSEPOUNDING ADVENTURE!

The Magnificent 15

INDEPENDENT TELEVISION CORPORATION



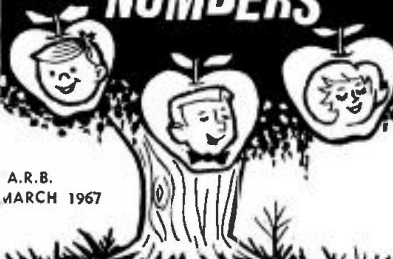
595 Madison Ave., N.Y. 22, PL-5-2100

Your Blair Man Knows...

A construction payroll of \$30 million and millions more will go into local supplies and materials with the new 200 million dollar Mitchell Power Plant being erected in the WTRF-TV Wheeling-Steubenville market. Adds on, adds up to a MORE POWERful WTRF-TV audience for your TV schedules.

BLAIR TELEVISION
Representative for
WTRF-TV
Channel 7
Wheeling, West Virginia

Fabulous Films
PRODUCES GREAT
NUMBERS



A.R.B.
MARCH 1967

In Every Category

SUNDAY—5-7 P.M.

HOMES — 31,400*
WOMEN — 24,400*
MEN — 25,400*
CHILDREN — 16,600*

TAKE YOUR PICK

WTPA-27

HARRISBURG, PA.

HARRINGTON, RICHTER & PARSONS

in the early 1950's. Mr. Grant and his associates purchased the Hope group's 52.5% interest in 1964 for \$6.3 million.

KOA, founded in 1924, is a fulltime class 1-B clear-channel station on 850 kc, with 50 kw. KOA-FM is six years old and broadcasts on 103.5 mc with 57 kw. KOA-TV began in 1953 and is on channel 4. All are affiliated with NBC.

Sale Nixed ■ The sale of WQAD-TV Moline, Ill., by Francis J. Coyle and associates to the *Detroit Evening News* for a total of \$6.5 million has been canceled.

Arthur M. Swift, executive vice president and general manager of the Moline station, announced that Moline Television Corp., licensee of the channel 8, ABC-affiliated station, had asked the FCC to dismiss the sale application without prejudice.

The contract between Moline Television and the Evening News Association's subsidiary has terminated, Mr. Swift said.

The prospective sale was protested early this year, several months after the transaction was reported, by Community Telecasting Corp., which last year had filed an application for the Moline channel now used by WQAD-TV. Community Telecasting, one of the unsuccessful applicants for the TV grant that was won by Moline Television in 1962, charged that the licensee had failed to live up to promises it made five years ago.

Subsequently, Mark Wodlinger, president and 80% owner of Community Telecasting who is vice president and general manager of Metromedia's KMBC-TV Kansas City, Mo., withdrew from the corporation leaving his stock to the remaining two stockholders, Edward M. W. Preister of Kansas City, Mo., and Carl A. Wadman of Rock Island, Ill. (BROADCASTING, Aug. 28, March 27, Feb. 27).

NABET members vote on NBC settlement

The National Association of Broadcast Employees and Technicians strike against ABC appeared headed for its third full week today (Oct. 9), with no apparent settlement in sight late last week. NABET's dispute with NBC was at least tentatively settled, however.

The atmosphere surrounding the walkout at ABC was becoming more heated as the American Federation of Television and Radio Artists, which ordered its members to respect the NABET picket lines, filed a complaint of unfair labor practices against ABC last week. The network, in turn, filed a similar complaint with NLRB against

AFTRA and also began a \$2 million damage suit against Mel Brandt, president of the performers' union, in New York State Supreme Court last Tuesday (Oct. 3).

ABC and NABET negotiators met under the auspices of the Federal Mediation and Conciliation Services on Monday (Oct. 2) but the session broke off with no progress reported.

NBC Agreement ■ NABET, which also had been negotiating with NBC on a new pact to replace one that expired last March 31, reached an agreement on a contract, subject to ratification by its members. Earlier the membership turned down an NBC proposal that had been recommended by its negotiators last month. NABET struck ABC only, starting Sept. 22.

The latest offer made by NBC and accepted by NABET negotiators calls for an increase in weekly salary of most NABET technicians from the current top of \$218 to \$232 retroactive to last April 1; \$240, retroactive to last Oct. 1; \$250 on Oct. 1, 1968, and \$260 on Oct. 1, 1969. The NBC offer also stipulates a 37½-hour work week on Nov. 1, 1968. The earlier NBC proposal had set a top after three years of the contract of \$262 a week.

NABET members now are being polled on the NBC offer and have been asked to return their ballots in time for counting tomorrow (Oct. 10).

More Return At ABC ■ ABC reported that normal broadcast operations were continuing through the use of supervisory and other nonunion personnel. A network source also said that a growing number of AFTRA personnel has returned to work in New York to join other newsmen and performers who had taken up their assignments earlier (BROADCASTING, Oct. 2). Among those who resumed their duties last week were network correspondents Peter Jennings, Roger Sharpe and Marlene Sanders.

In their complaints to the NLRB, both AFTRA and ABC accused the other of using threats and coercion against employees. In its damage suit against Mr. Brandt, ABC claimed that AFTRA had threatened disciplinary action against contract employees of the network and its owned stations who crossed NABET picket lines.

In Chicago, there was a strong back-to-work movement by ABC-TV network and local news and performing personnel by last Thursday, a company official said. Early in the week Peter Hale, the weatherman on ABC-owned WBKB(TV) Chicago, reported that he had received an anonymous telephone call and said the caller threatened of "throwing acid" in the performer's face if he remained on the air. Mr. Hale was provided with a police escort and continued with his assignments.

ARB's top-100 markets released

Prime-time market listings and weekly circulation rankings used by FCC show no significant shifts

Broadcasters, advertisers, advertising agencies—and cable-TV operators—were given new rankings for television markets last week by the American Research Bureau. The rankings are out about two weeks earlier than normal, ARB officials noted.

ARB issued two listings of the top-100 TV markets—one based on average quarter-hour, prime-time homes reached by all stations in the market, and the second based on total net weekly circulation of the dominant station in each market.

The prime-time market list, of principal interest to broadcasters and advertisers, is based on data obtained from the last two ARB nationwide sweeps, Nov. 2-22, 1966, and Feb. 15-March 14, this year. The net weekly circulation list, used by the FCC as its gauge for determining its top-100 market rule for CATV systems, is based on this year's sweep alone. The FCC's CATV rules prohibit a CATV system covered by a grade-A signal of a TV station in one of the top-100 markets to bring in a distant TV station beyond that station's grade-B contour without permission from the commission.

Although both lists showed shifts in positions among the top-100 markets, none were dramatic. Both lists, however, showed a single market moving into the top 100; in the primary list this was Sioux City, Iowa, ranked 103d last year. In the circulation list, this was Terre Haute, Ind., ranked 101st last year.

There were no changes at all between the new ARB primary-market list and the 1966 list for the top 15 markets. In the new circulation roster, however, Washington moved from 10th to ninth place, exchanging places with Pittsburgh; Baltimore retained its 11th place position; St. Louis moved up one into 12th place, followed by Hartford-New Haven, Conn., Providence, R.I., and Dallas-Fort Worth for the top 15.

The newest ARB rankings:

Top-100 markets based on average quarter-hour prime-time homes reached by all stations in the market—ARB primary rank.

November 1966 and February/March 1967

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Detroit
6. Boston
7. Cleveland
8. San Francisco

9. Pittsburgh
10. Washington
11. St. Louis
12. Dallas-Ft. Worth
13. Baltimore
14. Minneapolis-St. Paul
15. Indianapolis
16. Buffalo, N. Y.*
17. Houston
18. Cincinnati
19. Seattle-Tacoma
20. Milwaukee
21. Miami
22. Hartford-New Haven, Conn.
23. Atlanta
24. Kansas City, Mo.
25. Sacramento-Stockton, Calif.
26. Columbus, Ohio
27. Memphis
28. Tampa-St. Petersburg, Fla.
29. New Orleans
30. Denver
31. Portland, Ore.
32. Providence, R. I.
33. Albany-Schenectady-Troy, N. Y.
34. Nashville
35. Syracuse, N. Y.
36. Charleston-Huntington, W. Va.
37. Birmingham, Ala.
38. Grand Rapids-Kalamazoo, Mich.
39. Louisville, Ky.
40. Oklahoma City
41. Greenville-Spartanburg, S. C.-Asheville, N. C.
42. Dayton, Ohio
43. Norfolk-Portsmouth-Newport-News-Hampton, Va.
44. Phoenix
45. San Antonio, Tex.
46. Greensboro-Winston Salem-High Point, N. C.
47. Tulsa, Okla.
48. Charlotte, N. C.
49. Salt Lake City-Ogden-Provo
50. San Diego
51. Omaha
52. Wichita-Hutchinson, Kan.
53. Toledo, Ohio
54. Orlando-Daytona Beach, Fla.
55. Quad City (Davenport, Iowa-Rock Island-Moline, Ill.)
56. Shreveport, La.
57. Harrisburg-Lancaster-Lebanon-York, Pa.
58. Little Rock, Ark.
59. Wilkes-Barre-Scranton, Pa.
60. Rochester, N. Y.
61. Richmond, Va.
62. Flint-Saginaw-Bay City, Mich.
63. Green Bay, Wis.
64. Des Moines (including Ft. Dodge), Iowa
65. Mobile, Ala.-Pensacola, Fla.
66. Champaign-Decatur-Springfield, Ill.
67. Spokane, Wash.
68. Johnstown-Altoona, Pa.
69. Cedar Rapids-Waterloo, Iowa
70. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.
71. Roanoke-Lynchburg, Va.
72. Fresno, Calif.
73. Raleigh-Durham, N. C.
74. Jacksonville, Fla.
75. Knoxville, Tenn.
76. Portland-Poland Spring, Me.

KILLER WITH A SILK SCARF

Murder is witnessed by the victim's young daughter and she becomes the killer's next target.

RUN. TIME: 86 MIN.

REL. DATE: 1967



THRILLS AFTER THRILLS!

The Magnificent
15

**INDEPENDENT
TELEVISION
CORPORATION**



655 Madison Ave. N.Y. 22, N.Y. 10017

One Moment Please . . .

Sometimes it's a good idea to get another point of view on your operation—an outside look. Are things really as good . . . or as bad as they look to you?

It helps most if the feelings, opinions, and attitudes come from the audience itself—from both those who like your radio or television station and those who like your competitors'.

When you think about it, it's really amazing how readily money is appropriated for capital investment in plant and equipment, but how little and how reluctantly it is appropriated for depth research into the audience itself. And after all, they are the target for the whole broadcasting effort.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the others in your market.

Our clients know where they stand and, more importantly, the reasons why their ratings tabulate the way they do. They also know just as much about their competitors.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with you for a whole year to make sure you understand it and that it works for you.

Our contribution and the aggressive management effort of some of our clients have helped them to move from third place to first place in some of the country's most competitive markets.

If you would like to talk to us about it, we will be pleased to come and visit you with no obligation on your part. Just drop us a note, or better still, give us a call.



McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011

Area Code 313
644-9200

50 (BROADCAST ADVERTISING)

77. Youngstown, Ohio
 78. Chattanooga
 79. Peoria, Ill.
 80. South Bend-Elkhart, Ind.
 81. Lansing, Mich.
 82. Albuquerque, N. M.
 83. Wheeling, W. Va.-Steubenville, Ohio
 84. Sioux Falls (includes Mitchell and Aberdeen), S. D.
 85. Jackson, Miss.
 86. Ft. Wayne, Ind.
 87. Beaumont-Port Arthur, Tex.
 88. Greenville-Washington-New Bern, N. C.
 89. Baton Rouge
 90. Duluth-Superior, Minn.
 91. Lincoln-Hastings-Kearney, Neb.
 92. Evansville, Ind.
 93. Hawaii
 94. Binghamton, N. Y.
 95. Amarillo, Tex.
 96. Rockford, Ill.
 97. Wichita Falls-Lawton, Tex.
 98. Columbus, Ga.
 99. Sioux City, Iowa
 100. Madison, Wis.
- *Buffalo ranks 9th when Canadian viewing estimates are included.
- Audience viewing to satellites is included in compiling the estimates upon which these rankings are based.
- Top-100 markets based on total net weekly circulation of the dominant station in each market, Monday-Sunday, 6:00 a.m.-2:00 a.m.
- February/March 1967
1. New York
 2. Los Angeles
 3. Chicago
 4. Philadelphia
 5. Boston
 6. Detroit
 7. San Francisco
 8. Cleveland
 9. Washington
 10. Pittsburgh
 11. Baltimore
 12. St. Louis
 13. Hartford-New Haven, Conn.
 14. Providence, R. I.
 15. Dallas-Ft. Worth
 16. Cincinnati
 17. Minneapolis-St. Paul
 18. Indianapolis
 19. Atlanta
 20. Miami
 21. Buffalo, N. Y.
 22. Seattle-Tacoma
 23. Kansas City, Mo.
 24. Milwaukee
 25. Sacramento-Stockton, Calif.
 26. Houston
 27. Dayton, Ohio
 28. Columbus, Ohio
 29. Johnstown-Altoona, Pa.
 30. Harrisburg-Lancaster-Lebanon-York, Pa.
 31. Tampa-St. Petersburg, Fla.
 32. Memphis
 33. Charlotte, N. C.
 34. Syracuse, N. Y.
 35. Toledo, Ohio
 36. Portland, Ore.
 37. Wheeling, W. Va.-Steubenville, Ohio
 38. Grand Rapids-Kalamazoo, Mich.
 39. Denver
 40. Birmingham, Ala.
 41. Nashville
 42. Albany-Schenectady-Troy, N. Y.
 43. New Orleans
 44. Greenville-Spartanburg, S. C.-Asheville, N. C.
 45. Greensboro-Winston Salem-High Point, N. C.
 46. Flint-Saginaw-Bay City, Mich.
 47. Louisville, Ky.
 48. Charleston-Huntington, W. Va.
 49. Lansing, Mich.
 50. San Diego
 51. Oklahoma City
 52. Raleigh-Durham, N. C.
 53. Norfolk-Portsmouth-Newport News-Hampton, Va.
 54. Manchester, N. H.
 55. Omaha
 56. Wichita-Hutchinson, Kan.
 57. San Antonio, Tex.
 58. Tulsa, Okla.
 59. Salt Lake City-Ogden-Provo
 60. Salinas-Monterey, Calif.
 61. Phoenix
 62. Quad City (Davenport, Iowa-Rock Island-Moline, Ill.)
 63. Portland-Poland Spring, Me.
 64. Rochester, N. Y.
 65. Orlando-Daytona Beach, Fla.
 66. Richmond, Va.
 67. Roanoke-Lynchburg, Va.
 68. Shreveport, La.
 69. Wilkes Barre-Scranton, Pa.
 70. Green Bay, Wis.
 71. Little Rock, Ark.
 72. Champaign-Decatur-Springfield, Ill.
 73. Mobile, Ala.-Pensacola, Fla.
 74. Cedar Rapids-Waterloo, Iowa
 75. Jacksonville, Fla.
 76. Spokane, Wash.
 77. Knoxville, Tenn.
 78. Des Moines (includes Ft. Dodge), Iowa
 79. Jackson, Miss.
 80. Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.
 81. Columbus, Ga.
 82. Youngstown, Ohio
 83. Columbia, S. C.
 84. Baton Rouge
 85. Springfield-Holyoke, Mass.
 86. Greenville-Washington-New Bern, N. C.
 87. Binghamton, N. Y.
 88. Madison, Wis.
 89. Lincoln-Hastings-Kearney, Neb.
 90. Fresno, Calif.
 91. Chattanooga
 92. Evansville, Ind.
 93. Sioux Falls (includes Mitchell and Aberdeen), S. D.
 94. South Bend-Elkhart, Ind.
 95. West Palm Beach, Fla.
 96. Ft. Wayne, Ind.
 97. Rockford, Ill.
 98. Peoria, Ill.
 99. Augusta, Ga.
 100. Terre Haute, Ind.
- Audience viewing to satellites is included in compiling the estimates upon which these rankings are based.

Rep firms merge

New England regional station representatives, Eckels & Co. and William A. Queen Inc., have merged to become Eckels and Queen Inc. New location of headquarters in Boston will be announced later. Principals are George R. Eckels, president, William A. Queen, treasurer, Esther F. McQueeney, office manager and Laine Cramer, sales service associate.

Rep appointments . . .

■ KQSC-TV San Jose, Calif.: Avery-Knodel Inc., New York.

■ Wwco Waterbury, Conn.: Harold H. Segal & Co., Boston.

■ WMOH - AM - FM Hamilton, Ohio: Thomas Broadcast Times Sales Inc., Shaker Heights, Ohio.

BROADCASTING, October 9, 1967



Paint the town Red, Blue, Green. Color your station successful.

If you're already transmitting network color, the logical next step is a full spectrum of local color news coverage. Watch how color enhances your importance to the community and your usefulness to advertisers! Kodak makes your move to color feasible with the versatile ME-4 System: high-speed Kodak Ektachrome EF Films, a virtually foolproof process, and quality-tested chemistry. The ME-4 System assures color video images of high resolution, low noise and excellent color saturation. Processing service is available in many areas, or you can easily process the film yourself. Naturally, we'll help you set up the process and keep ourselves available for continued service thereafter. Want more information? Call your nearest Eastman Kodak motion picture engineer.

Eastman Kodak Company

Atlanta: 404/GL 7-5211 Chicago: 312/654-0200
Dallas: 214/FL 1-3221 Hollywood: 213/464-6131
New York: 212/MU 7-7080 San Francisco: 415/PR 6-6055

Kodak
TRADEMARK

They
mean
business

YEARBOOK

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TELEVISION

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The complete information service. Buy the week . . . BROADCASTING, the businessweekly that keeps you abreast or ahead of the news of television and radio. Buy the month . . . TELEVISION, the meaningful monthly that gives you penetrating insight into trends and events in TV. Buy the year . . . BROADCASTING YEARBOOK, the one book library of radio and television facts, an index of the broadcast business world.

BROADCASTING PUBLICATIONS INCORPORATED, 1735 DESALES STREET, N.W., WASHINGTON, D. C. 20036

BPi

NEW YORK
CHICAGO
HOLLYWOOD

Hollingbery radio accounts sold

John C. Butler Co. buys rep's 40-station list after firm is transferred to three company executives

Another pioneer station-representative firm has closed its doors to radio business in order to concentrate on television sales.

It was announced last week that the 32-year-old George P. Hollingbery Co. had been sold by its founder to three company officers, who in turn transferred the firm's list of radio stations to John C. Butler and Co. This followed by little more than a month the defection of Peters, Griffin, Woodward Inc., from the radio business in order that it too could concentrate on television (BROADCASTING, Aug. 21). At the time, PGW transferred its list of radio clients to McGavren-Guild Co., to form McGavren-Guild-PGW Radio Inc. PGW began representing radio stations in 1932.

Sale of the Chicago-based George P. Hollingbery Co. was to Harry Wise, former president of the firm's television division in New York; Roy Edwards, vice president, Midwest sales, Chicago, and Phil Corper, vice president for sales promotion and research in New York. The name of the firm has been changed to the Hollingbery Company, and Mr. Wise has assumed duties as president, Mr. Corper as vice president, television sales, and Mr. Edwards continues to head Midwest operations.

George P. Hollingbery, founder and board chairman, has retired, as has Fred Hague, president of the company's radio division.

40 Stations Involved ■ Hollingbery, which now represents 28 television sta-

tions, has transferred its radio division, which represented about 40 outlets, to the recently formed John C. Butler and Co. Mr. Butler was vice president and director of radio at PGW until that firm transferred its radio clients to McGavren-Guild.

While details of the Butler/Hollingbery agreement have not been made public, it was learned last week that the Hollingbery list was transferred for cash consideration and a possible future exchange of stock between the two rep firms, which, if it takes place, will occur early next year.

Mr. Butler, who had been named to a managerial position with McGavren-Guild-PGW before he formed his own firm (BROADCASTING, Sept. 4), is now operating from offices formerly occupied by the Hollingbery Radio Division in New York.

The complement of the Butler sales force will shortly include four salesmen in New York, two in Chicago, two in Los Angeles, and one each in Atlanta, San Francisco, and Detroit. It could not be learned whether any Hollingbery salesmen are joining the new firm. Three of Mr. Butler's salesmen—William Jones in Atlanta, Dennis Israel in Chicago, and Don Garvey in New York—are former PGW employees and all were "invited" to join McGavren-Guild-PGW at the time of that company's formation.

In addition to the ex-PGW salesmen, Mr. Butler reportedly will acquire some ex-PGW radio stations dissatisfied with the McGavren-Guild-PGW arrangement. The announcement of which stations will join Mr. Butler is expected within 30 days.

Iowa ad tax appealed

The status of an Iowa law covering both intrastate and interstate advertising remained uncertain last week following a hearing Wednesday (Oct. 4) in Scott county district court in Davenport on a temporary injunction against the law. A group of Iowa radio-TV stations, newspapers, ad agencies and retailers has challenged the constitutionality of a new Iowa law creating a 3% tax on sales and services (BROADCASTING, Oct. 2). No action was taken last week on a request for a change of venue of the hearing by the state attorney general. Another hearing on the temporary injunction is scheduled for Friday (Oct. 13).



George P. Hollingbery (l), chairman of the company that bears his name, signs a contract that sold his firm to Harry Wise (center), Phil Corper (r) and Roy Edwards (not shown).

BROADCASTING, October 9, 1967

TRAP FOR SEVEN SPIES

Seven former spies of different countries are marked for individual execution by an ex-Nazi officer.

RUN. TIME: 90 MIN.

REL. DATE: 1967

COLOR!



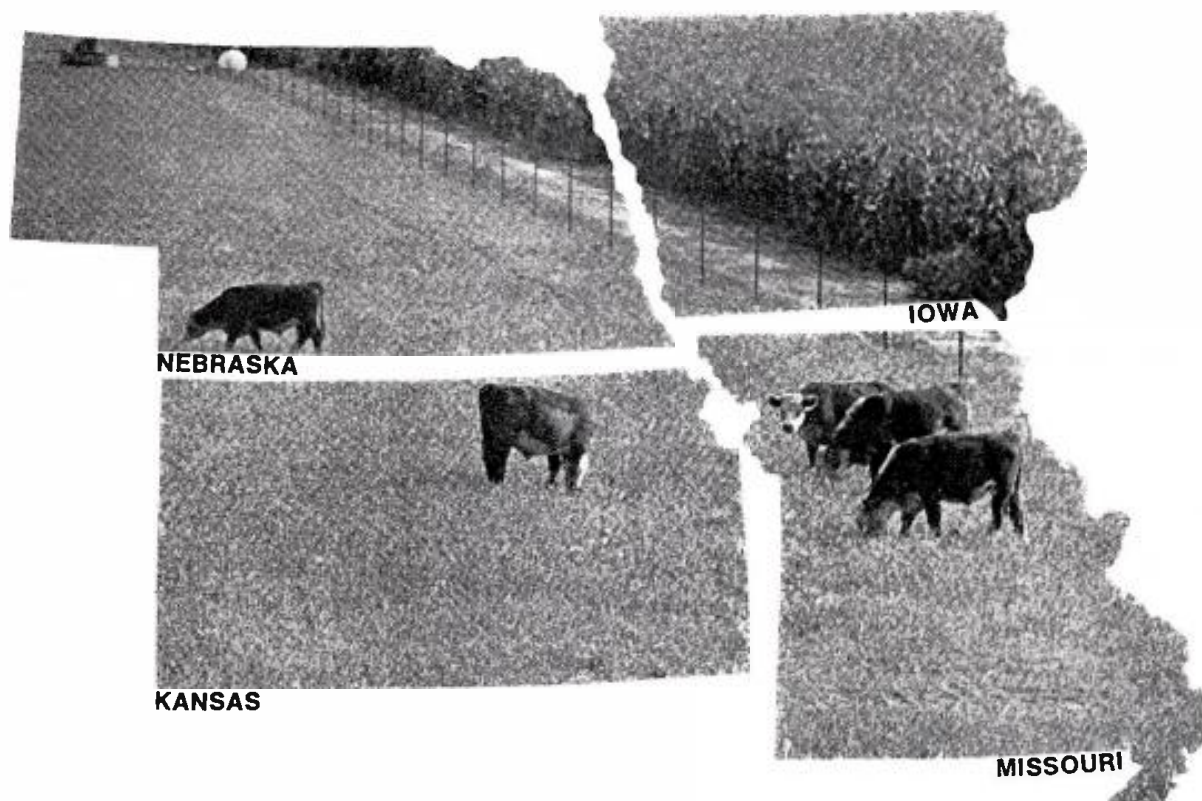
The Magnificent 15

**INDEPENDENT
TELEVISION
CORPORATION**



555 Madison Ave., N.Y. 22, PL 5-2100

(BROADCAST ADVERTISING) 53



**These four full-time farm directors
can help you sell to
the prosperous, productive farmers
in the rich Midwest farm country**



Arnold Peterson



Gary Kerr



George Stephens



Paul Pippert

WOW Radio TV
Omaha, Nebraska

KCMO Radio TV
Kansas City, Mo.

**Most complete, most frequent farm news,
weather and market reports in Mid-America.**

Men who make farming their business in Nebraska, Iowa, Missouri and Kansas know and rely on these four experts to make their farming pay. These men are the big reasons why Mid-America farmers and farm families depend on the WOW and KCMO stations daily.

Radio grows tall in the corn fields

**NAFB research shows that farm radio reached
83% of farm operators who listen to radio**

The healthy posture of farm radio today, its reach and impact among the nation's commercial farm operators, have been carefully documented in a research study to be disclosed Monday (Oct. 9) by the National Association of Farm Broadcasters.

The research project was conducted by Audits & Surveys Inc. for the NAFB and 75 member stations that underwrote the \$40,000 cost, but it includes the listening areas of all 150 farm-radio stations having fulltime farm directors.

Described as the most extensive and detailed sales-promotion research of its kind in recent years for the farm-radio market, the study is to be revealed in Chicago before a luncheon meeting of the National Agricultural Advertising and Marketing Association. The presentation will be repeated for New York agency and advertiser representatives at a breakfast meeting there on Tuesday, Oct. 17, at the Biltmore.

Among the principal highlights of the study:

- The combined penetration of the farm-radio stations "is very high." Of all farm operators, 81% listened to radio "last" week and of these "farm radio, with its 150 stations, reached 83%."

- Farm-radio penetration tends to be even higher for the higher-income operators and those owning the larger farms. Small-income operators listen least.

- The average annual family income is considerably higher for farm operators than it is for the general population (\$8,300 vs. \$5,900). Farm-operator families "enjoy more of the luxuries of life than the typical American family," especially such things as autos, electric dishwashers, freezers, clothes driers and washers and air conditioning.

- Farm operators turn to farm radio for programs of special interest. Examples: farm market reports, farm news and information, weather reports.

- Farm radio "has a definite influence on the farm operators' decisions, as for example when to buy and sell." Regular daily programs for decision information were listed by 83%.

- In a comparison of farm-radio

stations to other radio stations, a majority of farm operators said they consider farm radio to be "most informative," "most useful" and "most reliable."

- About 75% of the farm operators are able to identify at least one farm director at a station by name. Of those identifying a farm director, "some three out of four can name the call letters of the station." Also, 46% of all farm operators reported they had seen or heard the farm director in person.

- The majority of farm-operator wives listen to farm radio "and they exert considerable influence on purchasing decisions both for in-home items and farm items in general."

Getting the Word ▪ The farm-radio presentation before the NAAMA today is to be made by Bob Nance, farm director at WMT Cedar Rapids, Iowa, and president of NAFB, and by Jack Timmons, manager of KWKH Shreveport, La., and chairman of the NAFB radio research committee. They are to be assisted by Orion Samuelson, farm service director of WGN Chicago, a member of the research committee.

Others who have been involved in the research-committee project include Thad Sandstrom and Ray Senate of WIBW Topeka, Kan.; Harry Severance, Carolina Radio Network, Wilson, N.C.; and George Stephens, KCMO Kansas City, Mo.

The NAFB study had five basic objectives: (1) to measure the extent to which farm radio reaches farm operators; (2) to measure awareness of and attitudes toward farm directors among farm operators; (3) to ascertain the radio listening habits of farm operators; (4) to measure the degree to which farm housewives listen to radio and to farm radio in particular, and (5) to determine the extent to which farm housewives participate in decision-making with respect to farm purchases.

Extent of Study ▪ The universe for the study by Audits & Surveys Inc. consisted of all commercial farms "within the range of bona fide farm-radio broadcasting." The U.S. Census definition of a commercial farm was used: farms from which more than half the

THE HUNCHBACK OF SOHO

A mysterious, misshapen creature stalks the corridors of a forbidding castle, seeking its prey.

RUN. TIME: 87 MIN.

REL. DATE: 1967

COLOR!



**SPINETINGLING
HORROR!**

The Magnificent
15

**INDEPENDENT
TELEVISION
CORPORATION**



555 Madison Ave., N.Y. 22, PL 5-2100

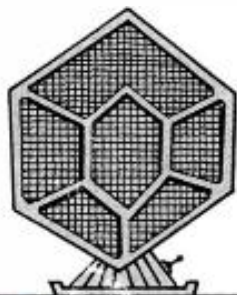
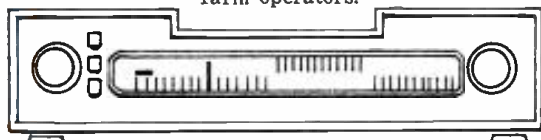
To reach farmers first go ~~The~~ First Medium-

HUNCHBACK
OF 2040

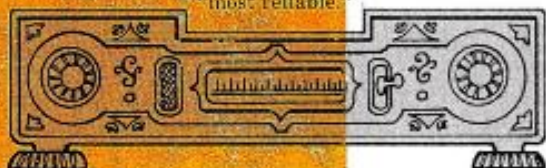
FARM RADIO

A significant new national Farm Radio Research Study sponsored by leading area radio stations and the National Association of Farm Broadcasters reveals:

83% of the respondents who listened to any radio listened to the 150 **NAB Farm Radio** stations. *That means*—with less than 4% of all AM radio stations, you can forcefully reach 83% of the radio-listening farm operators.



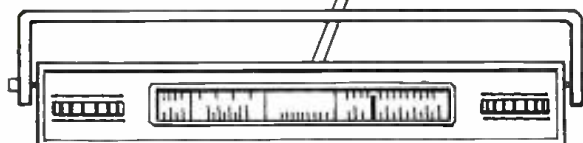
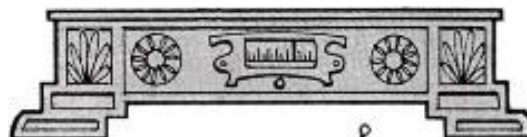
74% of the farmers can identify at least one Farm Radio director by name. *That means*—they find Farm Radio to be "most informative," "most useful," and "most reliable."



All of which means—to reach farmers first, go the first medium, Farm Radio, via WIBW and KGNC. For a complete profile on the part we play in influencing the farmers buying power, call Avery-Knodel.

Broadcast services of Stauffer Publications

53% of the Farm Radio audience reported products sold of \$10,000 or more annually. (National estimates for all farms show only 40% in this category.) *That means*—the Farm Radio family earns more annual income and buys more consumer items than the average farm family.



The farmer depends on Farm Radio for up-to-the-minute farm market reports, farm news, farm information, and weather reports. *That means*—Farm Radio has a definite influence on his daily decisions. For example, when to buy, when to sell, now.



TV Radio FM
Topeka, Kansas, 913-272-3456



TV Radio FM
Amarillo, Texas
806-383-3321

total family income is derived or from which annual product sales total \$1,200 or more.

A farm operator is one whose primary source of income is from running a farm, whether he owns it or not. Farm operators who do not live on the farm were included in the study.

Bona fide farm radio stations were described to be those "which employ a fulltime farm director. [He] is generally a voting member in the National Association of Farm Broadcasters."

About 150 stations that are involved in NAFB membership qualify under these definitions, the study said. Collectively their listening area covers 2,287 counties or 74.4% of all U. S. counties and 82.7% of all commercial farms in the U. S. These farms account for 85.4% of all the farm products sold, the study noted.

April Interviews ■ Random selection of the farms within the station coverage areas was employed. The sample included 1,000 commercial farm operators. The interviewing was done in April and was conducted on the farm in person. Each interview was verified by a supervisor. The interviewers received special training for the project.

"What this survey does," Mr. Timmons said, "is to present documented proof to advertisers and advertising agency personnel that commercial farm

operators are absolutely within the range of farm radio and that the farm market itself presents some very attractive sales targets."

These targets, he noted, "not only are related to traditional farm products and supplies but to consumer products that farm-operator families need. The survey is an image breaker because it shows that the fullest impact of farm radio is right where the pay dirt is, at the bigger farm operators' locations."

Mr. Timmons said the survey also illustrates the flexibility of the medium. Another point, he said, is the fact that the farm radio directors "are recognizable personalities to the farm operators and the operators regard them as highly reliable persons."

Preferences ■ He further noted that 83% of the farm operators listen to daily farm programs and they like programs of farm information to run between 10 minutes and a half-hour in length. Preferred broadcast times were reported to be 6-7 a.m. and between noon and 1 p.m. More than three out of four farmers liked brief interviews on the radio with other farmers to see "how the other fellow is doing."

Concerning over-all penetration, the study found that 81% of the farm operators had listened to radio in the past week; 67% had listened to farm radio (one or more of the 150 farm



Discussing the new farm radio report (l to r): NAFB President Bob Nance of WMT Cedar Rapids, Iowa; Jack Timmons of KWKH Shreveport, La., chairman of the NAFB farm radio research committee; Orion Samuelson, WGN Chicago, committee member,

and George Stephens, KCMO Kansas City, committee member. Other committee members are Thad Sandstrom and Ray Senate, both of WIBW Topeka, Kan., and Harry Severance of the Carolina Radio Network, Wilson, N. C.

HIGH SEASON FOR SPIES

Undercover agents and lone-wolf adventurers risk death for a secret formula.

RUN. TIME: 92 MIN.

REL. DATE: 1967

COLOR!



ACTION-CHARGED
ADVENTURE!

The Magnificent 15

INDEPENDENT
TELEVISION
CORPORATION



555 Madison Ave., N.Y. 22, PL 5-2100

1st in Farm Service

WBAY
GREEN BAY

RADIO 1360

BLAIR RADIO

Location of farm radio sets

Location of radio sets	Any type of radio 100% # (934)
Total respondents	
Home	97%
Barn	20
Car	76
Truck	31
Tractor	7
# Adds to more than 100 percent due to multiple answers.	

radio stations) and 66% had listened to other radio. "Thus, 83% of all operators listening to any radio in that week listened to farm radio," the study said.

The Audits & Surveys Inc. study continued: "Asked to name the different radio stations they listened to last week, only 18% of all stations mentioned by the respondents are farm radio stations, whereas 82% are other radio stations. Notwithstanding this, farm radio has about the same (or more) weekly penetration as other radio. The efficiency of farm radio is thus four to five times as great as other radio."

The extent of farm-radio listening is directly related to income and annual value of products, the study found, "with a relatively small proportion (47%) of the very low-income group listening to it and a relatively large proportion (71%) of the higher-in-

Total number of farm radio sets

	Any type of radio 100% (934)	Transistor or portable 100% (934)	Stationary 100% (934)
Total respondents			
Number of sets			
1	13%	32%	28%
2	20	22	22
3	21	9	17
4	18	6	9
5	11	2	4
6	8	1	1
7	4	1	1
8	2	1	1
9	1	#	#
10 or more	2	#	1
Don't know	#	26	16
Average number of sets: 3.7			
# less than 1 percent			

come group."

Wealthy Audience ■ The greatest reach (78%) "is achieved in families with \$10,000-\$14,999 family income," the study said, and for those farms whose value of product sold was in the same dollar range the reach also is 78%.

At least 56% of farm operators within the range of farm radio have farms of over 100 acres, the study said, and farm radio penetration is highest in farm sizes of 101 acres to 1,000 acres, again 78%. Penetration is 63% of farms ranging in size from one acre to 20 acres, the lowest level found, but still rated "good."

The respondents were shown a list of farm directors (announcers on farm matters on a nearby farm radio station) and asked how many they were aware of. Of all farm operators, 74% are aware of at least one farm director, the study found, and 43% are aware of at least two.

"Of those identifying the farm directors," the study noted, "76% are able to name the radio station for which the director announces. Most of this familiarity is due to hearing the announcers on radio, of course, but some of it is due to seeing them in person on various occasions. Of all farm operators, 46% reported that they had seen or heard a farm director in person on one or more occasions."

Will radio-TV kick the cigarette habit?

FCC Commissioner Lee Loewinger, who is opposed to the advertising of cigarettes on television and radio, wouldn't be surprised to see such advertising disappear "almost entirely" within five years.

The commissioner, who made the comment in an interview last week on WCBS New York's *Radio Looks at Television*, said later it would be a "public mood" that induces broadcasters to

The name, Farm Journal, has been registered for over sixty years.

That's why our well-known trademark — Farm Journal — shouldn't be used as the title or part of the title for farm radio or TV shows.

Thank you.

Farm Journal®

The Magazine of American Agriculture
Circulation 3,000,000

give up what currently amounts to more than \$200 million annually in revenue.

"Cigarette advertising may be regarded as liquor advertising is now," he said. "If broadcasters sense this," they will move in the direction of reducing drastically the amount of cigarette advertising they carry.

He went further to predict that if within 10 years there is no scientific breakthrough leading to the production of a cigarette in which present dangers are eliminated, "there will be a complete abandonment of present promotion of cigarettes—including that in the press."

He said the possible loss of cigarette-advertising revenue is something broadcasters must face. "There's a constant change in the products advertised," he noted. "It's the nature of the business."

Commissioner Loevinger disagreed sharply with his colleagues on the reasoning they employed last month in ruling that the fairness doctrine applies to cigarette advertising. However, he concurred in the commission's order because he feels that, in view of scientific findings as to the hazards involved in smoking, there is a strong moral case to be made against urging people, particularly young people, to acquire the habit (BROADCASTING, Sept. 11).

Business briefly . . .

Fram Corp., Philadelphia, has bought 171-market sponsorship of Triangle Stations' half-hour television documentary on drag racing, *Big Daddy's Split Second Showdown*, for oil filters. The program will be on all Triangle stations (WFIL-TV Philadelphia; WNEF-TV Binghamton, N.Y.; WNBC-TV Hartford-New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa.; KFRE-TV Fresno, Calif.; WFBG-TV Altoona-Johnstown, Pa.) and syndicated by Triangle Program Sales for distribution to other markets. Order was placed direct.

Dodge Dealer Association Atlanta, for Dodge trucks is undertaking \$100,000 radio-spot drive on 275 stations in the five-state area this month. Agency is BBDO, Detroit.

Chilton Laboratories, West Caldwell, N. J., through E. A. Korchnoy Advertising, New York, begins second radio campaign today (Oct. 9) on wsoc Charlotte, N. C. and kcpX Salt Lake City for Enerjets, a candy-like product to keep drivers awake on long trips. The first campaign used stations between New York and Montreal during Expo '67.

Royal Crown Cola Co., Columbus, Ga., will sponsor a Nancy Sinatra special, *Movin' With Nancy*, on NBC-TV Monday, Dec. 11 (8-9 p.m. NYT). Guests include her father, Frank Sinatra, and

Dean Martin. Order was through D'Arcy Advertising, New York.

Dodge Division, Chrysler Corp., Detroit, through BBDO, New York, has bought 11-week sponsorship in NBC Radio's *Monitor Sports with Joe Garagiola*.

Ralston-Purina, St. Louis, is introducing seven varieties of Purina canned specialty cat foods in a TV (network and spot) and magazine campaign. Agency is Smock/Waddell Inc., Los Angeles.

Foundation for Commercial Banks, Philadelphia, will sponsor an Andy Williams special, *Love, Andy*, on NBC-TV Monday, Nov. 6 (10-11 p.m. NYT). Produced by Barnaby Productions Inc., the musical was placed through Dancer-Fitzgerald-Sample, New York.

Kool-Aid Division of General Foods Corp., White Plains, N. Y., through Ogilvy & Mather, New York, is breaking with a new TV (and direct mail sampling) campaign in selected markets in the East and in the Midwest for its new Good Seasons Mix 'n' Scramble product—mix for use with fresh eggs.

Purex Corp., Lakewood, Calif., through Carson/Roberts/Inc., Los Angeles, is introducing a new product, Bo Peep Spray 'n' Wipe cleaner, in Ohio, Indiana, Kentucky and West Virginia, using spot TV, newspapers and Sunday supplements. The introduction is built around a "grime buster" theme that will be followed in TV and print advertising. The spot-TV campaign will run in nine markets.

Lewis Food Co., Los Angeles, through Rullman & Munger Advertising, Hollywood, has started a saturation radio spot campaign in support of its new Skippy dry dog food brand. Schedule calls for 346 one-minute spots weekly on three stations in the Los Angeles area; two in Phoenix, and one each in Tucson, Ariz. and Fresno, Bakersfield and San Diego, all California.

Canada Dry Corp., through Ted Bates & Co., both New York, has begun \$1.5 million, 12-week Wink (carbonated beverage) campaign, featuring a "psychedelic atmosphere of sight, sound and feel." Messages, which start in radio and later this month in TV markets, are scored on the theme, "join the cola dropouts."

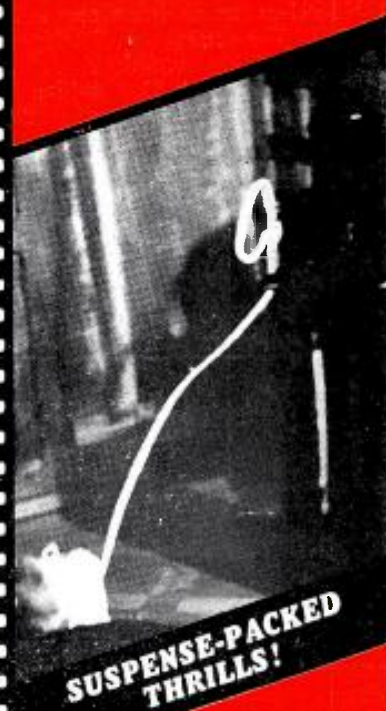
Rheingold Breweries Inc., Brooklyn, N. Y., which has introduced Gablinger's beer into New York and six New England states, has added a new market in Southern New Jersey. Advertising plans, prepared by Doyle Dane Bernbach, New York, feature a complementary media mix with radio stations included.

THE SINISTER MONK

Blackmail, murder and the threat of a sinister figure spreads terror in Darkwood Castle.

RUN. TIME: 90 MIN.

REL. DATE: 1967



SUSPENSE-PACKED THRILLS!

The Magnificent 15

INDEPENDENT TELEVISION CORPORATION



655 Madison Ave. N.Y. 22, N.Y. 10017

Hockey rights cost \$12.8 million

SIX-TEAM NHL EXPANSION AND CBS-TV COVERAGE BOOSTS THE TAKE

Professional ice hockey, which opens its 1967-68 season this month for the first time on a national scale, has negotiated for an estimated \$12.8 million in radio-TV rights in various long-term contracts.

The big money in major-league hockey derives mainly from a TV contract between the National Hockey League and CBS-TV; a long-term agreement between two Canadian teams and the Canadian Broadcasting Corp.'s English and French networks and the CTV Network; and a six-team expansion of the NHL to 12 clubs, some with local-station contracts that extend to 1977. The details:

- CBS-TV has agreed to pay the NHL an estimated \$3.6 million for three years of network coverage (1967-69), with first refusal rights on renewal. For the 1967-68 season, CBS will add 14 weekend afternoon games (Dec. 30, 1967-March 31, 1968) to its telecasts of the Stanley Cup playoffs. CBS covered the playoffs last spring (BROADCASTING, Sept. 26, 1966).

- The six original NHL teams (Boston, New York, Chicago, Detroit, Montreal and Toronto) will collect about \$3.8 million on local—and in Canada, national—radio-TV deals. Of that total, the Montreal and Toronto teams will receive an estimated \$1.5 million this season from advertisers and the Canadian Broadcasting Corp. and the CTV Television Network Ltd.

- Six new NHL clubs (Los Angeles, San Francisco, Minneapolis-St. Paul, St. Louis, Philadelphia and Pittsburgh) will begin the season with new broadcast contracts totaling an estimated \$5.4 million in rights.

Weekly Games ■ CBS-TV has scheduled its first NHL *Game of the Week* Dec. 30 to coincide with the opening of multimillionaire Jack Kent Cooke's \$16-million Forum sports facility in Inglewood, Calif. The game will feature two new NHL franchises: the Los Angeles Kings (owned by Mr. Cooke) vs. the Philadelphia Flyers. CBS will continue live-color coverage on three following Saturdays (Jan. 6, 13, 20), then switch to Sunday afternoons up to March 31 and into the Stanley Cup playoffs in April.

Two national advertisers have signed for the NHL package: Prudential Insurance Co. of America, through Reach, McClintock & Co., with one minute on 18 dates; and Black & Decker Manufacturing, through Van Sant, Dugdale and Co., with one minute on 15 dates. CBS is charging \$14,000 a

commercial minute for the season package. Its schedule calls for two-and-a-half-hour telecasts, each tentatively carrying from 16 to 18 commercial minutes.

The network's promotion drive will start in late November. On-air promos will be introduced during CBS's coverage of the National Football League games, and affiliates will be supplied with station kits and other materials.

Previous Ratings ■ CBS approaches the 1967-68 NHL season with optimism, despite a low Nielsen rating average (3.8) for the Stanley Cup playoffs last April. (NBC-TV, which carried the playoffs in April 1966, scored a similar rating.)

William C. MacPhail, CBS-TV sports vice president, however, says



CBS's poor rating can be attributed to the fact that "we just boomed into the finals without any game-of-the-week coverage," the playoffs came up against ABC-TV's National Basketball Association finals, and American Federation of Television and Radio Artists' strike curtailed the telecast of the first NHL playoff game from Canada. CBS at that time had focused most of its promotion on an introduction of the National Professional Soccer League in its U.S. debut, according to Mr. MacPhail.

Hockey, he said, through its expansion to a 12-team league has now become "a national sport," and its popularity can only grow with public exposure. For the NHL the local exposure begins Oct. 11.

NHL's Problem ■ Hockey-league

officials say they are tickled with the radio-TV arrangements of the new 12-team setup. Of the six NHL clubs, five now hold contracts for TV and four with radio. All six original teams have both radio and TV contracts this year.

One difficulty seen is in the emphasis in the NHL schedule on night games. Unlike football or baseball contests, most hockey games start at 7 p.m. or 8 p.m., even though the NHL has increased its matinee schedule to 23 games (12 Saturdays and 11 Sundays). Each team plays 74 regular-season games, or 444 games for the entire league. But with most games in the schedule played at night, it was noted that stations will be offered a heavy load in night hours, which for TV falls in some prime-time periods. (CBS has concentrated its coverage on 14 weekend afternoons).

The biggest radio-TV coup in the NHL appears to be Mr. Cooke's 10-year contract with Atlantic Richfield Co., signed a year ago. For an estimated \$10 million, Atlantic won exclusive broadcast rights to the hockey Kings, to the Los Angeles Lakers of the National Basketball Association and to Mr. Cooke's United Soccer Association entry, the Los Angeles Wolves. The rights to the Kings alone are worth an estimated \$4 million.

Atlantic, in turn, has held onto half sponsorship and packaged the other half for sale. Its package includes Kings and Lakers games on KTLA-TV and KNX, both Los Angeles, as well as a nine-station regional radio network in Southern California.

Long Contracts ■ Two other new NHL clubs have stretched out radio-TV contracts beyond the usual three-year tenure: the St. Louis Blues with a 10-year deal on KMOX St. Louis, and the Philadelphia Flyers holding a six-year arrangement with WKBS-TV Burlington, N.J.-Philadelphia.

The St. Louis team has sold exclusive TV rights for one year to Falstaff Brewing, which is taking half sponsorship on KLPR-TV St. Louis and selling the remainder on a participation basis.

Sponsor-held broadcast rights also exist in the original six NHL clubs. Detroit's Red Wings, for example, have negotiated a three-year contract with Stroh Brewing this year. The beer company has arranged for coverage on WKBD-TV and WWJ, both Detroit, with a commitment for one-third and one-half sponsorship, respectively. Also planned is a 20-station radio hookup

in Michigan, organized by an independent group, Sports Profile Inc.

In Canada, where hockey is the big sport, Imperial Oil Ltd. (Esso) and Molson Brewery Ltd. command the broadcast rights, with Ford Motors sharing sponsorship with Molsom in Canadian provinces where beer is not sold. This year's color-TV package is being organized by MacLaren Advertising Co., Toronto.

H. E. Hough, MacLaren's vice president and broadcast-service director, said TV coverage will include 46 games in color: CBC-TV with 25 Saturday prime-time games (8:30 p.m. EST), and the privately held network, CTV-TV, with 18 Wednesday and three Thursday prime-time games, all featured as *Hockey Night in Canada*. This program, he said, has been in existence since 1935 when Esso first began sponsoring hockey on radio. It's TV buying began in 1952. Esso's association in hockey, he noted, is the "longest sponsor association of any advertiser in North America." Molson beer began its sponsorship in 1958; and four years ago, Ford became the third sponsor. In radio, CKHF Toronto will carry all 74 NHL games, but Imperial Oil will sponsor only home contests. Both CBM and CBF in Montreal present all road games as a public service, without sponsorship.

Hockey Blitz ■ The new NHL

Weak track record haunts hockey

CBS-TV's new NHL contract marks its third time around with hockey. In 1957-59, CBS ran a 10-game, Saturday *NHL Game of the Week* series, which attracted some 140 to 150 stations the first year, waned the next season when a number of southern stations dropped out, and in its final year proved "a near disaster" when only 38 to 40 stations carried the sport.

Hockey was on CBS-TV again in February 1960 when the network carried taped portions of the Olympic games from Squaw Valley, Calif. CBS telecast live the entire U. S.-Russian game. Some hockey buffs claim this game marked a turning point for the sport in this country, since the American team won in an exciting match. (ABC-TV next February plans to cover the 1968 winter Olympics from Gre-

noble, France, including hockey.)

Other TV network exposure of hockey has included NBC-TV's 1966 NHL Stanley Cup playoffs (BROADCASTING, Apr. 4, 1966); and a Sports Network Inc. presentation of the 1965 International Hockey Tournament from Colorado Springs, ordered by the privately owned Canadian TV network, CTV-TV. CTV telecast the Russian-American match Dec. 28, 1965. That particular game was also "sold" to the Soviet Union's TV network, Sovad, for showing Jan. 10, 1966. SNI officials indicated the Soviet buy represented the first North American TV program ever to be purchased by the U.S.S.R. The sale did not represent a cultural exchange. Price of the game: SNI officials would only say that Russia represents "a good market."

teams' big job of promotion has drawn heavily upon local radio-TV advertising. The California Seals alone invested some \$65,000 in advertising that began last June. The campaign included

10 radio and TV outlets, featuring two-to-three-day TV "blitzes" of up to 30 spots, and a heavy three-week radio drive. The seals also paid \$15,000 extra to promote themselves in a co-op

Hockey radio-TV rights and sponsors

Teams (original) & contracts	Stations & Estimated radio-TV rights	Sponsors	Teams (new) & contracts	Stations & Estimated radio-TV rights	Sponsors
Boston Bruins Three-year (1967-70) Three-year (1966-69)	WSBK-TV WHDH \$415,000	Budweiser Beer, Northeast Airlines (both 1/6 TV), Carling Brewery, New England Telephone & Telegraph (both 1/4 radio), Tri S Petroleum, Middlesex County Bank (both 1/6 radio), 2/3 TV open).	California Seals One-year (1967-68)	KTVU(TV) \$150,000	Household Finance (1/4 TV), United Air Lines (3/16 TV), 9/16 TV open).
Chicago Black Hawks Chicago Black Hawks Two-year (1966-68) Three-year (1965-68)	WGN-TV WLS-FM \$600,000	Theo. Hamm Brewery, All State Insurance, Phillip Morris, Commonwealth Edison, Pure Oil, United Air Lines (all 1/6 TV) (radio open).	Los Angeles Kings Five-year (1967-72) (option 1972-77) 10-year (1967-77)	KTLA(TV) KNX (9) \$4,000,000	Atlantic Richfield (1/2 radio-TV), Theo. Hamm Brewery, All State Insurance, United Air Lines, Goodyear Tire & Rubber (all 1/8 TV), Dodge Dealers (1/8 radio), (3/8 radio open).
Detroit Red Wings Three-year (1967-70)	WKBD-TV WWJ (20) \$500,000	Stroh Brewing (1/2 radio, 1/3 TV), Buick, United Air Lines, Pure Oil Refining (all 1/6 TV), Household Finance (1/3 radio) (1/6 radio-TV open).	Minnesota North Stars Three-year (1967-70)	WTCN-TV WCCO \$375,000	Theo. Hamm Brewery, Pure Oil Refining (both 1/6 TV), First Bank Corp. (1/2 TV), United Air Lines (1/12 TV), Twin Cities Federal & Savings Loan (1/3 radio), Western Airlines, Brookdale Chrysler-Plymouth, Blue Cross of Minn. (all 1/6 radio), (1/12 TV, 1/6 radio open).
New York Rangers Three-year (1967-70)	WOR-TV WHN \$750,000	Schaefer Brewing, Coca-Cola, Eastern Airlines (all 1/4 radio-TV) (1/4 radio-TV open).	Philadelphia Flyers Six-year (1967-73)	WKBS-TV \$500,000	Schaefer Brewing (1/4 TV), United Air Lines, Avis Car Rental (both 1/8 TV) (1/2 TV open).
Montreal Canadiens (long-term) Toronto Maple Leafs	CBC-TV (43) CTV-TV (11) CKFH, CBF, CBM \$1,500,000	Imperial Oil-Esso (1/2 TV, all CKFH radio home games), Molson Brewery (1/2 TV), Ford Motors (1/3 TV of Molson).	Pittsburgh Penguins Three-year (1967-70) (One-year with two-year option)	WTAE \$90,000	
			St. Louis Blues One-year (1967-68) open 10-year (1967-77)	KPLR-TV KMOX \$300,000	Falstaff Brewing (1/2 TV), Pepsi-Cola, KAS Potato Chips, Armour Meats (all 1/3 radio) (1/2 TV open).

advertising deal on KTVU(TV) Oakland-San Francisco, the team's station.

The Philadelphia Flyers pumped \$50,000 in appropriations to six radio and three TV stations, as well as local newspapers and magazines. On their station, WKBS-TV, three half-hour programs were scheduled as a form of introduction.

Up to \$30,000 went into radio-TV announcements during an intensive six-week campaign by the St. Louis Blues. From Aug. 21 to Oct. 3, some 942 spots were aired on 10 AM stations. Using two local-TV outlets, the Blues covered themselves with about 100 one-minute spots. In print, some \$7,000 was spent.

At least 34 sponsors are lined up with hockey at the local level this season. Represented in the group are seven beer firms; four airlines, insurance firms, auto dealers and gasoline companies; three banks; two soft drink companies, and various other businesses.

United Airlines has emerged as the most consistent hockey advertiser, its association covering Los Angeles, San Francisco, Minneapolis-St. Paul, Philadelphia, Chicago and Detroit. Other consistent advertisers are Pure Oil, Theo. Hamm Brewing, Schaefer Beer, All State Insurance and Household Finance.

Advisory group picked for 4A's study grants

The American Association of Advertising Agencies Educational Foundation last week announced the appointment of a five-man committee of academicians to advise it on its program of grants for graduate studies in advertising, marketing, communications and consumer behavior.

The foundation was established in January with \$370,000 in contributions and pledges (BROADCASTING, Jan. 30), including \$25,000 to finance the new committee.

Chairman of the academic committee is Dr. Miller Upton, president of Beloit College, Beloit, Wis. Other committee members: Dr. Raymond A. Bauer, professor of business administration, Harvard Graduate School of Business; Dr. Richard H. Holton, dean of the School of Business Administration, University of California (Berkeley); Dr. George Katona, professor of economics and psychology, University of Michigan and research coordinator for the economic-behavior program of the Institute for Social Research at Ann Arbor, and Dr. Charles H. Sandage, professor of advertising, University of Illinois.

The committee will hold its first meeting Nov. 22 in New York.

New Geyer-Oswald regains lost ground

With new accounts under its belt (representing more than \$4 million in broadcast alone), a 56-year old agency last week was doing business under a new name, Geyer-Oswald Inc.

For Geyer-Oswald—renamed from Geyer, Morey, Ballard Inc.—its \$6 million in new business was reason enough to change its name. It was also representative of lost billing more than regained—the \$5-million Sinclair Refining Co. account leaves the agency for Cunningham & Walsh next Jan. 1. The total billing now at Geyer ranges between \$50 million and \$55 million.

George C. Oswald, president, said new products added within the last month include a new Sunkist line of fruit-flavored carbonated soft drinks, a new Aerosol soft-drink concentrate Mitey-Mix, both products of Bottler Diversification Corp., New York; a new Hiram Walker Canadian Whiskey assignment, and U. S. Envelope Corp., Springfield, Mass. Besides these, he indicated, G-O has recently acquired the Bubble Up Corp., Interchemical Corp.'s finishes division and Del Webb Hotels accounts.

Plans are now underway for a Sunkist campaign with 90% of the budget in TV. Six color commercials, two each of 60-, 30- and 20-seconds, are now being prepared for test market. G-O's Mitey-Mix, will be introduced this fall, also with a heavy TV push, he indicated.

One-A-Day \$7-million account goes to JWT

J. Walter Thompson Co., New York, last week became recipient of the "over \$7 million" One-A-Day vitamins account, when Miles Laboratories Inc., Elkhart, Ind., announced a reorganization of its advertising. One-A-Day puts over 90% of its budget into television.

Miles officials said billings will be moved Jan. 1, 1968, from Jack Tinker & Partners, New York. Other Miles products—Alka-Seltzer, Bactine, Miles Nervine and Chocks vitamins—will stay with Tinker. In addition, Tinker's parent, the Interpublic Group of Companies Inc., will be given special marketing assignments at three of its units, Miles spokesmen indicated.

Early this year Miles Labs purchased an NBC-TV package of scattered spots this fall for Alka-Seltzer, One-A-Day and Chocks vitamins. Participations in-

clude Tuesday and Saturday night movies, *The High Chaparral*, *Ironside*, *Tarzan*, *The Dean Martin Show*, and *Star Trek*. Miles also participates in CBS-TV and ABC-TV programs, daytime network TV shows, and uses a heavy spot-TV schedule.

Television Bureau of Advertising puts One-A-Day's TV spending in 1966 at \$4.8 million in network and \$3.1 million in spot. For 1967's first six months, TVB said network spending totaled \$482,500 and spot \$1.2 million.

4A's conference to run the gamut

A diversified program—from a look at advertising's responsibilities in today's changing society to the evaluation of a television commercial—is planned by the American Association of Advertising Agencies for its 1967 eastern annual conference, to be held this week in New York.

The 4A's conference is scheduled for Tuesday and Wednesday, Oct. 10-11, at the Plaza hotel. Among the speakers are Sargent Shriver, director of the Office of Economic Opportunity (keynote on Tuesday); Betty Furness, special assistant to the President for consumer affairs (Tuesday luncheon), and Professor John Kenneth Galbraith of Harvard University (Wednesday luncheon).

During the research session Wednesday several agency executives will address themselves to the topic of "How to Evaluate a Television Commercial." The panel includes Paul E. J. Gerhold, vice president-research, development and planning of the J. Walter Thompson Co., New York; Frank Stanton, senior vice president and management supervisor at Benton & Bowles, New York, and Robert Elwell, senior vice president and creative director, the Gumbinner-North Co., Chicago. Dr. Donald L. Kanter, vice president-special projects, Sullivan, Stauffer, Colwell & Bayles Inc., New York, will preside.

Under the theme of "The Responsibility of Advertising in Our Changing Society," speakers for the first day of the conference include, in addition to Mr. Shriver and Miss Furness, Professors Harvey Cox of Harvard; Norman Cousins, editor of *The Saturday Review*; Professor Raymond W. Mack of Northwestern University; Daniel Yankelovich of the research firm bearing his name, and Professor Jules Backman of New York University. Presiding at the morning session will be Charles L. Rumrill, board chairman of Rumrill-Hoyt Inc. and chairman of the AAAA eastern region. At the afternoon session Archibald McG.

BAR network-TV billing report for two weeks ended Oct. 1

BAR network-TV dollar revenue estimates—week ended Sept. 24, 1967 (net time and talent in thousands of dollars)

Day parts	Networks	Week Ending Sept. 24	Cume Sept. 1-Sept. 24	Cume Jan. 1-Sept. 24	Day parts	Networks	Week Ending Sept. 24	Cume Sept. 1-Sept. 24	Cume Jan. 1-Sept. 24
Monday-Friday	ABC-TV	\$ 5.0	\$ 5.0	\$ 5.0	Sunday	ABC-TV	106.0	271.4	4,044.7
Sign-on-10 a.m.	CBS-TV	170.3	460.5	4,357.9	6 p.m.-7:30 p.m.	CBS-TV	163.1	828.8	7,789.4
	NBC-TV	323.0	1,021.4	10,237.8		NBC-TV	178.0	581.0	4,915.9
	Total	498.3	1,486.9	14,600.7		Total	447.1	1,681.2	16,750.0
Monday-Friday	ABC-TV	1,174.0	3,586.5	48,931.5	Monday-Sunday	ABC-TV	6,521.3	#18,702.5	#177,303.6
10 a.m.-6 p.m.	CBS-TV	2,415.2	7,978.6	114,713.7	7:30 p.m.-11 p.m.	CBS-TV	6,692.1	21,665.6	204,017.2
	NBC-TV	1,822.8	5,391.6	60,840.8		NBC-TV	6,766.4	19,611.7	200,370.2
	Total	5,412.0	16,956.7	224,486.0		Total	19,979.8	#59,979.8	#581,691.0
Saturday-Sunday	ABC-TV	1,627.8	3,988.7	29,541.0	Monday-Sunday	ABC-TV	260.9	1,035.9	8,962.1
Sign-on-6 p.m.	CBS-TV	1,913.6	#5,881.3	#31,736.2	11 p.m.-sign-off	CBS-TV	130.6	526.4	3,060.2
	NBC-TV	1,124.1	4,113.8	21,021.3		NBC-TV	402.1	1,791.2	14,386.4
	Total	4,665.5	#13,983.8	#82,298.5		Total	793.6	3,353.5	26,408.7
Monday-Saturday	ABC-TV	212.4	1,125.1	10,653.6	Network totals	ABC-TV	9,907.4	#28,715.1	#279,441.5
6 p.m.-7:30 p.m.	CBS-TV	464.4	1,408.7	19,999.1		CBS-TV	11,949.3	#38,749.9	#385,673.7
	NBC-TV	604.4	1,937.3	22,391.4		NBC-TV	11,220.8	34,448.0	334,163.8
	Total	1,281.2	4,471.1	53,044.1	Grand totals		\$33,077.5	\$101,913.0	\$999,279.0

Corrected from previous totals.

BAR network-TV dollar revenue estimates—week ended Oct. 1, 1967, (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Oct. 1	Cume Oct.	Cume Jan. 1-Oct. 1	Day parts	Networks	Week ended Oct. 1	Cume Oct.	Cume Jan. 1-Oct. 1
Monday-Friday	ABC-TV	\$ 4.9	—	\$ 9.9	Sunday	ABC-TV	69.6	69.6	4,114.3
Sign-on-10 a.m.	CBS-TV	180.4	—	4,538.3	6-7:30 p.m.	CBS-TV	246.7	246.7	8,036.1
	NBC-TV	322.8	—	10,560.6		NBC-TV	163.8	163.8	5,079.7
	Total	508.1	—	15,108.8		Total	480.1	480.1	17,230.1
Monday-Friday	ABC-TV	1,165.8	—	50,097.3	Monday-Sunday	ABC-TV	5,834.2	1,211.7	183,137.8
10 a.m.-6 p.m.	CBS-TV	2,438.1	—	117,151.8	7:30-11 p.m.	CBS-TV	6,921.2	1,057.3	210,938.4
	NBC-TV	1,897.8	—	62,738.6		NBC-TV	6,154.0	1,084.9	206,524.2
	Total	5,501.7	—	229,987.7		Total	18,909.4	3,353.9	600,600.4
Saturday-Sunday	ABC-TV	1,192.6	\$ 146.4	30,733.6	Monday-Sunday	ABC-TV	263.2	173.2	9,225.3
Sign-on-6 p.m.	CBS-TV	2,027.9	1,476.8	33,764.1	11 p.m.-sign-off	CBS-TV	32.6	32.6	3,092.8
	NBC-TV	1,109.4	611.7	22,130.7		NBC-TV	381.2	—	14,767.6
	Total	4,329.9	2,234.9	86,628.4		Total	677.0	205.8	27,085.7
Monday-Saturday	ABC-TV	652.4	—	11,306.0	Network totals	ABC-TV	9,182.7	1,600.9	288,624.2
6-7:30 p.m.	CBS-TV	513.8	—	20,512.9		CBS-TV	12,360.7	2,813.4	398,034.4
	NBC-TV	695.7	—	23,087.1		NBC-TV	10,724.7	1,860.4	344,888.5
	Total	1,861.9	—	54,906.0	Grand totals		\$32,268.1	\$6,274.7	\$1,031,547.1

Foster, president and chief executive officer of Ted Bates & Co. (and vice chairman of the eastern region) will preside.

Also scheduled for exploration Wednesday are employment sources for agencies, developmental research and the role of the food broker. A special presentation, prepared by several advertising agencies, is scheduled on Wednesday as a review of the 50 years of advertising since AAAA's founding in 1917, along with a look at the "advertising of the future."

Agency appointments . . .

• The Stanley Works, New Britain, Conn., has switched its \$1-million-plus account, involving eight divisions, to

Wilson, Haight & Welch Inc., Hartford-Boston-Orlando, Fla., from BBDO, Boston, effective Jan. 1, 1968. Stanley Works, a spot TV user, also maintains accounts at Chirurg & Cairns and Kenyon & Eckhardt, both New York.

• General Aniline & Film Corp., New York, has assigned approximately \$2 million in additional billings to Daniel & Charles Inc., New York. Assignment includes GA&F's division, Ruberoid Co., New York (building and floor tile products), from Emerson Foote Inc., that city; and subsidiary, Sawyers Inc., Portland, Ore. (slide projectors and viewers), out of Schram Advertising Co., Chicago. The Sawyer's account plans network TV advertising. Daniel & Charles already bills for General Aniline & Film Co.

Also in advertising . . .

Cereal and kids ■ Quaker Oats Co., Chicago, disclosed that its network TV spending for children's programming this season totals \$3 million, an increase of 65% over last year. Quisp, Quake and Cap'n Crunch are the three cereal products involved and they are being promoted on 24 programs spread among all three networks. In addition Quaker is continuing a heavy local spot TV campaign for the trio. Agency is Compton Advertising, Chicago.

Change of office ■ The San Francisco office of Edward Petry and Co. is now located in the Wells Fargo building, 44 Montgomery Street 94120. Telephone and TWX numbers remain the same.

Antitrust case on film for TV?

**Motion picture makers
complain that network
actions violate '48 decree**

The specter of an antitrust investigation by the Department of Justice looms for two of the three television networks, **all** because they have announced plans to produce motion-picture features for TV.

Reports that the Department of Justice had received a complaint from the major Hollywood film producers were met at the federal agency by a flat "no comment." But various sources both inside and outside the government indicated that there is some substance to the reports.

Accounts are that the film producers, through Jack Valenti, president of the Motion Picture Association of America, and Louis Nizer, New York lawyer who is general counsel of the association, have asked the Department of Justice to determine whether film production by ABC and CBS, as well as by National General Corp., a large the-

ater-chain owner, might be a violation of the 1949 consent judgment in the Paramount case. This order forbade film producers from owning theaters.

The Department of Justice previously acknowledged that it had hired Robert W. Crandall, assistant professor of economics at the Massachusetts Institute of Technology, as a consultant to make a study of TV networks' program-acquisition policies. This includes the impact of moviemaking by ABC and CBS, he has said.

At issue, according to observers, is whether the networks will be engaging in a monopoly by showing movies they've helped make on their own networks to be carried by their owned stations. Also a factor, it's said, is the fear by the Hollywood producers that the market for their own films will be diminished by the entry of ABC and CBS and National General into film production. This applies to theatrical as well as TV showings, it was emphasized.

ABC's arrangement for feature motion pictures was announced last August when it disclosed that the company is budgeting up to \$30 million to produce from 10 to 12 feature films before 1969. These are to be distributed first to theaters and then to TV, through an ABC-Cinerama subsidiary (BROADCASTING, Aug. 21).

CBS earlier this year announced that CBS Theatrical Films was being organ-

ized, with Gordon Stulberg as president, to produce "about 10 theatrical motion pictures a year" (BROADCASTING, April 24). Later it disclosed an agreement for National General to distribute the CBS-produced movies to the nation's theaters. National General also has announced plans to produce feature-length movies.

Spokesmen at both networks stressed that their attorneys had checked the antitrust implications of movie production and had determined it did not run afoul of the antitrust laws.

The third TV network, NBC, has not announced any plans to enter the film-production field. It has, however, premiered several feature-length films which it financed through MCA's Universal Pictures Corp. Universal is one of the Hollywood big-seven producers.

Movies have become a staple of high-ranking TV programs, with each of the three networks showing almost a movie a night. During the first weeks of the new TV season, the rating services indicate that movies consistently have drawn an audience that puts them into the top-10 programs for the week. Last year, ABC blitzed the rankings with its broadcast of *Bridge on the River Kwai*, for which it paid \$2 million for a two-time showing. It is paying 20th Century-Fox \$5 million for the right to a double showing of *Cleopatra*. CBS last year signed a deal with MGM that averaged out to \$800,000 a picture for first-run network showing. This is considered twice the average 1965 price.

The Hollywood producers have sold virtually all of their pre-1948 films to TV, and it is estimated that they have sold about 70% of their post-1948 films to TV. Film producers' libraries of old pictures will be exhausted in the early 1970's, it is believed.

Fox film package sold in 8 markets

"Mark One," a package of 11 feature films, has been sold by 20th Century-Fox Television in eight major markets during its first week of release.

Sales were made to the five CBS-owned TV stations—WCBS-TV New York, KNXT (TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—and to three Storer outlets—WITI-TV Milwaukee, WJBK-TV Detroit and WAGA-TV Atlanta. A Fox spokesman said that six features are in color and seven are first-run, including two that have not been released either to TV or theaters.

Stanton calls again for uniform election day

CBS President Frank Stanton sounded a new appeal last week for a uniform national election day with polls opening and closing simultaneously throughout the nation regardless of the local time.

He told the golden anniversary conference of the National Association of Secretaries of

State in Las Vegas last Thursday (Oct. 5) that his proposal would establish election day as a new federal holiday and, with TV-radio news coverage in mind, added:

"It would stop unsupported speculations as to whether reports or results from early closing polls in one

state influence the voters in other states closing hours later. Coupled with the use of modern balloting and counting systems, the uniform voting day would disclose results promptly after the polls are closed."

Dr. Stanton, who has advanced a similar proposal on earlier occasions, noted that the National Governors Conference has recommended a uniform, nationwide, 24-hour voting period for federal elections. He called the present system "anachronistic" and "discriminatory," citing such practices as "antiquated residence requirements," the inconveniences of the polls opening late and closing early and the extensive use of paper ballots.

He urged the association to go a step beyond its resolution in 1966 calling for the uniform closing of polls by supporting a uniform opening of the polls throughout the country and a 24-hour election day as a holiday.



Dr. Stanton

Nick Johnson splits on CATV

He says FCC should encourage wire to expand special programming services—on regional and national scale

The possibility of a brave new world in which television viewers' needs for program diversification would be met in large part by CATV was held out for cable operators this week, and by a member of the FCC.

Commissioner Nicholas Johnson said CATV has the potential for meeting a vast array of programming needs and he said the commission should do everything in its power to encourage CATV to develop that potential.

Indeed, he said it "is high time" that the commission determine how cable can be used to diversify the range of services viewers can receive. And in that connection, he called for a wide-ranging commission-CATV-industry study into the facts and future potential of cable television.

The commissioner expressed his views in a speech prepared for delivery at the National Cable Television Association regional meeting in Philadelphia today (Oct. 9). The speech, though the first major one he has made on cable television since becoming a commissioner 15 months ago, was consistent with remarks on CATV he has issued in other speeches and statements over the past year.

Against Majority ■ It clearly placed him outside the mainstream of commission thinking as reflected in policy in which CATV figures simply as a supplement to the existing television system.

He expressed opposition to provisions of the copyright bill pending in the Senate which would severely restrict program origination by CATV systems—a bill the commission has endorsed. The commission, he said, "must not support" measures which would restrict its freedom to find answers to CATV's place in the communications system. The CATV section has been deleted from the copyright bill in the House.

Commissioner Lee Loevinger took a somewhat similar stand on CATV program origination in a speech at an NCTA regional meeting in Dallas last year (BROADCASTING, Oct. 17, 1966).

However, Commissioner Johnson's speech is likely to create greater consternation among broadcasters who have generally urged a hard-line approach to CATV regulation. Commissioner Loevinger has always favored a more liberal attitude toward CATV regulation than the majority of his colleagues. Commissioner Johnson, on the other hand, has generally voted to apply the rules more strictly; thus, the

shock value is greater.

In addition, Commissioner Loevinger discussed CATV local programming largely in terms of public-service-type shows that would feature local politicians and discussions of local issues. Commissioner Johnson would have the CATV systems go further.

Local Competitors ■ He said the systems should regard their presentations of weather, news and movies (he noted 527 systems, or 36% of the total, are originating programming now) as "a start" to challenge local broadcasters on their grounds—local programming that would include high-school basketball and city-council meetings, and then to consider ways of using the technical and economic means at their command to give "real meaning [to] the hackneyed term 'program diversity.'"

He said the economics of television require the broadcaster to aim his product at a "vast undifferentiated mass." But CATV, he said, with its channel capacity, contains the potential of becoming a medium for intercity interconnection of what would in effect be a number of large closed-circuit systems.

"Whereas a local broadcaster may not be able to justify programming aimed just at the intellectuals in his market, or at the local Negro community, or at aficionados of sports cars," Commissioner Johnson said, "a regional or even a national cable network might be developed that could enhance its appeal significantly through such specialized programming."

New Look at TV ■ In holding out the prospect of such a future, the commissioner said it cannot be achieved unless the commission reexamines some of the goals and assumptions of the Sixth Report and Order of 1952, in which it established the nation's television allocation policy.

The aim 15 years ago, he noted, was to devise a system in which television would provide "local service." But in 1967, he added, "it is clear that the means of promoting that value have changed," as have the kinds of electronic services and, "perhaps most important, 'the meaning of local.'"

He also criticized the commission's handling of a plethora of problems each bearing in some degree on cable television. These matters, including pay-TV, various CATV proceedings, studies on new communications developments—each moves through the corridors of

EPITAPH FOR A FAST GUN

Gun and whip replace law and order in a Western town ruled by a ruthless woman.

RUN. TIME: 85 MIN.
REL. DATE: 1967

COLOR!



BLAZING OUTDOOR
ACTION!

The Magnificent
15

INDEPENDENT
TELEVISION
CORPORATION



555 Madison Ave., N.Y. 22, PL 5-2100

the commission "according to its own individual and internal rhythm." They should, he said, be put in a common perspective.

His own proposal for dealing with the problem is for a joint effort by the commission and the cable industry to comprehend the present facts and future potential of cable. The effort should include: gathering, analyzing and publishing relevant data from cable operators; conducting hearing and formal seminars and conferences in which industry, government, academic and research figures would participate; and preparing and distributing policy papers analyzing available alternatives and the consequences of each.

The thrust of the project, he said, should be "at the question of how the introduction of cable television into the present system of broadcasting can be used to expand the capacity of the system to serve a wider variety of programming needs."

He also said that experiments should be held to determine the economic impact of cable television on local broadcasting stations, especially UHF, and that a research and development program in cable and alternative technologies should be undertaken to assure

the installation of cable systems that would best serve the public interest.

Program Origination • The commission, he said, besides "doing everything within its power to encourage the cable industry's interest in program origination," should seek a speedy resolution of its inquiry into ownership patterns developing in the cable industry and proposals for standards in that area.

The commissioner said that program origination is CATV's "surest form of insurance against technical obsolescence and the antagonism of public authorities." But he sees a possible future for CATV beyond program origination too. A cable that carries 20 or more channels can bring more than television to its customers, he noted, and there are more ways of transmitting intelligence than by coaxial cable—laser beams, pulse-code modulation, electronic switching, communications satellites and wave-guide techniques, among them.

Accordingly, he suggested that NCTA, which has recently changed its name from the National Community Television Association, might want to change its name again—to reflect its full potential for providing a "home information and knowledge" service. Unless "you adopt some such functional definition of your task, and continue to think of yourselves as 'cable television' men," he said, "you may be outflanked by someone else's communications system."

Network TV is aim of Canaan move

Canaan Productions, New York, a comparatively young producing company that has specialized in developing provocative and contemporary TV series for syndication, reported last week it has signed with the William Morris Agency in an effort to become active in the network-TV sphere.

Canaan, which has hit its high mark this season with production of three syndicated series, has three network projects in development, according to President Robert Kline. He is hopeful that Morris can arrange to sell one or more for the networks' "second season" in January, but he declined to describe the programs at this time.

In 1967-68 Canaan is producing *Outrageous Opinions* with Helen Gurley Brown, a half-hour across-the-board talk show on controversial subjects for King Features Syndicate, which has sold it in 10 markets; *From The Bitter End*, a one-hour entertainment-talk-atmosphere show with Fred Wein-

traub owner of the Bitter End restaurant, as host, which begins on WOR-TV New York on Oct. 12 and will be syndicated by Medallion Pictures; and *Alexander H. Cohen Presents the Scene*, a one-hour talk program spotlighting the Broadway producer in "provocative conversations" with top-flight show-business personalities and others in the news, which began on WOR-TV last Thursday (Oct. 5) and is being distributed by Music Makers Inc.

Mr. Kline said he formed Canaan in 1964 and attempted at that time to produce for networks. He said he has had an occasional special on the networks, but added that he turned to syndication to develop a track record. For several years, starting in 1964, Canaan was producer of *The Firing Line with Bill Buckley*, which sold moderately well in syndication. (Canaan no longer produces this series.)

"We find we are getting a much warmer reception at the networks now that we have compiled a record in syndication," Mr. Kline commented.

Fairness hearing opens in Media

Does a radio station that broadcasts extreme right-wing material have to air pro-Communist views to achieve a balance of programming that satisfies the FCC?

That was the question raised this week by attorneys for WXUR-AM-FM Media, Pa., where a commission hearing is underway to determine if the station's licenses will be renewed.

Nineteen civic and religious groups in the WXUR listening area filed a petition July 19, 1966, to intervene and deny the station's application for renewal of license. On Jan. 25, the commission ordered a public hearing to determine whether the station violated its fairness doctrine.

Witnesses for the Greater Philadelphia Council for Churches, one of the 19 groups and an intervener in the case, testified this week the station broadcast large amounts of conservative and extreme right-wing material to the exclusion of liberal and left-wing programming. They charged WXUR attacked Negroes and Jews and claimed the station presented only one viewpoint on controversial issues.

Anti-Defamation League officials testified they received complaints that WXUR programs were "anti-Semitic, antiminority and a disservice to the public." They said they taped a week of programming and felt the complaints were justified.

An Episcopal minister also testified

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Hazardous duty

CBS News said last week several of its newsmen were roughed up by police during post-election unrest and demonstrations at Saigon. CBS said Vietnamese national police on Oct. 1 severely beat correspondent Bert Quint and cameraman Keith Kay. Both were released from a Saigon hospital after examination indicated they had no fractures.

Correspondent John Laurence said he and three CBS soundmen at the scene were "slugged and roughed up" by police, though not as seriously as Mr. Quint and Mr. Kay. A day earlier, cameraman Carl Sorensen of CBS reportedly received slight injuries at the hands of Saigon police.

CBS News' Saigon bureau complained to the police, whose chief later issued orders that his force be more restrained in handling news people.

that he personally and the church group he represented were attacked on the air by the station and were refused tapes of the show and a chance to reply.

Balance Needed? ■ Wxur attorneys attacked the ADL's ability to label the station's programs as right wing, conservative, or any other classification. They said the fact that the station might broadcast a large amount of programs on one political side was irrelevant and claimed the real issue was whether various sides got a chance to speak on controversial public issues.

Wxur attorneys questioned the need for balanced programming and expressed concern about the methods that would have to be used to achieve balance.

"If the opposite of the extreme right wing is the extreme left wing, the question is whether the station must put on the Communist point of view to achieve balance," they said. "If the station doesn't put on the Communist view in such a case, is this a violation of the fairness doctrine?"

FCC Hearing Examiner H. Gifford Irion gave no answer, but opening sessions of the hearing made it clear the fairness doctrine will get a thorough going over in the days to come.

The hearing began Tuesday (Oct. 3), a day late, because an overflow crowd of 200 persons made the scheduled meeting room unsuitable. After two days of testimony attorneys deferred calling any witnesses Thursday and met in closed session to seek ways to expedite the case, which is expected to last three to four weeks.

Wxur is operated by Brandywine-

Mainline Radio Inc., which is owned by Faith Theological Seminary Inc. of Elkins Park, Pa., headed by the Rev. Dr. Carl McIntire, controversial fundamentalist minister.

Editorial issue stirs controversy

A suburban New York broadcaster last week took aim at a lawyer's recommendation that broadcasters be wary of controversial issues.

William F. O'Shaughnessy, WVOX-AM-FM New Rochelle, N. Y., said he found "it shocking that any lawyer specializing in communications problems could advise a group of broadcasters, charged by law with serious public responsibilities, to avoid things controversial. . . ." He was commenting on a statement made by Alfred C. Cordon Jr., of the Washington law firm of Dow, Lohnes and Albertson, at last week's meeting of the New Jersey Association of Broadcasters.

Mr. Cordon told the NJAB that he advises clients, "if you're going to get into editorializing you've got to remember it's a two-way street" and that stations should "not get into controversial issues unless they bear that in mind." If a station's going to be "real careful," he added, "it should call its lawyer before it tackles a controversial issue."

In response to Mr. Cordon's advice, Mr. O'Shaughnessy asked if broadcasters "only talk about Mother's Day and fall foliage, who . . . is going to challenge local communities to face tough issues like corruption, government waste, and civic indifference?" He made the comments in a public statement and a broadcast editorial.

"There are lots of things I don't like about the fairness doctrine," he said, "but to use it as an excuse to short-change your own community and renege on your obligations as a broadcaster is inexcusable."

Joel Chaseman, radio vice president of Westinghouse Broadcasting Co., presented to the NJAB meeting a broad concept of "community involvement," which he said "means more than public-affairs programs no matter how well produced.

"What radio and television do best is show the community to itself . . . good, strong, clear editorials about local matters of genuine controversy. . . . We're entertainers and profit-makers, but we can't be those alone. We must be so involved in our cities that we can be depended on, not only when the crisis comes, but well in advance, when there's the first sign of trouble."

AS LONG AS YOU LIVE

Amidst bloody civil war, a woman has to choose between her soldier sweetheart and an injured enemy.

RUN. TIME: 92 MIN.

REL. DATE: 1964



GRIPPING WAR
ADVENTURE!

The Magnificent
15

**INDEPENDENT
TELEVISION
CORPORATION**



955 Madison Ave., N.Y. 22, N.Y. 10017

KABC's hard-hitting editorials get rebuttals and results

How does a radio station "serve the public interest" and still produce "exciting, effective and rewarding" broadcasting?

KABC Los Angeles does it with editorials, lots of them. An average of 10 different ones a month, some repeated as many as 12 times a day.

So far this year, KABC has broadcast some 80 editorials covering 31 different topics. In some instances an editorial series may have consisted of five or six separate but related editorials.

The station believes it generates more editorial rebuttals than any other radio or television station in the country. As of July 19 of this year, KABC did 61 editorials, broadcast 548 times. Of that total, perhaps 50 were rebuttable (a one-shot editorial praising a new police chief, for example, isn't likely to draw a rebuttal). The number of rebuttals was 23, broadcast 225 times, a total the station feels is at least five times as high as most stations in the ratio of rebuttals to editorials.

This is not just a happy happenstance. KABC actively seeks people to rebut. The station notifies all possible concerned officials, agencies and parties whenever it does an editorial and invites them to reply if they wish. Mostly, though, the station tries to make its editorials strong enough to evoke demands for time.

High Standards ■ "We feel we are sort of the ombudsman for the people of Los Angeles," explains Ben Hoberman, ABC vice president and

KABC general manager. But such a responsible role calls for a great deal of objectivity.

"We have a number of rules about editorials," says Mr. Hoberman, "but none that we take more seriously than the one that our newsroom shall have no connection with our editorial department. The newsroom does not work on the editorials, does not become involved in determining editorial policy, and does not become required to do its work based on our policy."

KABC, instead, has a separate department of community affairs that primarily concerns itself with editorials. Jim Zaillian, with some 16-years experience as a newspaperman, wire-service reporter, and network newsmen, heads the department. He leans heavily on investigative reporting. His aim is to avoid simply reading the morning paper, clipping a story, and writing a reaction piece. He tries, instead, to dig out new facts and come up with fresh ideas in previously unreported fields.

Each editorial passes through an editorial board at the station. Currently, this board consists of Mr. Hoberman; Mr. Zaillian; Jack Meyers, program director; George Greene, sales manager; and Art Sturman, chief engineer. Ideas may come from any of these executives, from listeners or from tips via telephone and letter and, of course, from the day's news.

Once Jim Zaillian decides to go on a topic, it's researched, a rough draft is circulated to the board members, notations and additions are penciled in, the final is written, recorded and scheduled. Each editorial (and rebuttal) is broadcast an average of 24 times, 12 times each on KABC-AM and KABC-FM, over a two-day period.

Reactions ■ In the more than four

years the station has been broadcasting editorials, Ben Hoberman has made the following discoveries:

■ "Once listeners know your station means business and will go after legitimate targets, they begin to respond with volumes of mail. Many of these letters contain extremely valuable suggestions for new editorial campaigns."

■ "It is essential management not shrink from controversy. I've found that if you are too fond of the establishment circuit, the joiner syndrome that makes you buddy-buddy with every official in town, it is next to impossible to then go after these people if they misbehave."

■ "Personal pique has no place in editorializing. To do one against police because you got a traffic ticket, or against an agency of government because a secretary was curt on the phone, is not only stupid, it is venal."

■ "Every editorial must be clearly labeled as such. To try to slip one in a newscast or to slide one by without clearly dubbing it editorial—both fore and aft—is very wrong."

■ "Invite rebuttals. Encourage them. No one has a corner on truth. (Including the editorialist.) Fight censorship. And do it by beginning at home, at your own station."

The Record ■ In keeping with its emphasis on broadcast editorials, KABC has prepared an editorial win-loss box score for 1967. It shows the following results:

The lottery scheme: Station warned against the effort by group to impose a state lottery on California. (No decision yet.)

Land deal needs scrutiny: Station warned that the city should not give a private firm a virtual million-dollar "gift." (Station lost.)

Metro water district: Station sug-



Mr. Hoberman

Program notes . . .

TV carries NU series ■ Total of 10 TV stations this year will carry color tapes of Northwestern University's *Your Right To Say It* series originated by WGN-TV Chicago. Series was partly color last year and had eight stations in network.

AIT films ■ American International Television announced last week it is placing into syndication to stations a new package of 15 feature films, 12 of which are in color. Titled "Sci-Fi," the package consists of science fiction

thrillers that feature such personalities as Eddie Constantine, Bill Williams, Barry Sullivan, Nick Adams, and Boris Karloff.

Election report ■ The first of a series of Chet Huntley-David Brinkley reports, *Just a Year to Go*, analyzing the upcoming presidential campaign, will be presented by NBC News on Friday, Nov. 10 (10-11 p.m. NYT) on NBC TV. Along with John Chancellor, Sander Vanocur, Douglas Kiker and Jack Perkins, they'll explore the Vietnam and civil rights issues with President Johnson, Richard Nixon, George Rom-

ney, George Wallace, Nelson Rockefeller and Ronald Reagan.

1968 "politickers" ■ Wolper Productions, a Metromedia company, has announced plans to produce a two-part color special, *The Making of the President: 1968*, with Pulitzer Prize winning author Theodore H. White and Mel Stuart, executive director and producer. The special, each part to run one hour and covering the 1968 primary campaign through election night, marks the fourth time Messrs. White and Stuart have collaborated with Wolper in pro-

gested city is paying an unfair share of district taxes. (Station won; water district promises new tax structure.)

Billion-dollar blight: Station asked legislature to refund treatment centers for alcoholics. (Station won; act refunded.)

Consumer counsel: Station asked that the governor not abolish office of consumer protection. (Partial victory; office was saved, but funded with very little money.)

Pornography: Station urged legislature to approve two bills dealing with control of sales to children of obscene literature. (Station lost.)

Greek theater: Station urged city to end its feud with the theater director and to spend some money on refurbishing. (Station won.)

Register the lobbyists: Station urged city council to pass a controversial law mandating the obligation of city-hall lobbyists to register. (Station won.)

Zoning laws: Station urged passage of city ordinance to prevent city councilmen from being secretly involved in zoning cases through hidden ownerships. (Pending.)

Easing tax blow: In two-year campaign, station asked that counties be allowed to assess property taxes four times a year instead of twice. (Station won; law was passed.)

We who slept: Station urged support of Japanese-Americans whose bank deposits were confiscated when Pearl Harbor was attacked. (Station won; litigants won their case.)

Sport of kings: Station urged legislation to compel mandatory fire-safety where horses are stabled commercially. (Station lost; bill was introduced but killed.)

Abortion: Station waged a two-year fight for modified abortion

laws for California. (Station won; bill passed and signed.)

Economic double jeopardy: In what was the station's largest and most intensive campaign, it fought for change in lien law to protect home owners from being charged twice for repairs, etc. (Station won; bill passed.)

That's show biz: Station suggested that Mayor Yorty would do well to spend more time in the city, on city business, and less time traveling and doing TV shows as a sideline. (Station lost; mayor is doing a weekly show for KHJ-TV Los Angeles.)

Implied consent: Station expressed criticism of one of the three tests given in the state to determine drunkenness. (Corrective legislation is pending.)

Right to know: Station urged legislature to pass a bill opening more city and state meetings to news media and public. (Station lost; legislature refused.)

Withholding: Station campaigned for state income-tax withholding plan. (Station lost.)

Teachers on trial: Station pointed out schoolteachers are denied due process and can be summarily fired without knowing the nature of the charges against them or their accuser. (Station won; corrective bill passed.)

Gun lobby: Station urged passage of a number of state laws to regulate the purchase and sale of guns. (Station won; bills passed and are now law.)

Gun lobby (2): Station also urged federal control of mail orders. (Pending.)

Mental health: Station urged governor to rescind order to close state mental-health day-care centers. (Station won; some of the centers remained open.)

Taxpayers/IRS: Station revealed that the Internal Revenue Service was not telling the public or accountants that deduction of "points" paid to borrow a home loan is legitimately deductible now as interest. (Station won; IRS agreed to revise its publications and to notify all tax accountants.)

Rapid transit: Station urged state to spend some gasoline tax money on rapid transit and not all of it on freeways. (Station lost.)

Propositions: Station urged passage of library and police-bonds referendums. (Library proposition lost; police-bonds proposition won.)

Music center: Station demanded county rescind decision to censor performances at music center. (Station won.)

Payroll tax: Station editorialized against city payroll tax. (Station won.)

Ramrod technique: Station pointed out city officials were trying to quietly ramrod a deal through to buy the financially troubled Valley Music Theater. (Station won.)

Convention center: Station urged city to "go slow" on decision to build a convention center. It suggested there were possibly better and less costly ways to do this. (Station lost.)

Councilman's act: Station urged city council not to allow new member to pay his secretaries' "premium pay." (Station won.)

Enough, already: Station suggested Mayor Yorty might do well to ask for federal funds for something a bit more realistic than a polo field in Griffith Park. (Station lost.)

KABC's total box score for the year to date: The station won 16 times, lost 9 times, had a partial victory twice, with four editorial causes still pending.

ducing specials. Other programs were; "Making of the President" specials in 1960 and 1964 (both now in syndication and *China: The Roots of Madness*.

Western distributor TV Cinema Sales Corp., Beverly Hills-based television film distribution company, has been appointed exclusive distributor in the West for 65 features and 510 television programs by Firestone Film Syndication Ltd., New York. Included in this agreement are 150 quarter-hour *Greatest Fights of the Century* programs and 360 five-minute color cartoons owned by Radio and TV Pack-

agers Inc., New York. Previously it was announced that TVCSC would market the *Pat Boone In Hollywood* daytime strip, as well as *Timmy and Lassie*, *The Addams Family* and *Branded* for Firestone in the West.

Animated opera ■ An animated version of Gilbert & Sullivan's comic operetta *Ruddigore* will be presented as an hour special on Westinghouse Broadcasting Co.'s television stations this week (Oct. 9-15). Halas and Batchelor of London produced the show, with Cyril Ritchard as host and the D'Oyly Carte Opera Co. and the Royal Philharmonic Orchestra

on soundtrack. Westinghouse stations are WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, KDKA-TV Pittsburgh and KPX(TV) San Francisco.

Janssen needn't run ■ People like to know how the plot winds up. An estimated 25.7 million households watched the final episode of ABC's *Fugitive*—"the Judgment-Part II"—Aug. 29, according to ABC-TV. The estimate was computed on the Nielsen average audience rating of 45.9. Its audience share was 71.9.

Film pact reached ■ Perin Film Enterprises Ltd. has arranged with Hemi-

sphere Pictures Inc., both New York, for exclusive distribution of Hemisphere's feature film library to television. The first four films available are *The Black Cat*, *The Ravagers*, *Terror on Blood Island* and *Vampire People*.

Outer-space documentaries ■ The National Aeronautics and Space Administration (NASA) has produced a series of half-hour television documentaries, "The Challenge of Space", which is available for public service programming. The 10 filmed programs, most in color, explore the theme of man accepting the challenges and solving the problems of space exploration. The series may be ordered from: Code FAV, NASA Headquarters, Washington, D. C. 20546.

McClellan enters bill to extend copyrights

Legislation to extend for one year the life of copyrights due to expire at the end of 1967 was introduced in the Senate last Tuesday (Oct. 3) by Senator John L. McClellan (D-Ark.).

A pending bill (S. 597), which would revise the copyright laws for the first time since 1909, would increase the life of new works to the life of the author plus 50 years. The extension (S.J. Res. 114) would be the third granted by the Congress since work began on copyright revision several years ago.

Senator McClellan noted that his extension bill makes no mention of CATV, one of the major issues in the revision bill, because the television-program suppliers and copyright owners had agreed to take no legal action against CATV systems while they negotiate contractual arrangements and discuss appropriate legislative formulas for inclusion in the copyright revision bill.

Reports that an agreement had been reached to defer copyright lawsuits pending the outcome of negotiations between CATV operators and copyright holders were first mentioned last month (BROADCASTING, Sept. 4). Senator McClellan's announcement, however, is the first confirmation of this arrangement.

Radio series sales . . .

Lamplighter's Serenade (Lo - Will Co.): WHHH Warren, Ohio.

12 Hours of New Year's (Triangle Publications Inc.): WTBO-AM-FM Cumberland, Md. and WFHR Wisconsin Rapids, Wis.

Promenade Concert (L&S Program Planners): WFON Fond du Lac, Wis., and WGMS-AM-FM Washington.

Movies grab half of top 10

Latest Nielsen weekly

shows 'Ironside' as top

new program in 16th place

As CBS-TV and NBC-TV continued to slug it out in the new-season ratings, there were reports last week that CBS was on the move to shore up its Wednesday 10-11 p. m. period.

CBS "tentatively" decided to drop *Dundee and the Culhane*, a western entry in the Wednesday lineup. The network was said to be considering a new variety show starring Jonathan Winters as the replacement for *Dundee*. If these initial plans stick, *Dundee* would go off Dec. 20 and the new Winters program would go on Dec. 27.

Though ABC and NBC authorities professed no immediate plans for replacement shows or other revisions, all three networks can be expected to disclose additional changes in weeks ahead. (A national Nielsen is expected out today [Oct. 9]).

NBC had a slight edge in last week's fast weekly Nielsen (Sept. 18-24, 7:30-11 p.m.). Average ratings were NBC 19.0, CBS 18.7 and ABC 16.3. A tight NBC-CBS race thus was evident as the new season settled down. Also noted in the latest report:

■ There's no appreciable erosion of the movie dominance that's continued from the very start of the season. The movies had become big audience attractions last year.

■ The season's new shows are making little headway against either the movies or old program series. In last week's report, which was in circulation Wednesday (Oct. 4), only four new programs were in the top-30 list—NBC's *Ironside* (16) and *Jerry Lewis Show* (18), ABC's *The Flying Nun* (19) and NBC's *Mothers-in-Law* (26).

At the Bottom ■ In contrast, the bottom 20 shows (excluding an American Football League postgame show on NBC) contained six new series, CBS's *Dundee*, ABC's *Hondo*, *Off to See the Wizard*, *Custer* and *Good Company* and NBC's *Accidental Family*.

ABC's new *Garrison's Gorillas*, which had received a favorable sampling at the season's start, had a weak 15.0 rating and was number 57 in last week's Nielsens. New shows scoring below *Gorillas* included ABC's *Judd for the Defense*, CBS's *Mannix*, ABC's *NYPD*,

NBC's *Maya* and CBS's *Good Morning World*.

The new power role assumed by motion pictures in the ratings columns is now being rerun with regularity in each succeeding Nielsen report.

There are six movie nights on the networks. In last week's scorecard, all six movies placed in the top 14; a movie was number one (NBC's Tuesday movie, "Send Me No Flowers"); five of the six were in the top-10 listing.

Flower-power format begins on CBS/FM's

A "Flowers" music format, distinguishable more by what it's not than what it is, is being phased into CBS-owned FM stations' programming. The first outlet to air the music, WCBS-FM New York, began it last Friday (Oct. 6) and the six other FM's go with it this week (Oct. 13).

According to CBS/FM officials, these plans were seeded some time ago "in the interest we have in new music and in quality music—those two considerations are not necessarily interrelated, though in this case they are." As described by CBS authorities, "this [music] is a concept based on the 'West Coast activity,' with a mixture of folk-rock and soul music, with some 'psychedelic,' effects and most recognizable by a driving beat that gains in intensity.

CBS/FM notes that the new music sound is supplementary to the "Young Sound" it now programs on all its seven FM outlets and syndicates to some 15 other FM stations in the U. S. "Flowers" may also be syndicated if it catches on, say CBS officials, and, they note, advertiser interest has already been sparked to the extent of advancing the programming's start at least three weeks. The music, tested for audience-advertiser acceptance at KXLS-FM Oklahoma City since July 20, will be heard on the CBS stations Friday and Saturday regularly at 11 p.m. to 2 a.m.

To give the project identity, CBS is using an "I. M. Flowers" voice, best described by its CBS creators as a "mystique." Aimed for appeal to the young folk, adults as well as to teenagers, the hushed male voice of "I. M. Flowers" bridges some of the musical selections. Though the music format has yet to be titled, the project at CBS has already become known as "Flowers' Gardens," a label that may stick, at least for the purpose of CBS/FM salesmen.

At KXLS-FM, where the music continues in a two-hour block three nights weekly, "Flowers" has been used to

promote and to merchandise for the station, and brief commercial announcements have been taped and broadcast in the voice of "I. M. Flowers."

North Atlantic newsmen to meet in Paris

The first North Atlantic Television News Directors Association's conference in Paris Oct. 26-27 has more than 50 advance registrants, according to Jay Crouse, president of the group.

News directors from Europe, the United Kingdom, Canada and the U.S. will exchange information on operations in their countries. The agenda includes comprehensive presentations of TV-news operations by Bill Corley, WMAQ-TV Chicago; Robert Gamble, WFBM-TV Indianapolis; Dick Simons of Nederlandse Televisie Stichting, the Netherlands; an editor of Britain's Independent Television News, and a representative of Office de Radiodiffusion-Télévision Française, France.

Television editorials in the U.S. and legal aspects of TV news such as access to courts, legislatures and government agencies, also will be on the agenda.

Radio boxing show draws enthusiastic response

Spiralling sales and enthusiastic acclaim from sponsors epitomize a report by Woroner Productions, Miami, on its syndicated radio *All-Time Heavyweight Championship Tournament*, now in its fourth week.

The 16-week series, utilizing recreations of fights between champions since John L. Sullivan and based on an intricate computer-determination of various abilities of the fighters (BROADCASTING, May 12) has been sold to stations and regional advertisers in well over 300 markets.

"Some sponsors took money away from other media advertising commitments and put it into radio just to sponsor the fights," Murry Woroner, president of the firm, said last Thursday (Oct. 5).

C. Schmidt & Sons, Philadelphia, one of the regional sponsors of the elimination series that started Sept. 11, was particularly enthusiastic. James J. Sloan, assistant advertising manager of the brewing firm, said that in the company's marketing areas, the radio show had

sparked exceptional interest with the public and in the press making it "one of the most talked-about gimmicks to come down the pike."

Allan Page, general manager of KGWA Enid, Okla., likewise indicated that national publicity in newspapers and in such publications as *Sports Illustrated*, *True* and *Ring Magazine* has presold the sports show. Mr. Page said that it required just 15 minutes to make a successful presentation and sale to the Enid New Car Dealers Association.

Also typical of the widespread interest, Mr. Woroner said, was the fact that the wire services carried the results of the Sept. 11 opening bout of the tourney in which Jack Dempsey "defeated" Jim Corbett. In New York where the tournament was on WHN, two competing radio stations announced the results.

Desist order proposed against Willmar CATV

An FCC hearing examiner has recommended that Willmar Video Inc., a cable operator serving Willmar, Minn., be given a cease-and-desist order for



**The World's First
Dirty Ol' Kid's Show!**

Greato!
the
magic man

The wackiest weekly half-hour you'll ever see! Package of 13 color shows on videotape with the psychedelic Santa Claus ... Greato! For information and pilot availability contact Video Southwest, Inc., 2600 Stemmons Freeway, Dallas, Texas 75207, Phone 214 — 637-2583!

continuing failure and refusal to honor program exclusivity requests of Central Minnesota Television Co., KCMR (TV) Alexandria, Minn. According to Examiner David I. Krushaar's initial decision, "the violation is clearly repetitive in character and if permitted to continue will impede the commission's efforts to provide protection for local television service against the effects of the importation of distant, lower priority, television signals in the area by the cable company."

In addition to KCMR, an NBC-ABC affiliate that places a grade-A contour over Willmar, the cable operator also carries the distant signals of network affiliates and independents in Minneapolis and St. Paul, signals whose grade B contours fall short of Willmar by at least 25 miles. KCMR requested program exclusivity in May 1966 and furnished the cable operator with copies of its program schedules on a regular basis. A year later, the station complained to the commission that it had not yet received program exclusivity. At the time a hearing was held on the complaint, the examiner found that Willmar Video "presented no evidence whatever in explanation of its conduct." Further he cited that the cable system made "no serious effort . . . to justify its conduct or to warrant any exception being applied to it in the present situation."

Willmar Video is owned in part by multiple CATV-owners Paul J. Schmitt, who has interests in a California CATV, and Oliver Riedel, who has interests in two other Minnesota CATVs.

Viewer-opinion poll wins case in court

The nightly "Question of the Day" on WLBW-TV Miami will continue following a favorable circuit-court ruling last Wednesday (Oct. 4). Judge J. Gwynn Parker granted the station a permanent injunction against Southern Bell's attempts to withdraw the eight phone lines used for "QOD" (CLOSED CIRCUIT, Oct. 2).

Southern Bell had attempted to cancel the service two days after WLBW-TV instituted it on Aug. 29. The telephone company claimed the heavy volume on the station's telephones impaired service to other customers. The service was continued through last week under temporary injunction.

"QOD" is a nightly viewer pool, which is being conducted with different titles on some dozen stations around the country. WFIL-TV Philadelphia, which instituted the poll last February as the Television Instant Poll, last week wrote to the known polling stations and asked if they would be interested in an intercity sample on a question of national interest. Target date is Oct. 20.

Five questions were suggested by Paul Martin, national advertising and promotion director of Triangle Stations (WFIL-TV). The stations were asked which question they preferred for the multicity sample. Triangle will act as the tabulation center for all participating stations.

The basic concept of the viewer poll

is to ask a "yes" or "no" question on the early evening newscast. have viewers call special numbers to vote and report the results on the late night newscast.

Johnson, Cox dissent to 35 station renewals

FCC Commissioners Kenneth A. Cox and Nicholas Johnson have again expressed their displeasure at commission action in renewing without question the licenses of stations proposing to provide what they consider an inadequate amount of news and public-affairs programming.

Commissioner Cox in four previous renewal periods and Commissioner Johnson in three have filed dissents to staff actions routinely granting the license-renewal applications of stations proposing relatively low levels of such programming.

Last week it was the turn of 35 stations in Ohio and Michigan. Two proposed to devote less than 5% of their time to news programming; 12, less than 1% to public-affairs programming, and 26 less than 5% to public affairs and "other" (agricultural, religious and instruction) programming. (Some stations are included in the second two categories.)

The commissioners said, as they have on previous occasions, the FCC should not grant the renewals without more information as to the basis of the licensees' programming judgments.

FANFARE

BPA, TVB announce promotion awards

Awards for promotion and sales presentation were announced last week by the Broadcasters Promotion Association and the Television Bureau of Advertising.

Picked for the TVB-BPA sales presentation awards were WSB-TV Atlanta for its specific-account presentation to Sears, Roebuck for local spot-TV time, and Harrington, Richter & Parsons, station rep, for its over-all presentation designed to sell TV during the early-year slack period.

George Rodman, president of BPA, named the Gold Medal winners in the association's sixth annual promotion competition. The awards went to Joseph Costantino, KTVU-TV Oakland-San Francisco; Gene Godt, WJW-TV Cleveland; George Vickery, WTVJ-TV Miami; Lila Gordon, KTRK-TV Houston

(three separate awards); Ken Cowan, WOR-FM New York, and Arnold Katin-sky, WNEW New York (two separate awards). The awards will be presented at the BPA seminar Oct. 16 in Toronto.

Drumbeats . . .

Man of the year ■ The National Association of Educational Broadcasters' Man of the Year Award will be presented to Dr. James R. Killian Jr., chairman, Massachusetts Institute of Technology, Nov. 8 at NAEB's annual convention in Denver. Dr. Killian was selected for his contributions to educational broadcasting in his role as chairman of the Carnegie Commission on Educational Television. The commission released a report last January on growth and development of noncommercial television in a book entitled "Public Television: A Program for Action", which was incorporated into the

Public Broadcasting Act of 1967. The act is now before a Senate-House of Representatives Conference.

'Trailers' for TV ■ MCA TV reports that, for the first time, it will offer stations buying its "Universal-123" library of feature films on-the-air trailers on a cost-plus basis. A special half-hour presentation reel, consisting of 24 one-minute spot announcements, also were sent to purchasing stations.

Record-breaking crusade ■ WHAS-AM-FM-TV Louisville, Ky., telecasted its 14th annual Crusade for Children which raised a record \$464,516 for the benefit of the mentally and physically handicapped children of Kentucky and southern Indiana. Station officials said that the continuous colorcast, which ran 20 hours and 27 minutes, was believed to be the longest in American television history. Hit vocalist Marilyn Maye starred on the marathon fund-raising effort.

Fuqua changes terms of three mergers

Fuqua Industries Inc., a diversified company with broadcast holdings, last week announced a revision of terms for the acquisition of three companies—Rome Industries Inc., a maker of earth-moving equipment; McDonough Industries Co., a manufacturer of power lawn mowers, and Varco Steel Inc., a producer of pre-engineered metal buildings.

Instead of issuing convertible, preferred stock, the acquisitions will be paid by the issuance of 276,000 common shares, estimated to be worth about \$15 million, plus 80,000 shares of new preferred stock. The new preferred would pay \$2.50 and would be convertible into a half share of common beginning in 1971 and would have a redemption value of \$50 beginning in 1974. The original terms called for the issuance of 380,000 preferred shares and no common stock.

Fuqua shareholders will vote on the revised terms of two of the acquisitions at a special stockholders meeting Oct. 27. The Rome Industries purchase does not require stockholder approval, Fuqua officials said. Shareholders will also vote on increasing authorized common shares from 2 million to 2.5 million.

Tele-Tape Productions lists stock at SEC

An aggregate of \$1,250,000 is being sought by sale of stock to the public by Tele-Tape Productions Inc., Chicago, to enhance equipment and facilities of the program-producing company. The registration, filed last week at the Securities and Exchange Commission, requested the public sale of 100,000 shares of stock to be sold at a maximum of \$12.50 a share.

Tele-Tape produces programs for television networks, independent television and closed-circuit television, from which 59% of its gross revenue during the fiscal year ended June 30 was derived. Thirty percent of the company's gross revenue of that period involved the production of television commercials; 5% came from leasing equipment to networks and independent stations, and 6% from production of industrial, medical and educational programming that uses electronic editing.

The firm's total assets are \$3,345,284 with current assets of \$958,317 for the fiscal year ended June 30. Total cur-

rent liabilities are \$817,045 with long-term debt totaling \$1,467,348, and retained earnings of \$1,510,514. The company has 765,732 outstanding common shares, of which management officials own 50.19%.

William J. Marshall Jr. is chairman and treasurer, and Richard E. Riedel is president. Other officers are John J. Natale, executive vice president; James E. Witte, vice president of sales and production; Mary J. Null, secretary; Robert F. Schuette, assistant treasurer, and Henry Schuette, A.S. Vanni and Robert Spicer, all directors.

Of the net proceeds of Tele-Tape's stock sale, \$500,000 will be used in payment on installment sales contracts incurred to finance the purchase of electronic equipment; \$250,000 for purchase of additional electronic equipment including audio and video switching devices, sync generating and terminal distribution amplifying equipment; \$150,000 in leasehold improvements of a leased television theater, and the balance for working capital and other purposes.

Columbia Pictures has record earnings

Record earnings and sales were achieved by Columbia Pictures Corp. in the fiscal year ended July 1, 1967, it was announced last week.

A. Schneider, president, noted that for the first time in its history, Columbia's gross revenues exceeded the \$200-million mark, climbing to more than \$209 million. He said the corporation's significant gains were achieved in part by Screen Gems Inc., the TV subsidiary in which Columbia Pictures has an 87% ownership.

For the fiscal year ended July 1, 1967, and June 25, 1966:

	1967	1966
Income per share	\$2.77	\$1.05
Net income	5,767,000	2,292,000
Gross income	209,848,000	174,745,000

Sales, income highs set at General Instrument

Record second-quarter and first-half sales and net income has been reported by General Instrument Corp., New York, a diversified electronics company. General Instrument is merging with Jerrold Corp., Philadelphia CATV equipment manufacturer and multiple systems owner, with stockholders approval the last move to be made before

consummation (BROADCASTING, Sept. 4). Stockholders of both Jerrold and GI are scheduled to meet to vote on this merger Nov. 21.

GI last August took over Universal Controls Inc., Towson, Md., and is expanding its manufacturing facilities abroad—a color-TV component plant near Lisbon, and a facility for various components including those for black-and-white TV sets at Sydney, Nova Scotia.

For the fiscal six-month period ended Aug. 31:

	1967	1966
Earned per share	\$1.28	\$1.13
Sales	95,098,715	75,405,319
Net income after taxes	4,858,996	3,293,399
Average shares outstanding	3,802,791	2,918,789

For the second quarter of its fiscal year, GI reported sales of \$45,276,344 with net income after taxes of \$2,406,980 (63 cents a share). This compares to sales of \$37,461,793 and net income of \$1,724,955 (59 cents a share) for the same period in 1966.

Time Inc., Bronfman get MGM board seats

The board of directors of Metro-Goldwyn-Mayer Inc. grew to 15 members last week as a result of the recent stock acquisitions by Time Inc., parent company of Time-Life broadcast, and a Canadian distilling executive (BROADCASTING, Aug. 28).

Named to the board were Edgar R. Baker, vice president and director of corporate development, Time Inc.; Edgar M. Bronfman, president of Joseph E. Seagram and Sons Inc., and Leo Kolber, vice president, Cemp Investments Ltd., the Bronfman family's private investment company.

Enlargement of the MGM board followed acquisition in August by Time Inc. of 300,000 shares of MGM (6%), and at least 820,000 shares by Mr. Bronfman and other family interests (16%). At the time, both Time Inc. and Bronfman spokesmen said the stock purchases were unrelated.

Coincidental with enlargement of the MGM board was an announcement that a proposal to authorize one-million preferred shares and an additional one-million shares of common stock would be submitted to current shareholders for approval. The authorization would boost the amount of outstanding common stock from 8-million to 9-million shares, which would be "available for use by the company in possible acquisitions," officials said. Shareholders will vote on the stock proposals and the 15-man board at MGM's annual meeting on Dec. 14.

Livingston stockholders approve Gencoe buy

Stockholders of Livingston Oil Co., Tulsa, approved a previously announced CATV acquisition valued at \$10 million, by which the crude oil and gas producer will purchase the business and assets of Gencoe Inc., multiple CATV owner based in Austin, Tex.

Terms call for Livingston to issue 1,099,864 shares of new, cumulative convertible preferred stock in exchange for Gencoe stock. The Livingston preferred will pay an annual dividend of 30 cents a share and will be convertible on a share-for-share basis.

Gencoe, formed last year through a consolidation of a number of individually owned CATV systems throughout the Southwest, owns 15 systems serving an estimated 50,000 customers. Originally, the Livingston acquisition was to include Telesystems Corp., Glenside, Pa., a multiple CATV owner, which would have resulted in the largest CATV combine in the country (BROADCASTING, May 1). Negotiations with Telesystems were suspended because the acquisition "wasn't in the mutual interest of the two companies", it was

reported last July.

President of Gencoe Inc. is Jack R. Crosby, who is president of the National Cable Television Association. Other Gencoe principals, all CATV pioneers, include Benjamin J. Conroy Jr., Glenn H. Flinn, Gene W. and Richard C. Schneider, Mr. Lieberman and others.

Amphenol wants study of trading in its stock

The Amphenol Corp., a Chicago manufacturer of electronic components, last week requested investigations by the Securities and Exchange Commission and the New York Stock Exchange of the recent heavy trading in its stock.

"A large amount of the recent activity in Amphenol stock has been conducted through the brokerage firm of Tessel, Paturick & Ostrau Inc., whose operations on the American Stock Exchange are presently under investigation by public authorities," according to Matthew L. Devine, Amphenol chairman, said.

The Amphenol Corp. is a proposed merger partner with the Sangamo Electric Co., backer of a proposed system of automated electronic commercial

monitoring (BROADCASTING, Sept. 11).

Tessel, Paturick & Ostrau was also involved in a recent action by the American Stock Exchange, in which three TPO executives were fined a total of \$35,000 and suspended from trading for a total of 16 days for violation of exchange rules reportedly involving the stock of the H & B American Corp., one of the nation's largest operators of CATV systems.

Financial notes . . .

■ Directors of Red Owl Stores Inc., Minneapolis, declared a regular quarterly dividend of 25 cents per share on common stock to stockholders of record Oct. 27, payable Nov. 15. Red Owl has 1,522,028 shares outstanding. The company owns and operates retail supermarkets and drug outlets, services independently owned food stores and is licensee of KRSL-AM-FM St. Louis Park and WEBC Duluth, both Minnesota, and WNAX Yankton, S. D.

■ Directors of The Outlet Co., Providence, R. I., declared a dividend of 16¼ cents per share on common stock, payable Nov. 1 to stockholders of record Oct. 19. Outlet owns WJAR-AM-TV Providence, R. I. and WDBO-AM-FM-TV Orlando, Fla.

FATES & FORTUNES

BROADCAST ADVERTISING

John J. Griffin, associate creative director with Fuller & Smith & Ross, New York, joins BBDO, Minneapolis, as VP and creative director.



Mr. Griffin

Jack D. Bernhardt, Edward W. Dooley and Walter F. Meads, management supervisors with J. Walter Thompson Co., New York, elected senior VP's. Wayne J. Fickinger and John W. Georgas, management supervisors, and William C. Taylor, administrative VP, with JWT, Chicago, elected senior VP's.

Michael B. O'Neill, VP and account executive at Aylin Advertising Agency, Houston, named senior VP.

Theodore P. Noyes Jr. named executive VP of Media Comp Inc., New York. Media Comp markets computer system designed to alleviate station and sales representative traffic and availability problems.

Frederic I. Mann, VP and associate copy chief, Robert A. Becker Inc., New York, joins Ted Bates & Co., that city as VP and creative supervisor, medical

advertising group. Eugene A. Picciano appointed account executive, medical advertising group. He was formerly product manager, Merck, Sharp & Dohme International, New York.

Robert P. Pierce, sales manager for George P. Hollingbery Co., Chicago, joins Jack Masla & Co. there as VP and Midwest division manager.

Louis Carrafiello, VP and manager of Erwin Wasey Inc. International, New York, and David Jones, VP and account director of McCann-Erickson of

Canada Ltd., Toronto, join Quadrant International Inc., New York, as VP's and management supervisors.

Phil Archer resigns as VP-media director, Knox Reeves Advertising, Minneapolis. No future plans announced. James A. Roberts, VP-account supervisor, Ted Bates & Co., New York, joins Knox Reeves, Minneapolis, as account manager.

Ralph L. Stuart, with *Oklahoman* and *Times* division of Oklahoma Publishing Co., Oklahoma City, elected VP and director of public relations for Humphrey, Williamson & Gibson Inc., that city. Dan Keleher, with National Outdoor Advertising Co. of Oklahoma City, joins HW&G there as marketing director. Caroline H. Basore, previously art director of Roszel & Sterne Inc. of Tulsa, Okla., and advertising director of Manhattan Construction Co., Muskogee, Okla., appointed to copy-creative post with HW&G, Oklahoma City.

Dana Cairns, formerly with J. Walter Thompson Co. and Young & Rubicam, both New York, joins J. S. Fullerton Inc. there as VP and creative director.

Thomas R. Morehead, with Barlow/Johnson Inc., Syracuse, N. Y., named VP.

Byron W. Boothe, with Harry Crow

Comstock stays at NAB

Paul B. Comstock, VP for government affairs at National Association of Broadcasters, last week said he was staying in that post and had discontinued negotiations with Florida financial institution (CLOSED CIRCUIT, Sept. 11). He had been offered presidency of Lawyers Title Guaranty Fund, Orlando. Decision to stay at NAB reportedly will bring substantial increase from present \$28,000 salary.

Advertising Agency, Wichita, Kan., named VP.

Mani Wilder, VP and senior art director for Erwin Wasey Inc., Los Angeles, named senior art director for Anderson-McConnell Advertising Agency, Hollywood.

Paul Benson, VP and associate media director, Sullivan, Stauffer, Colwell & Bayles, New York, joins Television Bureau of Advertising, same city, as director, local sales.

Stephen L. Jacobs named president of Success Inc., Indianapolis, in consolidation of Success Advertising, Success Studios Inc. and Success Printing and Lithographing Co. Other officers in newly combined company: **Morris L. Jacobs**, board chairman; **Lewis A. Nugent** and **Richard R. Sims**, senior VP's; **Roy Arney**, VP in charge of production, and **F. Paul McCaslin**, VP in charge of account servicing.

Marshall Ginsburg, assistant sales manager at WPK Alexandria, Va., appointed general sales manager.

Tom Thornton, account executive for KNX Los Angeles, joins KNBC (TV) Los Angeles, as account executive.



Mr. Ephron

director in charge of media analysis and computer applications.

Ron Basa, formerly with Carl Ally Inc. and Doyle Dane Bernbach, both New York, appointed executive art director of Norrito, Ress Inc., that city.

David Arnold, with Leo Burnett Co., Chicago, since 1951, named associate media director, administration and development. **Willard Hadlock** and **Michael White**, both media supervisors, also named associate media directors.

George Harvey, senior media buyer for Young & Rubicam, San Francisco, named media supervisor.

Robert L. Petterson named art supervisor, Needham, Harper & Steers, Chicago. **Gordon Fenton**, with Campbell-Mithun, Minneapolis, joins NH&S, Chicago, as copy writer.

Galen G. Cartwright, advertising manager, general products, Goodyear Tire & Rubber Co., Akron, Ohio, appointed assistant to director of advertising. **Richard H. Harris**, advertising manager, films and shoe products, suc-

ceeds Mr. Cartwright.

J. William Herdegen Jr., formerly with Leo Burnett Co. and Foote, Cone & Belding in Chicago, named associate creative director The Herdegen Co., Madison, N. J.



Mr. Gillespie

Dennis K. Gillespie, VP of Peters, Griffin, Woodward, New York, named VP-PGW services. He will be in charge of research, promotion and special service efforts.

Gus Chan, assistant manager, WCIU(TV) Chicago, joins McCloskey & Oakley Inc. there as director of new business development.

Edmund Curtin, account executive for WAST(TV) Albany, N. Y., named director of sales development.

John L. Bailey, continuity director at WTVO(TV) Rockford, Ill., named commercial continuity director at WZZM-TV Grand Rapids, Mich., replacing **Dan Summerfield**, who joins WLAV-AM-FM Grand Rapids.

Louis J. Roche, assistant general manager and sales manager, WPTZ(TV)

Plattsburgh, N. Y., named general sales manager of WARV Warwick-E. Greenwich, R. I. **Paul Daly** joins sales staff of WARV.

Tom O'Leary, account executive for KNX Los Angeles, appointed assistant general manager. **William P. Engel**, media director for Dancer-Fitzgerald-Sample, Los Angeles, named account executive for KNXT(TV).

Chuck Mitchell resigns as sales manager of KRKD Los Angeles. No future plans announced.

J. J. Polian, formerly with Boles Advertising and KEAP, both Fresno, Calif., named sales manager of KGST, that city.

Gene Books, salesman at WMKC(FM) Oshkosh, Wis., named sales manager of WLIH-FM New London, Wis. **Robert Schulz**, with WWCW Ripon, Wis., joins sales staff of WLIH-FM.

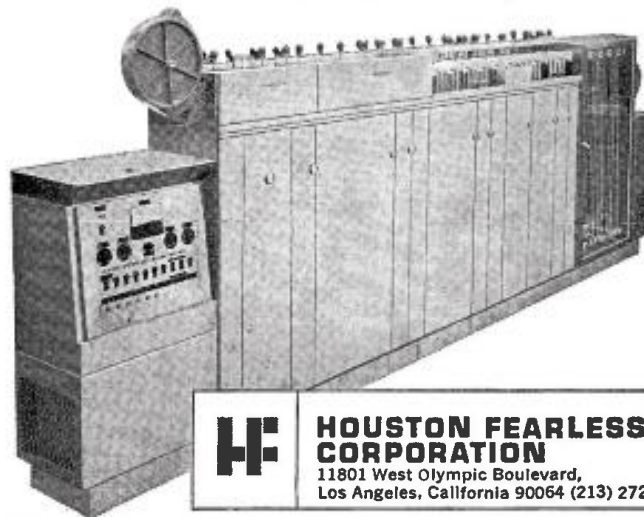
Ted R. Winter, advertising director of *Amsterdam* (N. Y.) *Evening Recorder*, appointed sales manager of WCSS Amsterdam, N. Y.

Norm Taylor, account executive for KTVU(TV) Oakland-San Francisco, named assistant sales manager.

Michael Hauptman, advertising and sales promotion manager of WBC's

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kyw-TV Philadelphia, appointed to newly created position of manager of marketing services for Westinghouse Broadcasting Co., New York.

Joel Azerrad, associate art director, CBS-TV, New York, appointed associate art director, CBS Television Stations Division's advertising and promotion department.

Harry W. Betteridge, **William O. Jones**, **William C. Reitz** and **Miles Staples** join John C. Butler Co., New York, as radio managers. Mr. Betteridge will be in Detroit, Mr. Jones in Atlanta, Mr. Reitz in Los Angeles, and Mr. Staples in San Francisco.

Richard C. Brown, account executive for Tracy-Locke Co., Dallas, named manager of agency's new office at 2400 West Loop South Building, Houston 77027.

James G. Zeisse, assistant to manager of advertising and merchandising for Schlitz beer at Jos. Schlitz Brewing Co., Milwaukee, named manager of advertising and merchandising for Schlitz Malt Liquor.

M. B. Saul, manager of investor relations division, Marathon Oil Co., Findlay, Ohio, named manager of advertising and sales promotion division.

Cynthia Liebling, former print and broadcast media buyer with J. Walter Thompson Co., Los Angeles, joins Cohn Advertising, Houston, as media supervisor.

John Thackaberry, formerly with KDAY Santa Monica, Calif., and KFWB Los Angeles, joins Blair Television, Los Angeles, as account executive.

Judson Laird and **Sherman J. Weisgal**, with Sudler & Hennessey, New York, appointed account executives.

Gerald L. Patrick, with Carl Ally Inc., New York, named account supervisor. **Frank Di Giacomo**, with Benton & Bowles, New York, joins Ally there as account executive.

Laurence Wassong, account executive at Doyle Dane Bernbach, New York, joins Wyse Advertising there as account executive.

John Saur Jr., with WMAL-FM Washington, named account executive.

Bill Gorman, sales representative for Blue Cross and Blue Shield in Arizona, appointed account executive for KUPD Tempe, Ariz.

James P. Finn, with John Russman Inc., Palisades Park, N.J., appointed account executive at kyw Philadelphia.

Edward J. Quinn, with WTMJ Milwaukee, joins sales staff of WVTM-TV there.

Bruce Butler Jr. appointed to sales

staff of KMOX-TV St. Louis.

MEDIA

William S. Cook, executive VP at WNRK Newark, Del., named executive VP of WARV Warwick-E. Greenwich, R. I.

Charles H. Park, general manager of WBRB Mt. Clemens, Mich., also named VP of parent Malrite Broadcasting (group owner).



Mr. Hennesy

Thomas J. Hennesy, VP of Fuqua Industries Inc., Atlanta, and president of firm's broadcasting subsidiary, Fuqua Communications, named executive VP of Fuqua Industries.

Reid Leath, station director of KMBR-FM Kansas City, Mo., named VP and general manager of KSFR(FM) San Francisco. Both are Metromedia stations.

James D. Colkey, manager, research projects, for NBC, New York, appointed director, research projects. **Don Bay**, with law department of NBC, Burbank, Calif., named coordinator, law department, NBC West Coast.

Carter S. Jones, station manager at WYLD New Orleans, joins WIGO Atlanta as general manager.

W. Ronald Smith, executive VP of WHAG Halfway, Md., also named general manager of WAYE Baltimore. Both are Adler Communications Corp. stations.

Duncan Mounsey, southeast manager of McGavern-Guild Co., Atlanta, appointed station manager of WTVR-AM-FM Richmond, Va.

Roger W. Kiley, sales manager for WUBE Cincinnati, appointed station manager.

Salvatore Battaglia, sales manager at WCSS Amsterdam, N. Y., appointed station manager of WEBO Owego, N. Y.

Henry V. Kemp, with Centre Video and C-COR Electronics, State College, Pa., appointed regional manager for both firms at Ambridge, Pa.

Roy E. Little, art director for WKBD-TV Detroit, joins KHJK-TV San Francisco as art director. Both are Kaiser Broadcasting stations.

W. H. (Bill) Carpenter, with WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., named manager-stations operations of Northeast Radio Network at Ithaca, N. Y.

Jack Davison, music director at WLKE Waupun, Wis., named manager

at WLIH-FM New London, Wis.

Sam Schwan, with KIRV Fresno, Calif., named manager.



Mr. Shurtleff

David J. Shurtleff, VP of WJAR-TV Providence, R. I., named VP-broadcasting division of The Outlet Co., that city. **Frederick R. Griffiths** becomes director of broadcasting administration for Outlet's broadcasting division, which includes WJAR-AM-TV and WDBO-AM-FM-TV Orlando, Fla. **James E. Gleason**, assistant manager for WJAR-TV, named VP. **Robert J. Crohan** becomes VP in charge of WJAR and **Carl F. Hallberg** becomes VP in charge of WDBO.

Vern Stedry, KHUB Fremont, elected president of Nebraska Broadcasters Association. Other officers elected: **Paul Jensen**, KOLN-TV Lincoln, VP, and **Amos Eastridge**, KMTV(TV) Omaha, treasurer.

Frank Estes, WKXL Concord, elected president of reorganized New Hampshire Association of Broadcasters. Also elected: **Ralph Gottlieb**, WKBR Manchester, VP, and **Helen Paige**, WKXR Exeter, secretary-treasurer.

Keith E. Putbrese, **Thomas W. Fletcher** and **B. Jay Baraff** form new Washington law firm of Putbrese, Fletcher and Baraff.



Mr. Ragsdale

Frank D. Ragsdale, formerly national sales manager of WLEX-TV Lexington, Ky., and WCOV-AM-FM-TV Montgomery, Ala., named VP and general manager of WCOV-AM-FM-TV. **Edward J. White**, regional sales manager for Gay-Bell Stations, succeeds Mr. Ragsdale. Both WLEX-TV and WCOV-AM-FM-TV are Gay-Bell stations.

PROGRAMING

Joseph M. Sugar, VP in charge of domestic distribution for Twentieth Century-Fox Film Corp., New York, elected executive VP of Warner Bros.-Seven Arts Inc., that city.



Mr. Korman

Marvin Korman, director, advertising and PR department, Screen Gems Inc., New York, elected VP, advertising and PR division.

William Susman, VP and executive producer, MPO Videoelectronics Inc., New York, elected to new-

ly created post of executive VP.

Fred B. Adair Jr., executive VP Manhattan Sound Studios, New York, has resigned. **James A. Gleason**, Manhattan Studios' production chief, elected VP in charge of production.

R. M. Blanco, head of television division sales for Technicolor Inc., Hollywood, elected corporate VP and takes on added duties in charge of sales for Vidtronics and Magna-Crafts divisions. **A. P. Lofquist Jr.** also named corporate VP. **R. W. Bachmayer** named general manager of motion picture division.

Burt Rosen, programming VP for Four Star International, joins Teen-age Fair Inc., Hollywood, as executive in charge of TV productions developed in association with his own company, Burt Rosen Productions.

Maurie B. Lipsey, VP of MCA Inc., Chicago, and president of EMKA division, wholly-owned subsidiary, retires. He joined MCA in 1930 and became VP in 1932. EMKA division was begun in February 1958, when MCA purchased 700 pre-1948 Paramount feature films for television exhibition.

Paul King, in charge of program development for CBS-TV, Hollywood, named assistant to West Coast program VP Perry Lafferty, new post.

Kenneth Scott Rosen, formerly with private New York foundation and with Gilbert Advertising Agency, New York, joins Ashley Famous Agency there as executive director in charge of corporate development. Mr. Rosen will coordinate company's plans for expansion and diversification.



Mr. Rosen

William E. Gay, television program and production supervisor for McCann-Erickson, New York, appointed awards administrator of The National Academy of Television Arts and Sciences, Hollywood, replacing **Willis Oborn**, now producer with KABC-TV Los Angeles.

Bernie Kukoff and **Jeff Harris**, both writers, named producers of *Pat Boone in Hollywood* syndicated series.

Richard F. Car, with WIP Philadelphia, named program director of WNEW New York, replacing **Jerry Graham**, who resigns to form own company. Both are Metromedia stations.

Lee Fowler, operations director of WTOG Toledo, Ohio, also named program director. **Bill Manders** becomes production director for WTOG. **Bill Webb** appointed music director.

Donald A. Budd, newsman at KYW Philadelphia, named program and news

director of WARV Warwick-E. Greenwich, R. I.

Alan Bowles appointed program director of KRKD Los Angeles.

Bruce Nelson, with WDDT Greenville, Miss., named program director for KUZN West Monroe, La.

Norman Marcus, director of public information for noncommercial WHY-TV Wilmington, Del., named to newly created post of director of cultural programming. **Peter Collinson**, with WHY-TV, appointed to station's directorial staff.

Stephen M. Brooks, chief announcer for U. S. Army Band of Washington, named director of operations at WPRW-AM-FM Manassas, Va.

Jim Jacobs, staff producer for VPI division of Electrographic Corp., Hollywood, named director of West Coast production.

Tony Graham, program manager for KDKA Pittsburgh, named program manager for KFWB Los Angeles. Both are Westinghouse Broadcasting stations.

Ruth Deen appointed production manager for Elektra Film Productions, New York.

Goodman Ace, columnist for *Saturday Review*, named theater critic for WPAT Paterson, N. J.

Douglas M. Schustek, with WOR-TV New York, named sports director.

Verne Lundquist, with WOAI-TV San Antonio, Tex., named sports director of WFAA-TV Dallas-Fort Worth, succeeding **Dave Lane**, who joins sales staff of WFAA-TV.

Donald H. Colapinto and **Paul J. Hoffman**, with MGM Television, New York, appointed sales representatives

in Culver City, Calif., and Chicago, respectively.

David McAtee, with KWWL-TV Waterloo-Cedar Rapids, Iowa, named producer for KETV(TV) Omaha, Neb.-Council Bluffs, Iowa.

Ron Katzin, production manager at CKX-TV Brandon, Man., joins Southern Colorado State College, Pueblo, as producer-director.

Barry Bank, film editor for Drew Lawrence Productions, New York, appointed production supervisor.

Jerry Abbott, veteran sales executive in animation industry, appointed sales representative in Midwest for commercial film division of Hanna-Barbera Productions, Hollywood.

Tom Durand, with WTTM Trenton, N. J., since 1942 and formerly station's program director, resigns to become PR officer of New Jersey state department of institutions and agencies.

NEWS

Murphy Martin, newscaster for ABC News, New York, and previously with WFAA-AM-FM-TV Dallas-Fort Worth, returns to WFAA-TV as director of special projects (BROADCASTING, Oct. 2).

Wayne C. Sargent, general sales manager for UPI, New York, and **Donald J. Brydon**, general manager for Asia in Tokyo, named VP's. **Michael Flynn** appointed bureau manager of UPI at Olympia, Wash., succeeding **Gordon Schultz**, who resigns to publish weekly newspaper at Lacey, Wash.

Joseph E. Dynan, with AP in Paris, appointed chief of AP bureau in Cairo, succeeding **Hanns Neuerbourg**, who has been reassigned to Frankfurt, Germany. **James M. Ragsdale** named correspondent in charge of Spokane

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(Wash.) bureau of AP, succeeding **Burl Osborne**, who becomes AP news editor at Denver.

Chuck Crouse, news director of WGL Fort Wayne, Ind., named news director of WPOP Hartford, Conn. **Don Bradley**, WSPR Springfield, Mass., joins WGL as news director. **Randy Brock**, WOTO Toledo, Ohio, joins WPOP as newsman.

Bill Braun, with WHA Madison, Wis., named news director of WLIH-FM New London, Wis.

Johnny Walker appointed director of news and community affairs for WCIT Lima, Ohio. **Larry Mox** named assistant news director of WCIT.

Bob Kimmel, news editor of WABC New York, joins WINS there as assistant news director.

Norm Fein, formerly news editor at WKBS-TV Burlington, N. J.-Philadelphia; civic affairs editor at WTAR-TV Norfolk, Va., and city editor at WFIL-TV Philadelphia, named assistant news director at WCIX-TV Miami.

Armond M. Noble, with KERO-TV Bakersfield, Calif., appointed special projects director for news at WOOD-AM-FM-TV Grand Rapids, Mich.

Bill Wippel, with KIXI Seattle, joins KTNT-TV Tacoma-Seattle as assistant news director. **Len Higgins**, executive director of news for KTNT-TV, also named director of public affairs programming.

Robert Benson, with Star Stations, Omaha (group owner), appointed national news coordinator.

Lincoln M. Furber, Washington correspondent for CBS-owned stations, joins noncommercial WETA-TV Washington as public affairs producer.

Jon Poston, newsman with KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, named city editor.

David Miller named news editor for WIBX Utica, N. Y. **Brian Whittemore**, with wvox New Rochelle, N. Y., becomes night editor for WIBX. **John J. Ashwell**, news editor, leaves WIBX to join convention and visitors bureau in Utica.

Jim Kemp, investigative reporter for WDSU-TV New Orleans, appointed investigative reporter for KDKA-TV Pittsburgh.

Don Kladstrup, with news department of wol-TV Ames, Iowa, joins WCCO-TV Minneapolis-St. Paul as news reporter.

William Johnson Jr., news director of WCCM Lawrence, Mass., joins news staff of WGAN-TV Portland, Me.

Henry W. Davis, formerly with wis-TV Columbia, S. C., and ABC News, New York, joins news department of

CBS promotes group heads

CBS/Columbia Group has four new divisional presidents. Elected as presidents last week were **Clive J. Davis** (CBS Records Division), who has been administrative VP, Columbia Records since 1965; **Cornelius F. Keating** (CBS Direct Marketing Services Division), who since 1960 has been VP and general manager of Columbia Record Club; **Harvey L. Schein** (CBS International Division), since 1963 VP and general manager, Columbia Records International, and **Donald D. Randall** (CBS Musical Instruments Division), who joined Columbia Records as VP and general manager, Fender Musical Instruments, when Fender Guitar and Amplifier companies were acquired by CBS in 1965.

WFBC-AM-FM-TV Greenville, S. C.

FANFARE

Douglas L. Fiske, director of advertising art and production for Cameo/Parkway Records Inc., Philadelphia, appointed associate director of promotion for WPHL-TV, that city.

Jay Remer, 20th Century-Fox publicity department, New York, named national publicity manager.

Don La Mont, traffic manager for WAST(TV) Albany, N. Y., appointed promotion manager. **Ann Peck**, administrative assistant to national sales manager, becomes traffic manager of WAST.

John Friedkin, VP in charge of New York office of Rogers, Cowan & Brenner, named executive assistant to Jonas Rosenfield Jr., VP and director of advertising, publicity and exploitation for 20th Century-Fox, that city.

Karl A. Peckmann Jr. appointed director of development for noncommercial WHYI-TV Wilmington, Del.

Buzz Victor, with noncommercial WNED-TV Buffalo, N. Y., appointed to station promotion and PR staff of WADO New York.

EQUIPMENT & ENGINEERING

Billy L. Patton named director of engineering for broadcasting division of The Outlet Co., Providence, R.I. (group owner).

Dean Teske, with WFHR Wisconsin Rapids, Wis., named chief engineer at WLIH-FM New London, Wis.

Glendale Larsen, transmitter supervisor of KCAU-TV Sioux City, Iowa,

named technical director.

Thomas G. Kenney, with Ceramics International Corp. of Mahwah, N. J., named manager of purchasing for Philips Broadcast Equipment Corp., Paramus, N. J.

Charles Leyrer, with CATV systems division of Jerrold Electronics Corp., Philadelphia, appointed sales engineer for Michigan area.

Joseph Novik, with Washington communications engineering office of Granger Associates, appointed to new post of sales manager for Bauer broadcast products group of Granger Associates, Palo Alto, Calif.

Robert W. Kuhl, sales engineering representative for Visual Electronics Corp., New York, appointed western regional manager.

Jon Westfield appointed western regional sales manager for Cascade Electronics Ltd. in Broomfield, Colo.

Edward A. Conti, with Memorex Corp., Santa Clara, Calif., in production management, appointed plant manager of Disc Pack facility.

Allan F. Schmah, marketing manager-government sales for Sylvania electronic components operating group of Sylvania Electric Products Inc., Seneca Falls, N. Y., appointed manager of marketing manpower development for Sylvania electronic components.

David Gorman, with American Electronic Laboratories Inc., Colmar, Pa., joins firm's commercial marketing department as sales engineer, broadcast equipment.

Richard T. Parks, retired chief engineer of KGO-AM-FM-TV San Francisco, joins Zack Electronics there as field sales engineer.

Dr. Lester C. Peach appointed chairman of department of electrical engineering, Illinois Institute of Technology, Chicago. His current research includes areas of radio propagation.

ALLIED FIELDS

Lawrence W. Lichty, associate professor of speech, elected head of radio-television-film, University of Wisconsin, Madison, succeeding **Lee S. Dreyfus**, who becomes president of Wisconsin State University, Stevens Point.

Doug Hendon, with WGCM Gulfport, Miss., named chairman of new radio-TV department at Jefferson Davis Junior College, that city.

INTERNATIONAL

Patrick Crookshank, European manager, Australia's Amalgamated Television Service, London, and managing director, Talbot Television, same city, named head of program services, York-

shire Television Network, Leeds, England. **Alec Todd**, parliamentary liaison officer to Conservative party in House of Commons, London, appointed head of public relations, Yorkshire Television Network.

Walter W. Bregman, joint managing director of Crane, Norman Craig & Kummel Ltd., London, elected president of NCK/Europe. Mr. Bregman succeeds **Arthur J. Hohmann**, who rejoins NCK in New York as director of creative planning. **Fernando Faria**, president of Ciesa-NCK in Portugal and Madrid and vice chairman of NCK/Europe, becomes chairman. **Kris-ter Luning**, president of Leijon & Luning-NCK in Stockholm, elected vice chairman of NCK/Europe, succeeding Mr. Faria.

Alasdair Milne, editor BBC-TV program, *Tonight*, London, rejoins corporation as BBC-TV controller, Scotland, succeeding **Andrew Stewart** when he retires in June 1968.

Paul Hoppe, formerly with Ogilvy & Mather; Davidson, Pearce, Berry & Tuck, and Colman Prentis & Varley

Ltd., all London, appointed creative director of London office of BBDO.

Norman Parker-Smith, studio engineering manager for the Marconi Co. Ltd., Chelmsford, Essex, England, appointed technical manager of Marconi's broadcasting division. **A. N. Heightman**, deputy studio engineering manager, succeeds Mr. Parker-Smith.

DEATHS

Richard Mack, 66, radio and television producer and international president of Radio & Television Directors Guild for two terms, died Sept. 29 of heart ailment in Los Angeles. Mr. Mack, who was in semiretirement at his death, produced radio and TV shows for Rudy Vallee, Edgar Bergen, Abbott and Costello, Groucho Marx, Eddie Cantor, Dean Martin and Jerry Lewis, Dinah Shore, Ed Wynn and Danny Kaye. He is survived by his wife, Naomi, and two sons.

Lt. Gen. Edward J. Stackpole Jr., 73, board chairman of WHP-AM-FM-TV Harrisburg, Pa., died Oct. 1 after long illness. He directed founding of WHP

in 1930. WHP-FM was founded in 1949, and WHP-TV in 1953. Gen. Stackpole was former commander of Pennsylvania National Guard, retiring in 1947. He is survived by his daughter.

Ludwig Donath, 67, stage, screen and television actor and teacher, died of leukemia Sept. 29 at Mount Sinai hospital in New York. He had appeared in scores of television dramas. He is survived by his wife, Jean.

Vance D. (Pinto) Colvig, 75, one of Hollywood's veteran voice specialists, died Oct. 3 at Motion Picture Country Home in Los Angeles. Mr. Colvig was voice of several Walt Disney cartoon characters, including Goofy, Pluto and one of Three Little Pigs. He wrote lyrics for "Who's Afraid of the Big Bad Wolf" and "The World Owes Me a Living" among other songs. He is survived by his wife, Peggy, and five sons.

Alvin M. Asher, 64, for last 25 years attorney for Metro-Goldwyn-Mayer studios, Culver City, Calif., died Oct. 1 in Los Angeles. He is survived by his wife, Inez, and daughter.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 28 through Oct. 4, and based on filings, authorizations and other actions of the FCC.

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

APPLICATION

*Harrisonburg, Va. — Shenandoah Valley Educational Television Corp. Seeks UHF ch. 42 (638-644 mc); ERP 134 kw vis., 20.2 kw aur. Ant. height above average terrain 2,271 ft.; ant. height above ground 148 ft. P. O. address: 2 South Main Street, Harrisonburg 22801. Estimated construction cost \$450,000. Geographic coordinates 38° 45' 44" north lat.; 78° 18' 30" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-270J. Legal counsel Covington & Burling; consulting engineer A. D. Ring and Associates, both Washington. Request waiver of Sec's 73.613, 73.610(c) and 73.611 of commission's rules. Arthur Hamilton, general manager. Ann. Oct. 3.

FINAL ACTION

Riverhead, N. Y.—WRIV-TV Inc. FCC granted UHF ch. 55 (716-722 mc); ERP 38.5 kw vis., 8.398 kw aur. Ant. height above average terrain 365 ft.; ant. height above ground 265 ft. P. O. address: Box 314, Riverhead 11901. Estimated construction cost \$300,000 first-year operating cost \$123,750. Geographic coordinates 40° 53' 09" north lat.; 72° 41' 00" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel Marmet & Schneider; consulting engineer A. D. Ring & Associates, both Washington. Principals: Edward W. Wood Jr., president. Action Sept. 29.

OTHER ACTION

■ Review board in Syracuse, N. Y. television broadcast proceeding, Docs. 14368 et al certified to commission joint petition for approval of merger agreement filed Aug. 25 by parties to proceeding. Action. Sept. 29.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Sept. 28 in Augusta, Ga. (Augusta Telecasters Inc. and Georgia-Carolina Industries Inc.) TV proceeding granted joint motion by applicants for continuance of Oct. 4 prehearing conference and continued the Oct. 4 prehearing conference and Nov. 6 hearing to dates to be announced after review board has acted on applicants' joint motion filed Sept. 20 (Docs. 17611-2).

■ Chief Hearing Examiner James D. Cunningham on Sept. 27 in Akron, Ohio (Aben E. Johnson Jr. and Cathedral of Tomorrow Inc.) TV ch. 55 proceeding designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for Oct. 19 and hearing for Dec. 12 (Docs 17744-5). On Sept. 28 in Balti-

more (Baltimore Broadcasting Co. and the Meadows Broadcasting Inc.) TV ch. 54 proceeding designated Examiner H. Gifford Irion to serve as presiding officer; scheduled prehearing conference for Oct. 30 and hearing for Dec. 13 (Docs. 17740-1). And in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV ch. 68 proceeding designated Examiner Jay A. Kyle to serve as presiding officer; scheduled a prehearing conference for Oct. 24 and hearing for Dec. 18 (Docs 17742-3).

■ Hearing Examiner H. Gifford Irion on Sept. 25 in Aurora, Ill. (Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp.) TV ch. 60 proceeding granted petition by South Kane for leave to amend its application to update its by-laws (Docs. 17407-8).

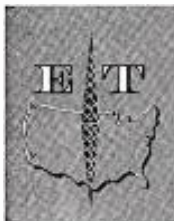
■ Hearing Examiner Jay A. Kyle on Sept. 29 in Durham, N. C. (Durham-Raleigh Telecasters Inc., Triangle Telecasters Inc. and WTVY Inc.) TV ch. 28 proceeding scheduled certain procedural dates and continued Nov. 1 hearing to Dec. 11 (Docs. 17670-2).

■ Hearing Examiner Chester F. Naumowicz Jr. on Sept. 26 in Medford, Ore. (State of Oregon acting by and through State

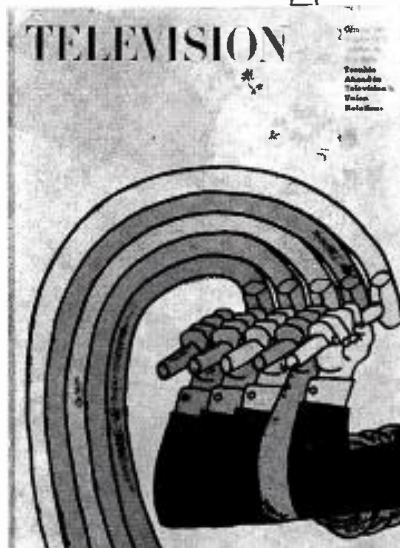
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80 (FOR THE RECORD)

Board of Higher Education et al.) TV proceeding scheduled further prehearing conference for Oct. 11 (Docs. 17680-2). On Sept. 29 in Houston (Crest Broadcasting Co.) TV proceeding advanced Oct. 23 further hearing to Oct. 11 (Doc. 15827). On Sept. 29 in Medford, Ore. (State of Oregon acting by and through the State Board of Higher Education et al.) TV proceeding granted petition by State of Oregon for leave to amend its application concerning its financing plan (Docs. 17680-2).

RULEMAKING ACTION

■ Baytown, Tex. TV channel assignment proceeding. Commission granted request by TVue Associates Inc. and granted extension of time from Sept. 22 to Oct. 9 to file reply comments (Doc. 17496, RM-1084). Action Sept. 26.

Existing TV stations

APPLICATION

WMSL-TV Decatur, Ala. — Seeks CP to change station location from Decatur, Ala. to Huntsville, Ala. and frequency from ch. 23, 524-530 mc. to ch. 48, 674-680 mc. Ann. Sept. 29.

FINAL ACTIONS

KAAR(TV), San Diego, Calif.—Broadcast Bureau granted assignment of CP to Bass Brothers Enterprises Inc. Action Sept. 25.

WTUV(TV) New Haven, Conn.—Broadcast Bureau granted mod. of CP to change ERP to 724 kw vis., 144 kw aur., trans. location to Quinnipiac Trail, Rocky Top, Hamden, studio location to be determined (New Haven), change type trans., type ant., ant. system, and increase ant. height to 760 ft. Action Sept. 25.

*WUSF-TV Tampa, Fla.—Broadcast Bureau granted license covering new noncommercial educational TV. Action Sept. 28.

*WCES-TV Wrens, Ga.—Broadcast Bureau granted license covering new noncommercial educational TV. Action Sept. 28.

*WVUT(TV) Vincennes, Ind. — Broadcast Bureau granted mod. of CP to change ERP to 56.3 kw vis., 5.63 kw aur., specify studio location as Vincennes University, Vincennes, change type trans., type ant., ant. structure, ant. system and decrease ant. height to 524 ft. Action Sept. 28.

*WETM(TV) Baltimore—Broadcast Bureau granted mod. of CP to change name to Maryland Educational-Cultural Broadcasting Commission. Action Sept. 28.

WWLP(TV) Springfield, Mass.—Broadcast Bureau granted CP to replace expired permit to make change in station. Action Sept. 27.

WTVS(TV) Detroit — Broadcast Bureau granted CP to change ERP to 617 kw vis., 61.7 kw aur., studio location to 26945 West 11 Mile Road., Southfield. Action Sept. 28.

WKHM-TV Jackson, Mich. — Broadcast Bureau granted mod. of CP to change ERP to 1,100 kw vis., 224 kw aur., trans. location to southwest corner of intersection Baseline & Onondaga Road, near Jackson, change type trans., type ant., ant. structure, ant. system, and increase ant. height to 940 ft. Action Sept. 25.

WMKG(TV) Muskegon, Mich.—Broadcast Bureau granted license covering new TV. Action Oct. 2.

*WUCM-TV University Center, Mich. — Broadcast Bureau granted license covering new noncommercial educational TV station; and mod. of license to change aur. ERP to 46.8 kw. Action Oct. 2.

WICA-TV Ashtabula, Ohio — Broadcast Bureau granted license covering changes in station. Action Oct. 2.

WKTR-TV Kettering, Ohio — Broadcast Bureau granted license covering new TV, redescribe transmitter location as 2563 Lyleburn Road, Dayton. Action Oct. 2.

WDHO-TV Toledo, Ohio—Broadcast Bureau granted license covering new TV. Action Oct. 2.

WPHL-TV Philadelphia — Broadcast Bureau granted CP to change ERP to 407 kw vis., 61.7 kw aur., trans. location to East Domino Lane, Philadelphia, ant. structure, ant. system, and increase ant. height to 1,110 ft. condition. Action Sept. 28.

KCPX-TV Salt Lake City — Broadcast Bureau granted CP to change ERP to 50.1 kw vis., 8.71 kw aur., type trans. (main trans. and ant.), ant. height 3,000 ft. Action Sept. 28.

■ Broadcast Bureau granted licenses covering changes in following noncommercial educational TV broadcast stations: WTVS(TV), ch. 56, Detroit; WMHT(TV), ch. 17, Schenectady, N. Y., and KOAC-TV, ch. 7, Corvallis, Ore. Action Sept. 28.

OTHER ACTION

■ Licensee of WWLP-TV Springfield, Mass., has been informed by the FCC that it has not complied with fairness doctrine

in 1966 broadcast attacking Francis X. Bellotti, Democratic candidate for attorney general of Massachusetts. Commission noted in its letter to William L. Putnam, licensee of WWLP-TV, that WWLP-TV asked Bellotti if he wished to reply to future editorial before its broadcast, and before text was available; and that station broadcast editorials attacking Bellotti without giving him notice of broadcast or offer of time to respond. "Fairness," commission said, "is not achieved when a licensee broadcasts two editorials five times against the candidacy of a person, and then offers the candidate a single short program to respond." Action Sept. 29.

New AM stations

APPLICATIONS

Clifton, Ariz.—Ira Q. Toler. Seeks 1490 kc, 250 w. P. O. address: 188A Coronado Boulevard, Clifton 85533. Estimated construction cost \$5,650; first-year operating cost \$29,856, revenue \$42,180. Principals: Mr. Toler owns *The Greenlee Journal* (Clifton, Ariz.), weekly newspaper and printing work. Ann. Oct. 3.

New Boston, Tex.—Bowie County Broadcasting Inc. Seeks 1530 kc, 1 kw-D. P. O. address: Box 366, New Boston 75570. Estimated construction cost \$37,567; first-year operating cost \$32,614.64, revenue \$48,000. Principals: Andrew Bonham, president (20%), Richard E. Knox, treasurer (30%), et al. Mr. Bonham is defense installation chief of property disposal office in army depot and owns radio-TV repair service. Mr. Knox is also defense installation and owns real estate concern. Ann. Sept. 29.

OTHER ACTIONS

■ Application of Hiram A. Goodman, tr/as Goodman Broadcasting Co. for new class II standard broadcast station to operate on 1110 kHz with power of 1 kw, daytime only, at Madison, Ala., has been denied by decision of panel (members Pincock, Slone and Kessler) of commission's review board. Application (Dec. 16860) was set for hearing on issues as to areas and populations which would receive primary service from proposed operation and a determination whether proposal would "realistically provide a local transmission facility for Madison, or for Huntsville, both Alabama. After hearing on issues, initial decision of hearing examiner was released proposing denial of application and stating that proposed operation "would be or would soon become a Huntsville station." Applicant filed exceptions to initial decision and oral argument was held before panel of review board on Sept. 14. In review board decision of examiner was upheld and application of Goodman Broadcasting Co. was denied. Action Oct. 4.

■ Review board in Macon, Miss. standard broadcast proceeding, Docs. 17444-5 stayed effect of its memorandum opinion and order released Sept. 25, and afforded parties to proceeding 10 days from release date of order to file responsive pleadings addressed to showing to be utilized in establishing nighttime limitation to proposed class IV operation. Action Sept. 28.

■ Review board in New York City AM broadcast proceeding, Docs. 11227-17588 granted petition for extension of time filed Sept. 29, by Midwest Radio-Television Inc. and extended to Oct. 17 time within which to file reply to oppositions to WCCO's petition addressed to issues filed Aug. 10. Board member Nelson not participating. Action Oct. 3.

■ Review board in Wilkesboro, N. C. standard broadcast proceeding, Doc. 16311 scheduled oral argument before panel of review board for 10 a.m., Oct. 19, in room 7134, New Post Office building, Washington. Action Sept. 29.

■ Review board in Media, Pa. broadcast renewal proceeding, Doc. 17141 denied request for stay, filed Sept. 27 by Greater Philadelphia Council of Churches, et al. Action Sept. 28.

■ Review board in Edna, Tex. AM broadcast proceeding, Docs. 16572-73 granted joint petition filed Sept. 28, by Cosmopolitan Enterprises Inc. and H. H. Huntley, re-

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Oct. 5

	ON AIR		NOT ON AIR	
	Lic.	CP's		CP's
Commercial AM	4,120 ¹	17		97
Commercial AM	1,646	72		256
Commercial TV-VHF	488 ²	12		12
Commercial TV-UHF	112 ²	26		146
Educational FM	306	13		29
Educational TV-VHF	60	7		9
Educational TV-UHF	49	12		48

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 5

	VHF	UHF	Total
Commercial	519	278	797
Noncommercial	76	109	185

STATION BOXSCORE

Compiled by FCC, July 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,118 ¹	1,642	600	304	109
CP's on air (new stations)	18	74	25	14	19
CP's not on air (new stations)	96	253	165	27	57
Total authorized stations	4,234	1,969	795	345	185
Licenses deleted	3	1	0	0	0
CP's deleted	0	0	1	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.

questing that time for filing exceptions to I. D. be extended until board acts on pending petition for extraordinary relief, and that, in event of unfavorable action thereon, date for filing exceptions be set on 15th day after release of board's MO&O thereon. Board member Nelson not participating; Board member Pincock absent. Action Oct. 2.

■ Review board in Burlington, Vt. standard broadcast proceeding, Docs. 16972-3 granted petition filed Sept. 26 by the Broadcast Bureau and extended to Oct. 4 time to file responsive pleadings to petition for rehearing filed Sept. 11 by Plattsburgh Broadcasting Corp. Action Sept. 28.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 27 in Statesboro, Ga. (Farnell O'Quinn) AM proceeding designated Examiner Jay A. Kyle to serve as presiding officer; scheduled prehearing conference for Oct. 26 and hearing for Dec. 5 (Doc 17722).

■ Hearing Examiner Charles J. Frederick on Sept. 27 in St. Louis (Great River Broadcasting Inc. et al.) AM proceeding granted petition by Home State Broadcasting Corp. for leave to amend its application regarding applicant's ownership. Amendment would up-date status of various stockholders' other broadcast applications and authorizations (Docs. 17210-5, 17217, 17219).

■ Hearing Examiner Millard F. French on Sept. 26 in Williamsburg-Suffolk, Va. (Virginia Broadcasters and Suffolk Broadcasters) AM proceeding scheduled certain procedural dates and continued hearing from Oct. 25 to Nov. 29 (Docs. 17605-6). On Sept. 27 in Williamsburg-Suffolk, Va. (Virginia Broadcasters and Suffolk Broadcasters) AM proceeding granted petition by Suffolk Broadcasters for leave to amend its application to reflect death of Charles E. Springer and substitution of Rose Mae Springer as sole surviving partner of applicant (Docs. 17605-6).

■ Hearing Examiner Forest L. McClenning on Sept. 25 in Sioux Falls, S. D. (Sioux Empire Broadcasting Co. and John L. Breece) AM proceeding granted petition by John L. Breece for leave to amend his application to include loan commitment and

financial statement of individual making commitment; also to include data inadvertently omitted concerning family broadcast interests (Docs. 17174, 17636).

■ Hearing Examiner Elizabeth C. Smith on Oct. 3 in Bayamon, P. R. (Augustine L. Cavallo Jr.) AM proceeding granted petition by Broadcast Bureau and extended time from Oct. 6 to Oct. 27 to file proposed findings on lay matters and from Oct. 27 to Nov. 27 for replies (Doc. 16891).

Existing AM stations

APPLICATIONS

WVGT Mount Dora, Fla.—Seeks CP to increase power from 1 kw to 5 kw and install new trans. (Gates BC-5H). Ann. Oct. 4.

WBME Belfast, Me.—Seeks mod. of lic. to change hours of operation from unlimited time to specified hours; sign-off 8 p.m., Mon. through Sun. Ann. Sept. 28.

WKCY Harrisonburg, Va.—Seeks CP to increase power from 500 w to 5 kw, and install new trans. (Gates BC-5P-2). Ann. Sept. 29.

FINAL ACTIONS

WLOR Thomasville, Ga.—Broadcast Bureau granted CP to change location of ant. trans. and studio to 0.6 mile South (Highway #319), Thomasville, Ga. Action Sept. 29.

WXLN Potomac-Cabin John, Md.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Sept. 27.

WLOS-AM-FM-TV Asheville, N. C.—Broadcast Bureau granted mod. of licenses to change name to Wometco Skyway Broadcasting Co. Action Sept. 29.

OTHER ACTIONS

■ Commission has denied petition for reconsideration filed Aug. 11 by Nicholas Tedesco and Victor J. Tedesco, d/b as Gabriel Broadcasting Co. Gabriel had requested reconsideration of commission's memorandum opinion and order released July 12. In that order, commission had approved review board's refusal to permit Gabriel to be reimbursed for dismissal of its application in Chisholm, Minn. In view of vote favoring denial by Commissioners Hyde (chairman) and Johnson (who filed

joint opinion), abstention by Commissioners Loevinger and Wadsworth, and nonparticipation of Commissioners Lee and Cox, petition for reconsideration of commission's memorandum opinion and order of July 12 was denied. Action by commission Sept. 27 by order (Docs 14527, 14528).

■ Review board in Wilkesboro, N. C., standard broadcast proceeding (Doc. 16311) denied petition to dismiss application as moot or for other relief, filed Aug. 11 by Wilkes Broadcasting Co. (WKBC). Action Sept. 29.

■ Review board in Bowling Green, Ohio, standard broadcast proceeding, (Docs. 16290-1) denied joint petition for approval of agreement, filed Aug. 4 by WMGS Inc. (WMGS) and Ohio Radio Inc. Board member Pincock concurring with statement. Action Sept. 29.

■ Presunrise operation by class II stations under presunrise service authorization on U.S. I-A clear channels proceeding. Commission granted request by Westinghouse Broadcasting Inc. (KDKA Pittsburgh and WBZ Boston) and extended time from Oct. 9 to Oct. 23 to file comments and from Nov. 10 to Nov. 24 for replies (Doc. 17562). Action Sept. 28.

ACTIONS ON MOTIONS

■ Hearing Examiner James D. Cunningham on Sept. 26 in Natchez, Miss. (Natchez Broadcasting Co. WMIS), AM proceeding continued prehearing conference from Sept. 27 to Oct. 10 (Doc. 17626).

■ Hearing Examiner Millard F. French on Sept. 27 in Montgomery-Huntsville, Ala. (Fine Music Inc. WFMI and Tennessee Valley Broadcasting Inc.), AM proceeding granted petition by Fine Music for leave to amend its application to reflect current financial data. Cancelled further hearing scheduled for Sept. 28; closed record; and scheduled Nov. 3 date to file proposed findings and Nov. 13 for reply findings (Docs. 17058-9). On Sept. 28 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. WGGA), AM proceeding scheduled further prehearing conference for Oct. 12 (Docs. 17695-6).

■ Hearing Examiner H. Gifford Irion on Sept. 28 in Laurel, Miss. (Voice of the New South Inc. WNSL), AM proceeding cancelled hearing scheduled for Nov. 15 and scheduled a further prehearing conference for Dec. 14 (Doc. 17634).

■ Hearing Examiner Herbert Sharfman on Sept. 27 in Milton, Fla. (Milton Broadcasting Co. WEBY) AM proceeding scheduled further conference for Nov. 6 and continued hearing from Nov. 13 to Jan. 15, 1968 (Doc. 17613).

■ Hearing Examiner Elizabeth C. Smith on Oct. 3 in Arvada, Colo. (Radio Station KQXI), AM proceeding granted motions by Radio Station KQXI and Lakewood Broadcasting Service Inc. and corrected in various respects transcript of record (Doc. 14817).

FINE

■ Broadcast Bureau, by letters of Sept. 26, notified following stations of apparent liability in amounts indicated for late filing of their renewal applications: KHAL Homer, La., \$200; KRFB-FM Monroe, La., \$200; WLBS Centerville, Miss., \$200; WRPM-AM-FM Poplarville, Miss., \$200 (each); WCSA Ripley, Miss., \$200; KENA Mena, Ark., \$100; KFDF Van Buren, Ark., \$100; WABL Amite, La., \$100; WCKW-FM Garyville, La., \$100; WCOB Meridan, Miss., \$100; KLIC Monroe, La., \$100; WBKH Hattiesburg, Miss., \$25; WKRA Holly Springs, Miss., \$25; WWOM AM-FM New Orleans, \$25 (each); WNNR-FM New Orleans, \$25. Licensees have 30 days to pay or contest forfeitures.

■ Commission has ordered WBZB Broadcasting Service Inc., licensee of WBZB Selma, N. C., to pay forfeiture of \$4,000. Licensee was cited for rule violations involving fraudulent billing practices and improper log entries (Secs. 73.124 and 73.112). Action by commission, Sept. 27 by memorandum opinion and order. Commissioners, Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Licensees of WKYN and WFMQ(FM), both San Juan, and WORA-FM in Mayaguez, all Puerto Rico, have been ordered to forfeit \$5,000 each for illegal rebroadcast and misrepresentation in cumulative initial decision by Hearing Examiner Forest L. McClenning (Docs. 15139, 15140, 15141). Action is ordered unless there is an appeal to commission by party to proceeding or unless commission reviews decision on its own motion. Determination climaxes action begun in 1963. Action Sept. 29.

New FM stations

APPLICATIONS

*Los Altos, Calif.—Creative Center of Los Altos and Pinewood Private School. Seeks

89.3 mc, ch. 207, 10 w. Ant. height above average terrain 35 ft. P. O. address: 327 Fremont Avenue, Los Altos 94022. Estimated construction cost \$2,500; first-year operating cost \$350; revenue none. Principal: L. Victor Riches, president and treasurer et al. Ann. Sept. 25.

Taylorville, Ill.—Community Broadcasters Inc. Seeks 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 155 ft. P. O. address: 117 East Market Street, Taylorville, Ill. Estimated construction cost \$19,300; first-year operating cost \$9,000; revenue \$15,400. Principals: Milburn H. Stuckwish, president (50%), Jon R. Ulz, secretary-treasurer and John E. and Bernice Anderson (jointly 12.5%). Applicant is licensee of WTIM Taylorville. Mr. Stuckwish is 50.17% owner of Grundy County Broadcasters Inc., licensee of WCSJ Morris, Ill. Other principals have no other business interests indicated. Ann. Oct. 4.

Cynthiana, Ky.—WCYN Radio Inc. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 98 ft. P. O. address: Pike and Walnut Streets, Cynthiana 41031. Estimated construction cost \$10,800; first-year operating cost \$4,000; revenue \$4,500. Principal: Applicant is licensee of WCYN Cynthiana. Estil R. Anderson, president et al. Ann. Sept. 29.

Houma, La.—La-Terr Broadcasting Corp. Seeks 104.1 mc, ch. 281, 56.5 kw. P. O. address: 415 Goods Street, Box 1047, Houma 70361. Estimated construction cost \$50,500; first-year operating cost \$82,420; revenue \$70,080. Principals: James Buquet Jr., president and Kenneth Watkins, secretary-treasurer (each 49.5%). Mr. Buquet owns Anheuser Busch distributing company and realty company. Mr. Watkins is attorney; and is in marine corporation, boat rental and commercial fishing corporations. Ann. Oct. 3.

Benson, Minn.—North Star Broadcasting Co. Seeks 93.5 mc, ch. 22.8, 3 kw. Ant. height above average terrain 160 ft. Estimated construction cost \$10,000; first-year operating cost \$5,000; revenue \$5,000. Principals: Robert J. Chevalier, secretary, Ron Overlander, manager et al. Ann. Sept. 29.

Moorhead, Minn.—Concordia College Corp.—Amendment to application for CP for new noncommercial educational FM to change frequency from 88.9 mcs, ch. #205 to 91.1 mcs, ch. #216, and change ERP to 93.8 kw. Ann. Sept. 30.

Medford, Wis.—WIGM Inc. Seeks 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 240 ft. P. O. address: Box 59, Medford 54451. Estimated construction cost \$19,730; first-year operating cost \$4,000; revenue \$7,200. Principals: Applicant is licensee of WIGM Medford. Paul Allman, president, Ray Bohnert, secretary and Joe Dahlvig, treasurer (each 33⅓%). Ann. Sept. 29.

FINAL ACTIONS

Chico, Calif.—J. Ned Richardson. Broadcast Bureau granted 95.1 mc, ch. 236, 50 kw. Ant. height above average terrain 18 ft. P. O. address: Box 369, Chico 95926. Estimated construction cost \$61,245; first-year operating cost \$18,000; revenue \$24,000. Principal: Mr. Richardson is licensee, owner and general manager of KPAY Chico; 100% owner, president and general manager of investment corporation; one-third owner and general manager of resort hotel; one-half owner with wife in land-owning operation, and president of travel agency. Action Sept. 27.

Blue Ridge, Ga.—Robert P. Schwab tr/as Fannin County Broadcasting Co. FCC granted by initial decision 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 240 ft. P. O. address: Box 6, Blue Ridge 30513. Estimated construction cost \$29,714; first-year operating cost \$25,000; revenue \$30,300. Mr. Schwab is owner of WLSB Cooper Hill, Tenn. Action Sept. 29.

Aurora, Mo.—KSWM Inc.—Broadcast Bureau granted mod. of CP for FM broadcast station to change type trans., type dual polarized ant. Action Sept. 27.

OTHER ACTIONS

■ Review board in Rockford, Ill. FM broadcast proceeding, Docs. 17591-93 denied motion to delete issue filed Aug. 14, by Belvidere Broadcasting Inc., and granted to extent indicated in MO&O and denied in all other respects motion to enlarge issues filed Aug. 14, by Belvidere Broadcasting Inc. Board member Kessler dissenting regarding ex parte with statement; Board member Pincock absent. Action Oct. 2.

■ Review board in Gate City, Va. FM broadcast proceeding, Docs. 17575-76 granted to extent indicated in MO&O and denied in all other respects petition to enlarge issues filed July 27 by Tri-Cities Broadcasting Corp. Action Sept. 27.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 28 in West Palm Beach, Fla. (Daytona Broadcasting Inc. and Gardens Broadcasting Co.) FM proceeding designated Examiner Millard F. French to serve as presiding officer; scheduled pre-hearing conference for Oct. 20 and hearing for Dec. 11 (Docs. 17738-9). On Oct. 2 in Leesburg, Fla. (Heard Broadcasting Inc. and Norfolk Broadcasting Corp.) FM proceeding designated Examiner David I. Kraushaar to serve as presiding officer; scheduled pre-hearing conference for Nov. 2 and hearing for Dec. 20 (Docs. 17730-1).

Existing FM stations

FINAL ACTIONS

WRSW-FM Warsaw, Ind.—Broadcast Bureau granted CP to install new type trans., dual polarized ant. change ERP to 50 kw, ant. height 225 ft.; condition. Action Sept. 27.

WNYC-FM New York—Broadcast Bureau granted request to cancel license for an alternate main trans. Action Sept. 28.

WDLX-FM Orangeburg, S. C.—Broadcast Bureau granted license covering new FM. Action Sept. 29.

WGBM(FM) Viroqua, Wis.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 300 ft. Action Sept. 27.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Sept. 25 in San Fernando, Calif. (San Fernando Broadcasting Co. KSFV) FM proceeding granted petition by KSFV for leave to amend its application to reflect that brother of applicant has agreed to advance certain monies for operation of station, and to show programming of station effective as of June 1. (Doc. 17198). On Oct. 2 in San Fernando, Calif. (San Fernando Broadcasting Co. KSFV) [FM] proceeding received in evidence FCC exhibits Nos. 12, 14 and 15 in accordance with ruling made at Aug. 17 hearing; closed record; and set Oct. 13 for filing of proposed findings and Nov. 3 for reply findings (Doc. 17198).

RENEWAL OF LICENSES, ALL STATIONS

■ FCC has granted regular license renewals with anti-trust conditions for WHIO-AM-FM-TV Dayton, WHLO-AM Akron and WHBC-FM Canton, all Ohio. Parent corporations of these licensees are part owners of corporations having CATV franchises for Toledo, Ohio and Hanover, Pa. Corporations are defendants in separate civil anti-trust suits brought by competing CATV companies. Competing CATV companies charge that parent corporations conspired with telephone companies and others to monopolize CATV in Toledo and Hanover. Commission said that no complaints against station licensees have been filed with commission, but that conditions were attached to license renewals because court decisions adverse to licensees might raise issues about their basic qualifications. License renewals with anti-trust conditions have recently been granted for WTVJ-TV Miami, WLOS-TV Asheville, N. C. and WHBQ-AM-TV Memphis. Action Sept. 27. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth, and Johnson.

■ FCC has granted application by WCHS-AM-TV Corp. and renewed license of WCHS Charleston, W. Va. WCHS was given short-term renewal of license on Sept. 7, 1966 for period ending Oct. 1, for problems relating to broadcast of false and misleading advertising for "Lucky Bucks" contest. WCHS-AM-TV Corp. is a subsidiary of Rollins Inc., all of whose stock is voted by O. Wayne Rollins. Renewal application for another Rollins Inc. WNJR Newark, N. J. is in hearing on issues relating to requisite qualifications. Commission said WCHS renewal, and all Rollins renewal grants during WNJR hearing, are without prejudice to whatever action it may take as result of WNJR proceedings. Action by commission Sept. 27. Commissioners Hyde (chairman), Lee, Cox, Loevinger, Wadsworth and Johnson.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAKR Akron, WONE Dayton, WTTT Tiffin, WHOK Lancaster, WOHl East Liverpool, WFNN Findlay and WVKO-AM-FM Columbus, all Ohio; *WTAK Garden City, *WBRB-AM Mt. Clemens, both Michigan; *these stations were granted regular renewals and sent letters calling for report in 18 months on commercial scheduling in excess of 18 minutes per hour, WABQ Cleveland; WCBY Cheboygan, Mich.; WCIN Cincinnati, WFOB Fostoria, Ohio; WGPR (FM) Detroit; WINW Canton, Ohio; WKNR-AM-FM Dearborn, Mich.; WMAX Grand Rap-

ids, Mich.; WMOA Marietta, Ohio; WOIA-FM Ann Arbor, Mich.; WOIB Saline, Mich.; WSPD Toledo, Ohio, and WYSL Ypsilanti, Mich.; KBBQ Burbank, Calif.; WAQY Birmingham, Ala.; WLEF Greenwood, Miss.; WMRI Marion, Ind.; WRDW Augusta; WRVK Mount Vernon, Ky., and WKUZ(FM) Wabash, Ind. For following VHF TV translators: K09GC and K11AV Cimarron, Dawson, K09DZ Mora and K10CC Aztec and Cedar Hill, N. M.; K11FV Yampa Valley Rural area and Phippsburg, Colo.; K05EQ and K11EW Toas, K02BM, K06BN and K09CR Wagon Mound and K06EH Silver City, all New Mexico. Action Sept. 29.

Translators

ACTIONS

Modesto, Calif., Stanislaus County Department of Education—Broadcast Bureau granted CP for a new UHF TV translator to serve Modesto, operating on ch. 77, by rebroadcasting programs of KVIE(TV), ch. 6, Sacramento. Action Sept. 26.

Salinas, Calif., Continental Urban Television Corp.—Broadcast Bureau granted CP for a new UHF TV translator to serve Monterey and Salinas, operating on ch. 78, by rebroadcasting programs of KGSC-TV, ch. 36, San Jose. Action Sept. 27.

Grand Junction, Colo., XYZ Television Inc.—Broadcast Bureau granted CP for a new UHF TV translator to serve Rangely, Colo., and Cisco and surrounding area, Utah, operating on ch. 80, by rebroadcasting programs of KREX-TV, ch. 5, Grand Junction. Action Sept. 25.

Magnolia Camp, Colo., Rio Blanco County TV Assn.—Broadcast Bureau granted CP for a new VHF TV translator to serve J. O. Welland Ranch and rural vicinity east southeast, Love Ranch and rural vicinity west, South Bertheson Ranch and rural vicinity south, operating on ch. 11, by rebroadcasting programs of KSL-TV, ch. 5, Salt Lake City. Action Sept. 25.

Elizabethtown, Ky., Kentuckiana Television Inc.—Broadcast Bureau granted CP for a new VHF TV translator to serve Elizabethtown, operating on ch. 5, by rebroadcasting programs of WLKY-TV, ch. 32, Louisville. Action Sept. 25.

Hyndman, Pa., Palo Alto Translator T. V.—Broadcast Bureau granted CPs for new VHF TV translators to serve Ellerslie, Md., and Hyndman, Pa. (1) operating on ch. 10, by rebroadcasting programs of KDKA-TV, ch. 2, Pittsburgh; (2) operating on ch. 12, by rebroadcasting programs of WJAC-TV, ch. 6, Johnstown, Pa.; (3) operating on ch. 8, by rebroadcasting programs of WTAE-TV, ch. 4, Pittsburgh. Action Sept. 25.

K76CK Ephrata, Wash.—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 76, 842-848 mc, to ch. 72, 818-824 mc, also change call letters to K72DD. Action Sept. 27.

K74DE Oakesdale and Steptoe, both Washington—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 74, 830-838 mc, to ch. 70, 806-812 mc, also change call letters to K70EJ. Action Sept. 27.

K71BU Pasco, Wash.—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 71, 812-818 mc, to ch. 76, 842-848 mc, also change call letters to K76CQ. Action Sept. 27.

K70EC Spokane, Wash.—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 70, 806-812 mc, to ch. 75, 836-842 mc, also change call letters to K75CE. Action Sept. 27.

K78CH Walla Walla, Wash.—Broadcast Bureau granted mod. of CP for UHF TV translator to change frequency from ch. 78, 854-860 mc, to ch. 81, 872-878 mc, also change call letters to K81BE. Action Sept. 27.

W75AJ Fond du Lac, Wis.—Broadcast Bureau granted CP for a new UHF TV translator to serve Fond du Lac, operating on ch. 75, by rebroadcasting programs of WBAY-TV, ch. 2, Green Bay. Action Sept. 28.

W78AJ Sheboygan, Wis.—Broadcast Bureau granted CP for a new UHF TV translator to serve Sheboygan, operating on ch. 78, by rebroadcasting programs of WBAY-TV, ch. 2, Green Bay. Action Sept. 28.

CATV

APPLICATIONS

C & S TV Inc.—Requests amendment for distant signals for WHIS-TV Bluefield, WDTV(TV) Weston, WBOY-TV Clarksburg and WTAP-TV Parkersburg, all West Virginia to Belle, Marmet, Chesapeake, Hernshaw, Winifrede, Lower Belle, Burning

(Continued on page 89)

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

Station manager, suburban major market, excellent permanent opportunity with long-established profitable station. Send background, desires and compensation requirements first letter. Box K-14, BROADCASTING.

If you like small market radio . . . know all phases . . . announcing too . . . and, if you are interested in earning some ownership, and, if you think you'd like to live in Arizona . . . send photo, resume and requirements to Box K-33, BROADCASTING.

Sales

N. M. CATV group desires producer-salesman-announcer; double commissions; 505-437-7258. Box K-26, BROADCASTING.

New Jersey independent AM-FM seeks experienced broadcast salesman with management know how and proven ability. Box K-28, BROADCASTING.

Salesman: Permanent with advancement opportunity in central Virginia for aggressive, creative man. \$150 weekly against 20% draw. Excellent working conditions with fine staff in beautiful community. Box K-47, BROADCASTING.

Like \$1000? Help jazz record host get permanent full-time show in top 10 market. For tape, details. Write Box K-119, BROADCASTING.

Sales . . . Some announcing . . . \$400 monthly . . . KHIL, Willcox, Arizona.

Outstanding professional for local sales needed by nation's leading suburban station, medium market sales and/or sales management experience preferred. Outstanding opportunity for a real producer. Call or write: Thomas R. Winters, General Sales Manager, Radio Station WFAS, P. O. Box 551, White Plains, New York, (914) OW 3-2400.

WPOP needs a seasoned radio sales executive. He will start at a guaranteed salary. He will have an expense account. He will have a good list of accounts. He will call Bob Gruskay for an appointment. Hartford 203-278-2775.

Sales opportunity—top rated station, outstanding market acceptance, where your efforts will pay off in good earnings. Beautiful area, excellent living conditions. We're looking for young, ambitious salesmen with some experience. Send resume and picture or contact Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Florida Gold Coast—Ideal living-resort. Liberal commission, established list, allowances, hospitalization, generous draw. Young sales trainee considered with sufficient drive. Announcing also if desired. Call 1-305-278-1420.

Announcers

Top teen personality needed for evening slot. Present midwest station ratings 70% of 3 station market. If you are really good, rush tape, picture and resume immediately to Box K-32, BROADCASTING.

Metro market high power stereo station will need two R & B DJ's with 3rd ticket, excellent money. Send tape, resume, and photo. Box K-64, BROADCASTING.

Medium, mid-west market, for outstanding announcer and production man. Salary open. Send tape and resume. Box K-71, BROADCASTING.

Announcers—(cont'd)

Opportunity for good announcer salesman to become manager of an expanding organization's stations in midwest. Start \$150.00 weekly. Send full details to Box K-76, BROADCASTING.

HELP! Quality AM/FM Music Station in Major Eastern Market needs mature experienced announcers. Must have knowledge of programing good music, be able to handle production, deliver authoritative news reports, and be personable with a minimum amount of talk. Fine facilities, pleasant working conditions. Send resume and tape to Box K-96, BROADCASTING.

Combo man, first phone. AM-FM operation. Excellent opportunity for the right man. Box K-109, BROADCASTING.

Immediate openings for 1 morning man, 1 night man, 1 production man-announcer. Play-by-play experience helpful. Top 50 format. Virginia medium market AM-FM. Send photo, resume, salary. Box K-115, BROADCASTING.

Announcer with other talents too who likes to create good local radio. Immediate opening. Airmail resume to KSEW, Box 258, Sitka, Alaska.

November opening, MOR and rock. Will accept announcer with limited experience, willing to adapt. Sports play-by-play will help. Send tape, resume and photo. KSUE, Susanville, California 96130.

Announcer. Strong on news. Good music station, top rated operation. Contact KRG1, Grand Island, Nebraska. 308-382-5420.

Night man for KVVN, the Voice of News in California's beautiful Napa Valley. 1st phone, able to deliver quality, no-flub newscasts, handle sports-national wire news. Top opportunity with successful station. Send tape, resume, photo.

Experienced Top 40 DJ for afternoons on Daytimer. Wonderful opportunity. No beginners. Tape and resume to Brad Harris, WABS, Ansonia, Conn. 735-4606.

\$130 for experienced, articulate afternoon drive-time DJ with firstclass ticket, talent, vocabulary and newscasting. No maintenance. Contemporary MOR adult programing. Modernly equipped and quartered WAZY-AM-FM in 100,000 Lafayette, Indiana. home of great Purdue University. Call PD Karl Anderson 474-1410.

Have an immediate opening for an announcer with a first class ticket to pull air shift late afternoon and night on 10,000 watt station. No engineering required. Salary open. Call A. K. Harmon, WBSC, Bennettsville, S. C. 479-4051.

We are looking for a late morning-afternoon announcer with experience. Intelligent, middle-of-the-road, friendly. Above average pay to the right man. Send tape, resume, and photo to: Capps Sutherland, WCLO, Janesville, Wis. 53545.

Announcer (family man) with 1st ticket. MOR, full time AM. Salary open. WCVL, Crawfordsville, Indiana. (317) 362-8200, Richard Lindsay.

Wanted: Announcer-salesman with 3rd ticket. Modern C&W station. Good opportunity. Immediate opening. Send tape, photo, resume, and salary to—WDEN, 127 First St., Macon, Ga.

Experienced local announcer for part time week day work. Contact Robert Linder, WDHA-FM, Dover, New Jersey. 201-366-3424.

Announcer with first class license. WFAR Farrell, Pa. 16121.

Announcers—(cont'd)

Wanted PD 1st phone, production a must. Salary open. Contact Don French, WFFG, Marathon, Florida.

Wanted: Experienced announcer with third class endorsement ticket. Contact WGTN, Georgetown, S.C.

Experienced combo — heavy news/sports MOR. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Immediate opening-straight staff board announcer. Daytime shift. Some experience preferred. Rockers and screamers do not apply. 3rd class endorsed required. WLDB, NBC, Atlantic City, New Jersey.

Immediate opportunity!!! We aren't offering you a job, we are giving you an opportunity to join a top-notch, established organization in a competitive east coast market. WNRK, P.O. Box 425, Newark, Delaware, is looking for a first phone dj-newsman. No maintenance—University town. Salary open —opportunity unlimited. Call 302-737-5200 collect . . . Right now!!!

Combo man, first phone. strong on production and music needed now. WTHD, new station on air 9/3/67. Send resume and tape, Box 324, Milford, Delaware. Call 302-422-7575.

Wanted announcer with first phone ticket. emphasis on announcing. No maintenance. C&W station, in Virginia. Good opportunity. Good pay. Immediate opening. Call 703-629-2509 day. 703-647-8493 night.

Night-time announcer with knowledge of good music. 6-12 shift Mon-Sat open now. Ideal Virginia college town. 703-229-7400.

Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 8 first ticket engineers. Must be able to pass thorough background check. Send resume, references and recent picture to Box J-146, BROADCASTING.

Chief engineer for directional daytimer, full-time stereo. Announcing helpful but not necessary. Insurance plan. Good salary for right man. Know all phases. strong on maintenance. Box J-259, BROADCASTING.

Vermont station needs first class engineer. Must have workable knowledge of engineering and be willing to use it. No announcing. Good salary for right man, plus many benefits. Desire family man who wants to live in Vermont permanently. Send resume to Box K-75, BROADCASTING.

\$130-150 wkly 1st class radio engineer for chief and maintenance job. \$150-200 1st class TV engineer chief and maintenance with Baltimore radio & TV outlet. Immediate openings. Box K-83, BROADCASTING.

Transmitter engineer experienced or inexperienced—Immediate opening with group owned station in Scranton, Pennsylvania. Contact Mr. Morgan at WARM, Scranton, Pennsylvania. 717-346-4648.

Chief engineer. Medium midwest market, AM directional. Good community. Excellent fringe benefits. Salary open. Send tape photograph and resume. Manager WITY, Danville, Illinois.

Technical—(cont'd)

First phone, 1 kw directional daytimer. Contact Fran Cady, C. E. WIZR, Johnstown, New York.

Leading 5 kw (directional night) has opening for alert young transmitter engineer. The man we are seeking should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance of our technical director. Private apartment available if desired. WSAV Radio and Television, Savannah, Georgia.

NEWS

Newsman for eastern contemporary station. Must be experienced in gathering and reporting. Great opportunity to locate in one of the nation's best markets. Send resume, tape and picture to Box K-2, BROADCASTING.

Need second newsman immediately. Must gather and write local news and do air work. Should be dedicated to Broadcast news. Complete and modern facility in a progressive community. 3rd class ticket a must. 1st phone desirable. Many fringe benefits. Call or send resume & tape to Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

News director. Medium midwest market. Must be able to take complete charge of News department. Mobile units. Many fringe benefits. Salary open. Send tape and resume-photograph—manager WTTY, Danville, Illinois.

Experienced newsmen. Expanding staff, need men who can write, air, cover beat, follow directions. Excellent salary, outstanding benefits with station soon to join major group. Call or write Eric Aucoin, News Director, WLEE, Box 8765, Richmond, Virginia 23226. Call 783-2886-2835.

Immediate opening for newsman to take charge of News Department in middle-of-road AM-FM station in small market. Experience desirable but not mandatory. Send resume to WVSC, Box 231, Somerset, Pennsylvania 15501.

Production—Programing, Others

Group operator has openings for program directors in two southern cities with top 40 rock experience. Must be promotion minded, contest oriented, idea man. Production ability on commercial spots very important. Annual salary in top four figures to start plus annual bonus based on ratings and business produced. Send complete details together with outline of successful ideas you have developed. Box K-50, BROADCASTING.

New full time, full color UHF independent going on air in November needs to fill these last remaining vacancies. Copywriter, photographer, film department manager (experience necessary), salary commensurate with ability. Contact Lowell "Bud" Paxson, WNYT-TV 28, Jamestown, New York. Area code 716-484-9191.

RADIO

Situations Wanted Management

30 years in all phases. Strong creative sales—Programming—Administrator. Seek challenge and stability. Pacific Northwest only. Box K-74, BROADCASTING.

Only a challenge with real money and responsibility can entice me from my position as manager of programming and operations for Top 40 chain. Box K-103, BROADCASTING.

Available now; Creative 28 yr. old hard working vet of the business 9 years. Sales, sports, programming—management opportunity with chance to become part owner. Phone-Sell ask for Pat. 714-256-5491.

Sales

World's worst DJ, world's best time salesman; third class ticket, first class everything else, TV, AM-FM. Box K-94, BROADCASTING.

Tired of traveling. Twelve years in radio, and TV film sales. Looking to settle for right situation in local radio station and willing to invest. Box K-95, BROADCASTING.

Announcers

Sportscaster, 5 years experience. Some TV. Excellent background. College graduate. First phone. Box H-141, BROADCASTING.

Versatile network quality voice. Young, experienced, west coast based announcer will re-locate to metropolitan market. Box J-238, BROADCASTING.

1st phone—Announcing, copy, production. Solid background. All formats. Box K-63, BROADCASTING.

No. 1 rated afternoon man in top 50 market looking for move up. Prefer East coast area. If possible would like chance to do TV also. Have background. Top 40 stations only. Box K-68, BROADCASTING.

Happiness would be going home. to New York City. Ten years experience. Humorous personality, any format . . . production, programming. Currently medium market pd. Box K-69, BROADCASTING.

Family man desires career opportunity. Veteran, 25, some college, bi-lingual, 3rd ticket. Past news director, presently morning man and production manager. Would like opportunity in play-by-play. Management potential with strong sales background. Prefer New England coast but will consider other areas offering ideal environment for raising my family. Tape and resume for your approval. Box K-70, BROADCASTING.

Responsible air personality, production man. —First phone—Six years varied experience —Can handle PD position—28—Family—Currently earning \$7,500—Best solid offer! Box K-73, BROADCASTING.

News-caster, DJ, Announcer, aggressive, and talented. Experienced. anywhere. Box K-77, BROADCASTING.

Female DJ—tight board work, third class ticket. Eager and willing to work hard. Box K-80, BROADCASTING.

Experienced announcer newsman, production, masters degree, family, currently employed large market. Box K-89, BROADCASTING.

Intelligent, well-read announcer with first phone seeks telephone talk-show. Good newsman. Not afraid of controversy. Box K-92, BROADCASTING.

DJ, News, warm personality, work with anyone. Tight board, third endorsed. Box K-93, BROADCASTING.

Calling Radio Station SOUL: Experienced Negro lady DJ/Announcer. Excellent news and commercial delivery. Good sales . . . Beautiful voice . . . cool personality . . . operates own board . . . third class endorsement . . . Will relocate. Box K-99, BROADCASTING.

Experienced Top 40 PD, with 1st phone. Box K-102, BROADCASTING.

Looking for qualified Program Director? I know music, promotions, production and operations inside out. Box K-105, BROADCASTING.

Negro D. J. announcer, tight board, recent graduate. Looking for first job. 3rd phone. Box K-114, BROADCASTING.

Top 40 DJ, first class ticket. 3 years experience—tight board—good voice—Southern market preferred. Box K-116, BROADCASTING.

Looking for a solid top 40 operation that's progressive in a market of at least 100,000. College and broadcasting school background, with 3 years experience. Anyone interested? Box K-118, BROADCASTING.

"Hawaii Calling?" Totally experienced mature (26) radio and TV announcer wants to return and settle in Hawaii. Salary open. Military closed. Excellent references, including present employer. Box K-121, BROADCASTING.

Eighteen year old Columbia College student, just graduated from midwestern broadcasting school, desires full or part time work as staff announcer on station, not necessarily real near Chicago, but within reasonable commutable distance so that he may attend college. School schedule is workable has third class ticket with endorsement. Should be draft exempt because of school shortly. Contact Michael McKenna at YMCA Hotel, 826 South Wabash Avenue, Chicago, Illinois.

Announcers—(cont'd)

Three years experience (AFRTS) in all phases radio. Production, continuity combo. Top 40 or MOR. Military obligation fulfilled. Strong on sports news 23 will relocate. Mike Newhouse, 1216 North Blvd. Randolph AFB, Texas, 78148 or 1-512-658-4851.

Ohio and Indiana . . . Top-forty personality, 21 years old, draft exempt, third endorsed, phone 513-662-5291.

Negro 1st phone DJ, Broadcast school graduate, college, and draft exempt. Limited experience but really have a swinging style. Jay Jackson, 6620 South Drexel Ave., Chicago, Illinois 60637, or HY 3-2676.

Mature broadcaster; Air-salesman; first phone; sales production, management experienced. (312) 225-5268.

Technical

"First" heavy on maintenance. (Annncr. experience MOR, Top 40). Pittsburgh, Western Pa., Western Ill. Avail. Nov. 20. IV-A Box K-81, BROADCASTING.

First phone engineer with audio Production and Radio-TV Broadcast experience desires announcer-engineer position with maintenance duties. Draft exempt. Single, but have obligations to meet. C & W. South Central area preferred but will consider all. Available immediately P. O. Box 843, Springfield, Missouri 65801.

NEWS

Available November—Top pro-News-Talk. Now working second market—wants climate and five figures—To build rating. Box K-97, BROADCASTING.

Production—Programing, Others

Creative idea-man-experienced, talented DJ —motivating copy writer—knows music. Seeks challenging position as PD-DJ or Assistant PD-DJ. Box K-42, BROADCASTING.

Pro First phone full charge Program Director. Top-40 or R & B. Box K-65, BROADCASTING.

Switching to Top 40? As your program director, I'll give you the consistent image and tight format you need to be number 1. Box K-101, BROADCASTING.

\$300 weekly rents America's second best Top 40 Program Director. Since he's only No. 2, he tries harder—to make your station No. 1. Box K-104, BROADCASTING.

Be No. 1. I have the ideas, knowledge, skills, and experience to make your Top 40 station the leader. Box K-106, BROADCASTING.

Personality plus airman seeks PD position. Thoroughly experienced. Top-notch production man. Extensive knowledge jazz and MOR. Currently hosting top-rated nighttime talk show in metro market. Box K-117, BROADCASTING.

Music. Program. Production. Bright, happy sound. Sports play-by-play. Prefer up-tempo adult or Top 40. Young family man. Tom Nelson. 417-869-4533.

20 years radio and TV professional available. Production, film, programming, direction, major market management. Top references 213-340-6053.

TELEVISION—Help Wanted

Announcers

Small market sports announcer! Ready to move up? Contact Don Picken, News Director, WJRT-TV, 2302 Lapeer, Flint, Mich.

Technical

New England NBC affiliate. Assistant chief with good possibility of becoming chief. Must be experienced in studio and transmitter maintenance. Good pay. Box K-51, BROADCASTING.

\$130-\$150 wkly 1st class radio engineer for chief and maintenance job. \$150-\$200 1st class TV engineer chief and maintenance with Baltimore radio & TV outlet. Box K-84, BROADCASTING

Chief Engineer—Immediate Opening—Network station with color transmitter-studio-microwave. VTR Units. Live-Work-Play in Great Northeast. Real opportunity with a future for right person. Box K-98, BROADCASTING.

Technical—(cont'd)

First phone engineer for television station. No announcing; location—Northern Lower Michigan. Box K-100, BROADCASTING.

Need operating and maintenance engineers with some VTR experience. AM-FM and microwave helpful. KREX-TV, Grand Junction, Colorado.

Immediate opening for broadcast engineers, all color station, second class phone license required. Send resume to WNYT-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer. TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

TV Engineer. Immediate opening for young man with first phone license. . . . Some experience preferred but could consider man with fundamental knowledge and capability to learn quickly under chief engineer. WSAV-TV, Savannah, Georgia.

Television technicians—Must have 5 years TV experience. Pay range \$3.97 to \$5.75 per hour. Excellent working conditions. Full government benefits. Normal hours 8:45 a.m. to 5:30 p.m. Mon.-Fri. Jobs in Washington, D. C. U. S. citizens only. Send application to U. S. Information Agency, IPT/R, Washington, D. C. 20547. An Equal Opportunity Employer.

Television Engineer—Expanding instructional television system requires engineer with broadcast or ETV experience. Equipment includes three studio cameras, film chain, four VR680's programming to two channels on campus cable system. New remote truck equipped with vidicon cameras. Applicant will aid and assist in design, installation, and maintenance of the system, part time assistance with studio and remote operations as needed. Salary in the \$700/mo. range. Send resume, address, and phone number to Ralph L. Smith, Director of Radio and Television, Illinois State University, Normal, Illinois 61761.

Full color station needs engineer with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer first phone requirement—send details to J. W. Robertson, Vice President-Engineering, P. O. Box 1457, Lexington, Kentucky.

Senior TV Operations engineer and/or TV operations engineer for ETV station. 1st class FCC license and minimum one year video tape or transmitter experience required. Station facilities include color and mobile equipment. Salary range \$708-\$742-\$780. Send resume of training and experience by October 16, 1967, to Clark County School District, Classified Personnel Dept., 2832 E. Flamingo, Las Vegas, Nevada 89109.

NEWS

Top ten market VHF wants first rate reporter. Must be able to go get story, write and put it on the air. Broadcast experience desirable but news background paramount. No announcers or DJ's please. Send resume, photo and salary requirements. Box J-250, BROADCASTING.

News Director. West Coast. We want a working newsman capable of running a five man television news department. No on-air work involved. Our man will spend more time as a reporter than an administrator. Send photo, salary requirements and resume to Box K-78, BROADCASTING.

Responsible reporter who can handle his own film work sought for new bureau in Grand Rapids, Live TV newscast inserts from newly constructed facilities included. Unlimited challenge for the man who has integrity and a desire to work news for a company that places journalism first. Send video tape or film, resume and salary requirements, to Fred Douglas, News Director, Fetzner Broadcasting Company, 590 West Maple Street, Kalamazoo, Michigan 49001.

Production—Programming, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Production—Programming, Others

Continued

Production manager. Young, aggressive production exec wanted to coordinate production activities at major midwest station in a top-ten market. The man we're seeking knows how to create high quality production values through the careful use of first-rate skilled personnel and the latest technical equipment. Send complete resume and salary history to: Box K-85, BROADCASTING.

Floor Manager needed immediately by a growing UHF station in the Mid-West. If you have experience in lighting, camera, and studio production, contact Production Manager, WKNX-TV, 5200 State St., Saginaw, Michigan.

On-Air-Promotion Writer. WLWT, the nation's largest local live programming station is seeking a person to handle all activities related to promotion of local and network programming, both on-the-air and on a community wide basis. This person will also be exposed to sales promotion, advertising, and press relations activities within the department. Candidates should be young, draft-exempt, college graduates, with a degree in Journalism or Radio and TV. They should have the equivalent of at least one year's directly related experience in TV promotion or programming functions, and have the potential to grow in stature and responsibility within our expanding broadcast organization. We offer a good starting salary and a liberal fringe benefits program. Send a complete, confidential resume of age, education, marital status, experience, and current earnings to Employment Manager, AVCO Broadcasting, 140 W. Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer.

Director-Announcer. Leading southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. Some booth announcing. WSAV-TV, Savannah, Georgia.

Attn. cameramen and photographers. Send us your President Kennedy slides and films. We are editing educational TV and textbooks. Royalty money if accepted. All returned. Father Henry E L S, Inc., Suite 915, 512 Nicollet Bldg., Mpls, Minn.

TELEVISION—Situations Wanted

Management

TV operations manager, Executive with major UHF experience wants to put know-how to work from the ground up with new TV station. Can help you avoid costly errors in operations and production setup. Box K-61, BROADCASTING.

Seven years as a consultant in sales, 15 years of top sales with top groups and 3 years of network sales. Seek management in smaller market or job involving extensive travel. Box K-72, BROADCASTING.

Announcers

Annrc. Best TV-Radio news experience. Emcee-general announcing. 12 yrs. 50 kw. Metro area only. Box K-87, BROADCASTING.

Experienced announcer director, on camera, news, weather, familiar all aspects. TV and radio production, masters degree, family, currently employed large market. Box K-88, BROADCASTING.

Technical

First phone, 23. Radio, no TV experience. Ready to learn. Pittsburgh, Western Pa., Western Ill. Maintenance. Box K-82, BROADCASTING.

Working small market chief desires change. Interested in position offering advancement opportunities in solid state and color operations. Midwest preferred. Box K-97, BROADCASTING.

Television chief, 12 years experience, color, construction, maintenance, operations, desires to relocate in Florida. Will consider assistant's or supervisory position. Age 38, family, excellent references. Box K-113, BROADCASTING.

1st phone 10 yr. radio combo desires TV as operator-switcher and/or announcer. Must be permanent, available now. 618-498-4031.

NEWS

Documentary and commercial film producer, writer, cameraman, editor, would like challenge of large market station or group. Fifteen years in broadcasting, five years as program manager of successful medium market, all color station. Can travel. Box K-59, BROADCASTING.

TV News Director—Currently employed in large Calif. market. Young, aggressive, proven administrative ability. Journalism degree. Top references. Will relocate. K-67, BROADCASTING.

Production—Programming, Others

Looking for a challenge as a producer and/or director at a "professional" operation. Two years commercial television and one year instructional television experience. University degree, married, twenty-six, excellent background. Want to get ahead and progress. Box K-15, BROADCASTING.

Program manager of top rated market, color station with over fifteen years in broadcasting, strong background in management, production, systems, would like challenge of larger market. Box K-60, BROADCASTING.

TV Operations/Program Director. Young executive with major market station. Extremely heavy commercial and sports remote production. Can build and run a well-organized staff. Box K-62, BROADCASTING.

Reporter-cameraman for top twenty-five market station ready to specialize in reporting in similar sized market. Box K-90, BROADCASTING.

Kovacs-type TV personality writer. Brilliant. Funny. Reasonable. Box K-120, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted immediately used heavy duty self-supporting tower, 225'-300'. Set price or we will bid. Urgent! Box K-49, BROADCASTING.

Used 250, 1 kw AM Xmitter. No junk KRSP-Radio, 1130 West—5200 South, Salt Lake City, Utah 84107.

Wanted to buy: Used UHF Channel 21 antenna. Also For Sale: UHF RCA Channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N.C.

Manaural Audio Console in good condition. record/playback cartridge machine and playback only cartridge machine. Contact Willis, WOMT, Manitowoc, Wisconsin—414-682-8247.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3/4", 50 Ohm. Jacketed, unused. TDR tested. Surplus price 4000 ft. available. Sierra Western Electric Box 4668, Oakland, Calif. 94623. 415-832-3527

RCA BTA-250L transmitter. On the air, in daily use, only selling because of power increase. \$500 firm and you pay shipping. WSMD, La Plata, Maryland.

New Gates producer used 100 hours, no modifications. Best offer over \$400. Box 965, Fremont, Nebraska.

Self-supporting towers. 325' \$4,000.00 each—Guyed 330' \$1650.00, ground wire 75# lb. Bill Angle, 919-752-3040, Greenville, N.C. Box 55.

10 kw FM Transmitter—Includes Westinghouse 3 kw and 10 kw units with Collins A 830-2 10 watt wide-band FM exciter. Good for stereo. Also extra tubes. Still in operation while installing higher power equipment. Box K-91, BROADCASTING.

Collins ring antenna, horizontal (with heaters) and vertical . . . approximately one year old. \$3200.00 apiece . . . available shortly. Box K-107, BROADCASTING.

Ampex PR-10 w/remote & 30' cable, portable case, 2 track, less than 30 hrs. use, mint condx. \$800. Box K-108, BROADCASTING.

FOR SALE—Equipment

Continued

Video tape recorders—Sony CV-200D, Concord VRT500, all accessories. Box K-111, BROADCASTING.

100 watt General Electric Transmitter. Excellent condition. Box K-112, BROADCASTING.

Three ATC playback units and two record amplifiers . . . all in operating condition . . . model P-190's . . . entire package for \$500.00 . . . Call Al Graham, WHAB, Baxley, Ga. 912-367-3001.

For Sale: Ampex 601-2. Completely restored to new condition. New heads and motor, \$600.00. Glenn L. Allen, 5 South Street, Plymouth, Connecticut 06782.

Equipment—Top brands, buy, sell, trade, special offers. Audiovox, Box 7067-55, Miami, Florida. 33155.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa. Calif. 95336.

Comedy material. Original, terrific, Listings, dime. Frankel, P. O. Box 983, Chicago 60690.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11229.

Composite week log analysis and complete preparation of Section IV-A for license renewal; also between-renewal log analysis for management control of programing percentages. Reasonably priced, completely accurate. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class Licensee schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for January 10. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"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. Class begins Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Fla.

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Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.

Earnings up to \$300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s—newcasters production personnel. Announcer Training Studios, 25 W. 43 St., New York, 10036. Veteran approved. Licensed by N.Y. State. Phone OX 5-9245.

N.Y. City's most famous Broadcast School—NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . . Famous for good announcers. . . . Famous for best deejays. . . . Approved for veteran training. Licensed by State of New York. N. Y. School of Announcing and Speech, 165 West 46th Street. NYC. (212) LT 1-3471.

See our display ad under in instruction. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

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REGIONAL MANAGERS
SYSTEMS MANAGERS

TECHNICIANS
INSTALLERS

SEND RESUME AND SALARY
REQUIREMENTS

IN CONFIDENCE TO
Box K-86, BROADCASTING.

Announcers

ANNOUNCER

5 KW seeking educated, experienced, professional, NOW. Position may include variety of duties depending on abilities. Pleasant working conditions and a good future. Send tape, resume, references, and a recent picture.

Contact: Norman S. Greenberg
W.I.B.V. Box 91, Belleville, Illinois

ANNOUNCERS WANTED

Here's the perfect chance for you to get in on the ground floor of a brand-new 10,000 watt, English-language, AM operation in San Juan, Puerto Rico.

This station is owned by one of America's top show-business personalities, and is seeking announcers who are:

Anxious to live in this U. S. Commonwealth. Possessed of a good voice, vital delivery and style. Aware of what radio production is all about. Ready to take a crash course in Spanish, if necessary. Single, or if married, without children. Hard-working and anxious to learn. Young, but not too young to have had at least two years' experience.

If you meet the above qualifications, this is what we offer:

A firm contract. Good salary. Transportation to and from Puerto Rico. Help in locating an apartment, and free room while you look. Hospitalization benefits. Pool privileges.

Station will begin operations around January 1, 1968.

Send full information about yourself, a current informal picture of you, and audition tape of your air work and commercial announcements which you may have produced to:

Bob Bennett
Manager
WBMJ
Penthouse
San Juan Darlington Hotel
San Juan, Puerto Rico 00907

Announcers—(cont'd)

WANTED NOW!

A modern radio
morning \$TAR

Tape & resume to
Box K-110, BROADCASTING.

Sales

UNUSUAL OPPORTUNITY

WVDC, one of the nation's foremost independent radio stations is increasing its sales staff. We are looking for a young man with creative sales ability, aggressiveness, the ability to communicate at all levels of our business, and a conviction of success. Excellent fringe benefits. If qualified, future earnings are unlimited. WRITE:

Stan Stoller, WVDC
Avco Broadcasting Corporation
Box 4068, Washington, D. C. 20015
Equal Opportunity Employer

NEWS

IMMEDIATE OPENING

for mature, aggressive newsman
at 10,000 watt 24-hour modern country music station in Los Angeles area. Air mail tape, photo & resume to:
Dick Spangler, News Director,
KBBQ, Burbank, Calif.

Production—Programing, Others

PROGRAM DIRECTOR

Top 40 Radio
Idea man needed for swinging operation in top 100 market, Midwest location. Salary open, \$10,000 P.A. our minimum. Tape and resume to
Box K-58, BROADCASTING.

INSTRUCTIONS

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FOR SALE

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Contact W. A. Searle
Radio Station KPOS
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MISCELLANEOUS

HOT

"While others burn their draft
cards, your sons and our sons
gallantly defend the American
way of life."

Voices from Viet Nam

SYNDICATED

Gospel RADIO Network
135 West Main
Puyallup, Wash. 98371

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SMALL MARKET FM

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\$30,000 or will consider selling 50%
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Box K-44, Broadcasting.

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Working interest in Western Oregon single
market 5 KW daytimer with option to buy
entire operation. Good potential for hustler.
Any reasonable financial offer considered.
Deal direct with owner.

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BROKERS-CONSULTANTS

(Continued from page 83)

Spring, Dupont City, Rand, Malden, Georges Creek, Port Amherst, Campbells Creek, Witcher, Diamond, Quincy, Cheylan, Hastings Drive and Reynolds Branch, all West Virginia (Charleston-Huntington, W. Va.-ARB 46). Ann. Sept. 29.

H. C. Osterlag Cable Television Inc.—Requests distant signals from WTTG-TV, WDCA-TV and WOOK-TV, all Washington; WPHL-TV, WIBF-TV, WKBS-TV, KYW-TV and WFIL-TV, all Philadelphia, and WMET-TV Baltimore. System also intends to carry ch. 23 Philadelphia and chs. 45 and 54 Baltimore when operational to Wrightsville borough, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 29). Ann. Sept. 29.

INITIAL DECISION

■ Limitations on operations of CATV systems in San Diego were ordered removed in initial decision issued Oct. 3 in San Diego CATV case by FCC Hearing Examiner Chester F. Naumowicz Jr. (Doc. 16786). San Diego CATV systems had been restricted from expanding their distribution of Los Angeles television signals in San Diego market. Television stations and CATV systems, parties to proceeding, have been ordered to submit to commission, within 60 days, copy of an agreement detailing methods for protecting market exclusivity of syndicated programs, for San Diego television stations. Initial decision follows hearing which began Dec. 12, 1966. Record was closed on July 12, and filing of proposed and reply findings was completed Sept. 8. Hearing was initiated by complaints by Midwest Television Inc., licensee of KFMB-TV, ch. 8, San Diego, that San Diego CATV systems were carrying signals of Los Angeles TV stations in violation of commission rules.

OTHER ACTIONS

■ Texas Community Antennas Inc., Springdale, Ark., ordered to provide program exclusivity for signals of station KFSA-TV Fort Smith, Ark. (ABC-CBS), on its Springdale CATV system in compliance with Sec. 74.1103(e) of rules. Texas Community had requested waiver of exclusivity requirement of rules contending that KODE-TV (CBS-

ABC) places stronger actual signal into area, that CATV rules are unconstitutional and not within commission's jurisdiction and that Springdale is not within KFSA-TV's actual grade B contour. Commission pointed out that Texas Community's allegation of lack of grade B signal is unsupported by affirmative engineering data, that it has not supported argument that KODE-TV places stronger signal into Springdale, that no ground for argument as to unconstitutionality has been specified, and that grounds for commission jurisdiction have been set forth in second report of order. (By memorandum opinion and order; Commissioner Loevinger concurring in result.) Action Sept. 27.

■ GT&E Communications Inc., has been authorized to begin CATV operations in Owosso and Corunna, both Michigan, carrying the signals of WJIM-TV (CBS) and WILX-TV (NBC) of Lansing, WNET-TV (NBC) and WUCM-TV (educational) of Bay City, WKNX-TV (CBS) of Saginaw, and WJRT-TV (ABC) of Flint, all Michigan. Action by commission Sept. 27 by memorandum opinion and order. Commissioners Hyde (chairman), Lee and Wadsworth, with Commissioners Cox and Johnson concurring, and Commissioner Loevinger abstaining from voting.

■ Willmar Video Inc., owner and operator of CATV system in Willmar, Minn., must provide program exclusivity for KCMT-TV under terms of initial decision issued by Hearing Examiner David I. Kraushaar. Willmar was ordered to cease and desist from violation of Sec. 74.1103(e) of rules by denying KCMT's request for program exclusivity. Central Minnesota Television Co., licensee of station KCMT-TV on May 2, petitioned for issuance of cease and desist order. Commission designated proceeding for hearing on July 24. Examiner Kraushaar concluded that evidence and findings, un rebutted or impeached, show that Willmar has been, and is, in violation of rule 74.1103(e) by its continuing failure and refusal to honor the requests of KCMT for program exclusivity. "The violation is clearly repetitive in character and if permitted to continue will impede the commission's efforts to provide protection for local television service against the effects of the importation of distant, lower priority, television signals in the area by the cable company," Examiner stated. Action Oct. 3.

■ Commission has directed Clearview TV Cable Inc. to show cause why it should not be ordered to cease and desist from importing distant TV signals on its CATV systems at Enumclaw and Buckley, both Washington, in violation of commission's rules. Sec. 74.1107 of commission's rules forbids importation of distant TV signals by CATV system into top 100 TV markets, without either an evidentiary hearing or waiver. Show cause order was requested by KIRO Inc., licensee of Seattle KIRO-TV, ch. 7. KIRO Inc., said that Clearview carries distant signals of KVO5-TV Bellingham, Wash., CBUT-TV and CHAN-TV, Vancouver, British Columbia, and CHEK-TV, Victoria, British Columbia. Commission also ordered hearing examiner to certify record to commission for final decision immediately upon its closing, and gave parties 7 days for filing findings after date record is closed. Action by commission by order Sept. 27. Commissioners Hyde (chairman), Lee, Cox, Wadsworth and Johnson; Commissioner Loevinger abstaining from voting.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 27 in Mayfield and Paducah, Ky. and Cape Girardeau, Mo. (Meredith-Avco Inc., Hirsch Broadcasting Co. and Paducah Newspapers Inc.) CATV proceeding designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for Oct. 9 and hearing for Nov. 3 (Doc. 17721). On Sept. 26 in Bluefield, W. Va. (Bluefield Television Cable and Bluefield Cable Corp.) CATV proceeding designated Examiner Herbert Sharfman to serve as presiding officer (Doc. 17469). On Oct. 2 in Fulton, Ky. and South Fulton, Tenn. (Twin Cities Cable Inc.) CATV proceeding designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for Oct. 12 and hearing for Nov. 7 (Doc. 17737).

■ Hearing Examiner David I. Kraushaar on Sept. 25 in Aiken, North Augusta, Barnwell and Williston, all South Carolina and Augusta, Ga. (Aiken Cablevision Inc. and Home CATV Inc.) CATV proceeding scheduled certain procedural dates and hearing for Dec. 18. Also ordered that subpoena issued to and served upon Virgil B. Wolff is vacated (Docs. 17057, 17629).

■ Hearing Examiner Forest L. McClennan on Sept. 29 in Dalton, Ga. (Multivision Northwest Inc.) CATV proceeding denied motion of Multivision Northwest Inc. for continuance of hearing presently scheduled to commence on Oct. 9 (Doc. 17066).

■ Hearing Examiner Chester F. Naumowicz Jr. on Sept. 29 in Greensboro-High Point-Winston-Salem, N. C. and Roanoke, Va. (United Transmission Inc.) CATV proceeding continued hearing pending further order (Doc. 17653).

Ownership changes

APPLICATIONS

WHMA-AM-FM-TV Anniston, Ala.—Seeks transfer of control from Ed E. Ayers and First National Bank of Anniston, executors of estate of Harry M. Ayers, to Harry Brandt Ayers and Elise Ayers Sanquineti (each 40%). Both principals are 23% stockholders in The Anniston Star. Ann. Sept. 30.

WACT-AM-FM Tuscaloosa, Ala.—Seeks transfer of control from Frank E. Holladay and Joseph W. Carson to Clyde W. Price (48% before, 100% after). Mr. Price served as director, vice president and manager since 1961. Consideration \$95,000 plus \$3,571.60 on indebtedness. Ann. Oct. 3.

KMAK Fresno, Calif.—Seeks transfer of control from KPOI Broadcasting Inc. to Atlantic States Industries Inc. Principals: Ralph C. Guild, president (46.5%) et al. Mr. Guild is president, director and 75% stockholder of WLOB-AM-FM Portland, Me.; WRYT Boston; WTSA Brattleboro, Vt., and WNVY Pensacola, Fla., and is executive of McGavren-Guild Inc., national station representatives. Consideration \$335,000 plus assumptions. Ann. Oct. 3.

KIHP-TV Santa Barbara, Calif.—Seeks assignment of CP from Monte Mar Broadcasting Inc. to Communications Corp. of Santa Barbara Inc. for \$15,000. Principals: Sherman Grinberg, president and William J. Hawthorne, vice president and treasurer (each 50%). Mr. Hawthorne is vice president of programming for Pacific Broadcasting Co., Honolulu (general manager of KCMV-TV Honolulu); vice president of Sherman Grinberg Film Libraries; 50% interest and president of Brilliant Music Inc., music cues for TV and film, and owner and president of Funnyworld Productions Inc. Mr. Grinberg is in some of same businesses as Mr. Hawthorne and is also owner and president of Filmrite Associates Inc., United Film Laboratories Inc. and Sportfolio Inc., film productions and labs. Ann. Oct. 4.

KI2DU Saratoga-Los Gatos, Calif.—Broadcast Bureau granted assignment of license for VHF TV translator to Standard Property Co. Action Sept. 28.

KOA-AM-FM-TV Denver and KOAA-TV Pueblo, both Colorado—Seeks transfer of control of Metropolitan Television Co. from William Grant, et al. to General Electric Broadcasting Co. Consideration is \$10 million in GE stock, plus adjustments. Adjustments will include \$1.5 million in GE stock to be received from sale of KOAA-TV Pueblo, Colo., by Metropolitan Broadcasting to Sangre de Cristo Broadcasting Corp. General Electric Broadcasting is licensee of WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y.; WSIX-AM-FM-TV Nashville. Reid L. Shaw, vice president and general manager. Ann. Oct. 4.

WJHG-TV Panama City, Fla. and WALB-TV Albany, Ga.—Broadcast Bureau granted mod. of licenses to change name to Gray Communications Systems Inc. Action Sept. 28.

WRDW-TV Augusta and WSOL Tampa, Fla.—Seeks assignment of license from Rust Craft Greeting Cards Inc. to Rust Craft Broadcasting Co. See WPIT-AM-FM Pittsburgh below. Ann. Sept. 29.

WGGA Gainesville, Ga.—Seeks transfer of 99.74% of outstanding voting stock from Charles Smithgall to Radio Station WGGA Inc. for \$427,300. Principal: James L. Kirk II, president (100%). Mr. Kirk is majority stockholder in KVOL Lafayette, La., is certified public accountant, owns real estate and is majority stockholder in Southern Melody Inc., franchised Muzak operation. Ann. Sept. 28.

WEIC-AM-FM Charleston, Ill.—Seeks assignment of license from Friendly Broadcasters Inc. to Community Communications Associates Inc. for \$171,000. Principals: John Hurlbut, president (51% with wife), Dr. Ernest Lowenstein, vice president (41.65%) et al. Dr. Lowenstein is general practitioner, and owns corporate stock in Mt. Carmel Register Corp. Mr. Hurlbut is officer, director and stockholder of WVMC Mt. Carmel and WGLC-AM-FM Mendota, both Illinois. Ann. Sept. 29.

*KSJR-FM and KSJN-FM, both Collegeville, Minn.—Seeks assignment of license

FOR SALE—STATIONS

Continued

Lia Rue Media Brokers Inc.

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Cal.	small	daytime	\$110M	\$32M
M.W.	metro	FM	100M	1/3
West	metro	TV	1.2MM	terms
East	suburban	fulltime	500M	terms
R.M.	group	AM+TV	525M	35%


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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

from Order of St. Benedict Inc. to St. John's University Broadcasting Inc. for reasons of incorporation. Principal: Barry J. Coleman, OSB, president. Order of St. Benedict will lease studios and offices to St. John's for \$20,000 per year for five years. Ann. Sept. 28.

KLGR Redwood Falls, Minn.—Seeks transfer of control from Eugene G. Randolph to Alver Leighton. Agreement is for Messrs. Randolph and Leighton to each own 50%. Mr. Randolph will sell 1% of total outstanding stock to Mr. Leighton. Mr. Leighton is principal of KDLM Detroit Lakes, Minn. Ann. Oct. 4.

KTTR Rolla, Mo.—Seeks assignment of license from Luther W. Martin tr/as "Show-Me" Broadcasting Co. to Phelps County Broadcasting Inc. for \$250,000. Principals: R. McKune, president. Mr. McKune recently resigned as manager of KWBB and KQTY-FM Wichita, Kan. Ann. Oct. 4.

KNCY Nebraska City, Neb.—Seeks assignment of license from Sam M. Arnold, Samuel A. Burk and Edwin D. Hundley d/b as Otter Broadcasting Co. to The KNCY Radio Corp. for \$110,000. Principals: Carl M. Adams, president (67.5%) and William E. Wickens (22.5%), secretary-treasurer and Robert A. Clark, vice president of operations. Mr. Adams is in land development, Great Lakes Broadcasting Co. (formed to seek CATV franchises), is director of bank, country club, sheet piling distribution company and vice president of newspaper publishing company. Mr. Wickens is attorney and has diversified interests. Mr. Clark is salesman for KNCY. Ann. Sept. 29.

KLOS Albuquerque, N. M.—Seeks assignment of license from B & M Broadcasters Inc. to William P. Stanley, trustee in bankruptcy. Ann. Sept. 28.

KDCE Espanola, N. M.—Seeks assignment of license from E. Boyd Whitney to John Burroughs. Mr. Whitney will give Mr. Burroughs 50% interest in KDCE for KRZE Farmington, N. M. Contingent on simultaneous grants. (see below) Ann. Oct. 4.

KRZE Farmington, N. M.—Seeks assignment of license from John Burroughs to E. Boyd Whitney for 50% interest in KDCE Espanola, N. M. (see above). Mr. Burroughs has 40% interest in KMUL-AM-FM Muleshoe, Tex.; 100% owner of KRSY Roswell; 70% interest in KRZY and KRST-FM Albuquerque, and 50% in KDCE Espanola, all New Mexico. Mr. Whitney has been general manager of KRZE since 1963. Ann. Oct. 4.

WFAS-AM-FM White Plains, N. Y.—Seeks assignment of license from Westchester Corp. to Courtland Broadcasting Corp. Principals: Lucile and Harry H. Stone. They presently own 70% of Westchester and propose to surrender stock for redemption and receive assignment of all assets of WFAS-AM-FM, and assets will, in turn, be assigned to new corporation. See WIXY and WDOK-FM Cleveland, below. Ann. Sept. 29.

WPET Greensboro, N. C.—Seeks assignment of license from WPET Inc. to Mido Communications Inc. for \$185,000. Principals: Donald L. Wilks, president and Michael E. Schwartz, vice president (each 50%). Mr. Wilks is vice president, secretary, assistant treasurer, director and 50% stockholder of WTYM East Longmeadow, Mass. Mr.

Schwartz is president, treasurer, director and 50% stockholder of WTYM. Ann. Oct. 3.

WIXY and **WDOK-FM** Cleveland—Seeks transfer of control from Lucile (51%) and Harry H. Stone (19%) to Norman Wain, Robert C. Weiss and Joseph T. Zingale. Present stockholders will retain WFAS-AM-FM White Plains, N. Y. (see above) Consideration \$2 million. Ann. Sept. 29.

WPIT-AM-FM Pittsburgh—Seeks assignment of license from Rust Craft Greeting Cards Inc. to WRCP Broadcasting Corp. Application is for corporate reorganization. Rust Craft Greeting Cards Inc. is licensee of WRDW-TV Augusta; WSOL Tampa, Fla.; and applicant for new FM in Tampa, Fla.; Rust Craft Broadcasting Co. is licensee of WSTV-TV Steubenville-Whelling, WSTV-AM-FM Steubenville, all Ohio; WJKS-TV Jacksonville, Fla., and applicant for new UHF in Utica, N. Y. (ch. 20); Rust Craft Broadcasting of Pennsylvania Inc. is licensee of WRCP-AM-FM Philadelphia; Rust Craft Broadcasting of New York Inc. is licensee of WROC-AM-FM-TV Rochester, N. Y.; Rust Craft Broadcasting of Tennessee is licensee of WRCP-TV Chattanooga, and Radio Buffalo Inc. is licensee of WWOL-AM-FM Buffalo, N. Y. Ann. Sept. 29.

WBRE Moncks Corner, S. C.—Seeks assignment of license from Lord Berkely Broadcasting Inc. to Berkely Broadcasting Corp. for \$111,000. Principals: Vincent M. French, president (60%) et al. Mr. French owns 95% of background music system service. Ann. Oct. 4.

WHHM Henderson, Tenn.—Seeks assignment of CP from C. R. Womack to Dixie Broadcasting Inc. for \$3,330.22. Principal: Charles D. Saunders, president (100%). Mr. Saunders also owns WSWG-FM Greenwood, Miss. and has diversified other businesses. Ann. Sept. 28.

WGOC Kingsport, Tenn.—Seeks assignment of CP from J. T. Parker Jr. to J. T. Parker Broadcasting Corp. Mr. Parker will be 100% stockholder and president of corporation. Ann. Sept. 29.

KWFA Merkel, Tex.—Seeks assignment of license from J. Bartell LaRue, receiver, to John Curtis, receiver. Ann. Oct. 3.

KNUS(FM) Dallas—Seeks assignment of license from the McLendon Corp. to KPCN Broadcasting Inc. for \$125,000. Principals: Radio KPCN Inc. (100%), Robert D. Hanna, president. Mr. Hanna is licensee of KPCN Grand Prairie, Tex., and owns R.D.H. Enterprises, Nashville School of Music franchises and Texas Country Music News Inc. (inactive). Ann. Oct. 3.

KSHN(FM) Sherman, Tex.—Seeks assignment of CP from Charles L. Cain to Texas Airwaves Inc. for \$1,000. Principals: Paul N. Brown, vice president (10%) et al. Mr. Brown is attorney. Ann. Oct. 4.

ACTIONS

KQXI Arvada, Colo.—Broadcast Bureau granted assignment of license from Frances C. Gaguine and Bernice Schwartz to Frances C. Gaguine, Bernice Schwartz (each 50% before, 42½% after) and Richard P. McKee (none before, 15%). Consideration \$44,350. Action Sept. 29.

WLAD-AM-FM Daubury, Conn.—Broad-

cast Bureau granted transfer of control from City Trust Co., executor under will of James B. Lee, deceased, to City Trust Co., trustee under Pars. 4 and 5 of will of James B. Lee. Action Sept. 29.

WEDR(FM) Miami—Broadcast Bureau granted transfer of control from E. D. Rivers Sr. (52% before, none after) to E. D. Rivers Jr. and Marie B. Rivers, guardians of their five minor children (45% before, 97% after). Transferees are officers, directors and stockholders of WGUN Atlanta, WEAS-AM-FM Savannah and WGOV-AM-FM Valdosta, all Georgia; KWAM and KLYX(FM) Memphis; WSWN-AM-FM Belle Glade and WSOX Plantation Key, both Florida. No consideration. Action Sept. 29.

WDEN-FM (requested calls) Macon, Ga.—Broadcast Bureau granted assignment of license from Rowland Broadcasting Inc. to Radio Macon Inc. Principals: Marshall W. Rowland and Carol C. Rowland (each 50% before, 50% after). Rowland Broadcasting is licensee of WQIK-AM-FM Jacksonville, Fla. WDEN-FM is to be assigned to same corporation as WDEN, granted July 3 by commission. Action Sept. 29.

WNEX Macon, Ga.—Broadcast Bureau granted transfer of control from E. M. Lowe, deceased, to J. Hall Jr. and First National Bank, as coexecutors of estate. Action Sept. 29.

WMRO-FM Aurora, Ill.—Broadcast Bureau granted assignment of license from WMRO Inc. to Aurora FM Inc. for \$35,000. Principals: Vincent G. Coffey (50% before, 100% after) and Benjamin A. Oswalt (50% before, none after). WMRO Inc. will continue to be licensee of WMRO Aurora. Mr. Oswalt does not wish to continue ownership in FM operation. Action Sept. 29.

WNDR Syracuse, N. Y.—Broadcast Bureau granted transfer of control from Harriet M. and David A. Kyle to Leo Rosen. Consideration \$57,000. Action Sept. 29.

KBMT(TV) Beaumont, Tex.—Broadcast Bureau granted assignment of license from Essex Corp. to Liberty Corp. Application is for consent to transfer KBMT, Liberty Bank stock and office building to newly formed corporation in consideration of issuance to Essex of 100% capital stock 50% of stock of Liberty Corp. to stockholders of Essex, pro rata holdings by them of Essex. Thus, each of present stockholders in Essex will own 50% of his interest in licensee of KBMT directly through his stock ownership in Liberty, and 50% indirectly through Essex of which each will continue to be stockholders. No change of beneficial ownership. Action Sept. 26.

K70AA, K73AA, K76BH and K79AT Bishop and Big Pine, both California—Broadcast Bureau granted assignment of licenses to Eastern Sierra Cable TV Inc. (UHF TV translators). Action Sept. 29.

WOKY Milwaukee, WADO New York and KCBQ San Diego—Broadcast Bureau granted relinquishment of positive control of Bartell Media Corp., stockholder of parent licensees of stations involved. Members of Bartell family in aggregate presently own 1,089,512 shares, or more than 50% of outstanding stock. There is proposed to be sold by Lee B. Bartell, David Bartell and Melvin M. Bartell, 25,000 shares. As a result, Bartell family in aggregate would own less than 50% of stock. Action Sept. 29.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Oct. 4 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.

Jonesboro, Ark.—Jonesboro Cable TV has begun operation of its 9-channel system, which will eventually involve about 120 miles of cable. Installation and first month of service are free.

San Bernardino, Calif.—TV Receptors Inc. has applied for a franchise. Community TV Service Inc. was granted a franchise in 1961.

Lake Wales, Fla.—Lake Wales TV Cable Co. has begun service. The 12-channel system is available to subscribers for a \$25-installation fee.

Titusville, Fla.—Ben Lewis, local electronics dealer, has applied for a franchise.

Tifton, Ga.—Cablevision of Lumberton Inc. has begun service. The 10-channel system has 1,000 subscribers and a potential of

3,650.

■ **Brockton, Mass.**—Cablevision Corp. of America, Boston (multiple CATV owner), has been granted a 10-year franchise. City will receive \$63 per mile of cable installed and \$100 annually. Installation and monthly service charge will run \$14.95 and \$4.95, respectively.

■ **Peabody, Mass.**—Peabody Cablevision Corp., an affiliate of Cablevision Corp. of America, Boston (multiple CATV owner), has been granted a franchise. Installation and monthly service charge will run \$14.95 and \$4.95, respectively.

Salem, Mass.—Vermont TV Corp., Cablevision Corp. of America (multiple CATV owner), National Cablevision Inc. (multiple CATV owner) and MNF Cablevision Co. of Swampscott have each applied for a franchise.

Alpena, Mich.—General Electric Cablevision (multiple CATV owner) has raised monthly service charge from \$3.95 to \$4.50. Installation fee will be reduced from \$58.50 to \$29.50. System has been in operation for 10 years.

Columbia, Mo.—Columbia Master Video Inc., twice an applicant, has reapplied for a 20-year franchise. The firm intends to transfer ownership of the system to First Missouri Cablevision Inc. of Columbia, which

operates a CATV system in Sedalia, thereby providing for public construction and operation; prospectus calls for 587,000 shares of common stock sold at \$2 per share to add to present capital of \$226,000. Twelve-channel service will be offered for \$5.95 monthly.

Ogdensburg, N. J.—Garden State CATV Inc. has had its franchise extended through the next ten years; its present rates of \$35 and \$3.50 for installation and monthly, respectively, to remain unchanged.

Henderson, N. C.—Henderson Community Antenna Inc. has applied for a franchise. The city would be guaranteed a percentage of gross receipts beginning at 5½% and increasing to 8% over a 10-year period.

Salisbury, N. C.—Jefferson Standard Broadcasting Co. of Charlotte (group broadcaster) has applied for a franchise.

Amarillo, Tex.—Vumore Inc. of Oklahoma City, subsidiary of RKO General (group broadcaster and multiple CATV owner) has applied for a 20-year franchise. The city would be guaranteed 4% to 6% of gross income. Twelve channels would be offered for a monthly rate of \$5. Total cost of the system would be approximately \$2 million.

Athens, Tex.—John Key Jr. of Athens has applied for a franchise. Ray Barnes of Palestine had formerly applied.

ABOUT a dozen years ago Grover Cobb turned down a chance to become vice president for radio of the National Association of Broadcasters, saying he preferred to stay in Great Bend, Kan. However, he now has an office at NAB headquarters in Washington, and if there were a sign on the door it would say "chairman of the board."

Grover Cowling Cobb is a small-town broadcaster and civic leader whose opinions have been valued for years in the highest councils of the industry as well as in Great Bend and all of Kansas.

To some of his compatriots in broadcasting, Mr. Cobb gives the appearance of a young man—too young, some have said, to be NAB chairman. What they overlook is the tinge of gray breaking through at his temples and the list of professional and civic achievements he has racked up in his 46 years.

He founded the Kansas Association of Radio Broadcasters in 1951. He has been an untiring worker in getting a junior college with a radio-TV course for Great Bend. He has been president of the Great Bend Chamber of Commerce, Junior Chamber of Commerce, United Fund, Hospital Association and Kiwanis. He is vice president of the Central Kansas Medical Center and a Presbyterian elder and trustee. None of those positions fell his way just because he is a hail fellow, well met.

Grover Cobb is an avid gin-rummy player, better than average golfer, likes to hunt, fish, play softball and basketball, and can rattle off the names and ages of his seven children without referring to crib notes.

First Love ■ When he started college at Kansas Wesleyan University, Salina, in 1939, young Grover was intent on pursuing a journalism career. It seemed a logical choice since in his senior high school year he had won the Quill and Scroll national headline-writing contest and had received honorable mention in the editorial-writing competition.

He found that the local paper had no openings but that KSAL Salina did for a part-time night announcer. Grover Cobb had been bitten by the radio bug, and except for his hitch with the Navy, he has been in radio ever since.

In 1941 things were going quite well for him. The part-time job was running 40 hours a week and he was selling air time on the side. The result often was that full-time student, part-time employee Cobb was drawing a pay check larger than the station manager's.

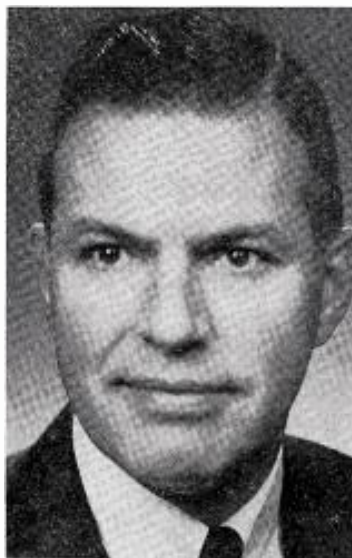
Being of kind heart the manager suggested that Grover was working too hard and should give up time sales. The manager graciously offered to take over the accounts. But student Cobb was majoring in business and had learned his lessons well. He turned to the classified pages of BROADCASTING, answered

Grover Cobb: grass-roots' voice at NAB

an ad, and suddenly found himself bound for WLVA Lynchburg, Va.

He stayed there a year and then returned to school and KSAL, which had gone through a change of managers. In the fall of 1942 and needing only 14 more hours for his baccalaureate, Grover Cobb enlisted in the Navy. He later became an ensign and spent most of his tour of duty teaching young men

WEEK'S PROFILE



Grover Cowling Cobb—chairman, National Association of Broadcasters; VP-gen. mgr., KVGB Great Bend, Kan.; sec.-treas., KSLI Salina, Kan.; b. Ashdown, Ark., Sept. 3, 1921; attended Kansas Wesleyan University, 1938-42; announcer-writer, KSAL Salina, 1939-41; announcer-writer, WLVA Lynchburg, Va., 1941-42; announcer, KSAL 1942; U.S. Navy, 1942-45; sales and program mgr., KSAL 1946-47; mgr., KIMV(FM) Hutchinson, Kan., 1947-48; VP-gen. mgr., KVGB, 1948-present; sec.-treas., KSLI, 1964-present; pres., Cobb and Associates, CATV franchise holder; VP-sec., Security State Bank, Great Bend; sec., Timken State Bank, Timken, Kan.; director, Prudential Savings Association, Great Bend; sec.-treas., General Investments Inc., Great Bend; m. Elizabeth Anne (Fan) McCleary, Excelsior Springs, Mo., Sept. 17, 1949; children—Robert Ty, 17; Thomas Randolph, 15; Robert L., 14; Susan E. 12; Betsy Ruth, 10; Phillip Kevin, 9; Julie Anne, 4; VP, Central Kansas Medical Center; consultant to Barton County Community Junior College; former member—Board of Education, City Council, Governor's Committee on Higher Education; advisory committee, University of Kansas School of Business; radio and TV advisory committee, University of Kansas and Kansas State University; hobbies—golf, gin rummy, gardening, hunting, fishing.

how to fly airplanes.

In 1946 he went back to KSAL as sales and program manager and moved the following year to Hutchinson, Kan., where he became manager of KIMV, a new FM.

Once again everything looked rosy. FM-set penetration was estimated at over 50% and KIMV was crowing over the fact that it was carrying (with sponsors) the baseball games of the Hutchinson Cubs of the Western Association.

Then in Hutchinson, as it had many years earlier in Mudville, disaster struck. A 100-mile-an-hour wind blew into Hutchinson in July 1948 and the ballpark blew down. The team moved to Springfield, Mo. (where it finished last in the league). Mr. Cobb also left Hutchinson, only he didn't cross a state line. He just drove about 50 miles up Route 96 to Great Bend to become vice president and general manager of KVGB. A few years later he borrowed money to buy 20% of the station.

Education plays a big part in Mr. Cobb's life. He has served on the governor's committee on higher education, on the advisory committee of the University of Kansas School of Business and on the radio-TV advisory committee for U.K. and Kansas State University. Presently he is a consultant to Barton County Community Junior College, which hopes to open in 1969.

New Leaders ■ When he talks of radio-TV's future, he is talking about young people and training them for the electronic media. "Today's requirements," he feels, "are entirely different from those of 25 years ago. Today we need more versatility and intellectual capacity in our people."

And when he discusses the awards KVGB has won, he is proudest of the 1963 citation from the Kansas Congress of Parents and Teachers for educational programing.

His association with the two Kansas universities is quite cordial today considering it was the schools' relationship with broadcasters that led Mr. Cobb to form the Kansas Association of Radio Broadcasters in 1951. (There were no TV stations in the state at that time.)

The universities, it seems, were charging the stations some pretty stiff fees for rights to football and basketball games. So Grover Cobb wrote all the stations and said if they banded together they could fight the rights problem. The result was the creation of the KARB, a lowering of sports fees and statewide sports networks for both schools.

On KVGB sports are an important item, particularly local contests. Although bossman Cobb doesn't do the play-by-play or color, he knows there is always a mikeside chair waiting for him. His job: keeping the statistics and delivering the commercials.

Time passed it by

THE FCC heard arguments last week, and the House Communications Subcommittee is scheduled to hold hearings this week, on whether subscription television ought to be authorized for broadcast. Without impugning the sincerity of anyone engaged in these exercises, it is only realistic to state that the subject is academic. There isn't going to be any pay-TV system on the air in this country any time soon, if ever.

The advocates of subscription television have nothing going for them except the abstract proposition that they ought to be given a chance in the marketplace. That may be a nice idea, but the abstraction is negated by some very hard political realities.

To begin with, the weight of organized broadcasting is solidly opposed to subscription TV, and the broadcasters have been able to make a persuasive showing that pay TV would add only an admission fee to the broadcast service that the public is already enjoying. Allied with the broadcasters are the movie-theater owners, who hate the thought of a box-office in the home just a little more passionately than they hate the sight of recent motion pictures on the existing television system. When the subject of pay TV comes up, the theater owners rally to a man to extol free broadcasting, though at all other times they are united in a chorus of outrage over the release of motion pictures to the free system that they say will save them from pay television.

The anti-pay-TV arguments of broadcasters and theater operators have had their effects. When the public gives any sign of thinking of pay TV at all, it indicates a worry that its favorite programs on the free system will be siphoned off for display at a price. It is in response to that vague but persistent public sentiment that influential congressmen have taken stern positions of opposition to pay TV. Nobody on the Hill can count many votes in an association with a cause that the electorate thinks will cost it more money without commensurate benefit.

All this leaves the FCC in a bind, though the commission has learned how to live with it. For 12 years the FCC has succeeded in avoiding a final decision on pay TV. Its present proceeding may be the best device it has hit upon yet to postpone definitive action. Surely no majority of FCC members will take such leave of its senses as to adopt the proposal that was debated last week.

The proposal now under consideration was presented to the commission by a special committee of three of its members, Robert E. Lee, Kenneth A. Cox and James J. Wadsworth. Mr. Wadsworth, like the others, signed the proposal, but he said his signature did not imply endorsement. No wonder Mr. Wadsworth left himself an out. The committee proposed pay-TV monopolies, one to a market, confined to markets served by five or more television stations. Now *that's* an assertion of faith in free enterprise.

But there is more. The monopolies would be restrained from competing for conventional television programming. They would be prohibited from showing movies more than two years old (except for as many as 12 movies of more than 10 years of age to be played over a year). They would be prohibited from carrying entertainment series with interconnected plot or substantially the same cast of characters. They would be prohibited from carrying sports events that had been regularly broadcast on free TV within two years. All of those programming conditions are now under scrutiny by a commission explicitly forbidden by law to engage in censorship and presumably required by the Constitution to uphold freedom of speech and press.

There is really no way for the commission to salvage its committee's report. It might as well start all over, and with the recognition of technological developments that promise a form of pay TV that will be entirely outside the FCC's jurisdiction.

As this publication pointed out several weeks ago, the logical pay-TV device is promised by the new CBS playback machine, or a variation of it. In not too many years it is entirely possible that sets will be equipped with a gadget that plays cartridges of movies or special adaptations of stage plays or anything else that programmers will hit upon to sell. These cartridges will be bought at stores or through the mails, as phonograph albums are now purchased. Once that system of distribution and display is in effect, the need for broadcast pay TV will be even slighter than it now is, as will the need for the FCC to go on with the charade of policy making.

Genuine 'public' TV

A DOZEN years ago the number of public companies engaged in broadcast operations could have been counted on one hand.

At last count last week there were some 30 corporate entities with broadcast station interests being traded publicly.

This is our free-enterprise system in action. Important Wall Street brokerage firms are ready and anxious to float issues for companies having broadcast holdings, presumably irrespective of the size of the markets involved. It is the magic of television, and the track records of other public companies that appear to make these issues attractive, and have placed broadcast-oriented stocks in the glamor group.

Occasionally there is a bad break, such as that occasioned by the fining of a brokerage firm in New York last week for purported trading violations involving a CATV-only stock which had increased sixfold in price since the first of the year. But these have been rare, and the action speaks well for the controls exercised by the stock exchanges under Securities and Exchange Commission regulations.

The immediate outlook is for more companies with broadcasting interests to go public to enable them to expand and diversify, as they ride the crest of TV's popularity and prosperity.



Drawn for BROADCASTING by Sid Hix

"Every time the networks kill one of his favorite shows, Harry dies a little!"



FRONT-LINE REPORT

A news story is where you look for it. WLBW-TV News Director Ken Taylor found stories galore in Viet Nam and interviewed 85 Florida servicemen. Unusual assignments are the order of the day at Colorvision Ten News. That's why more and more South Floridians are getting their news fast — and first, on WLBW-TV.

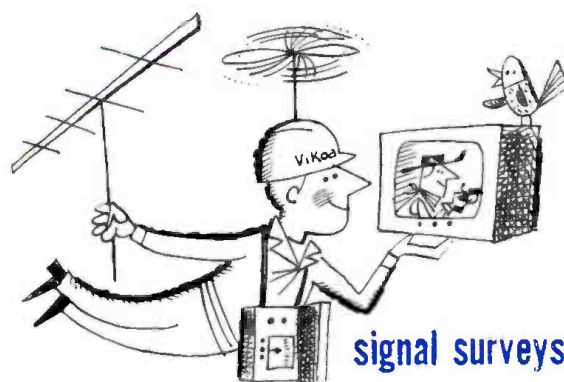


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MIAMI, FLORIDA

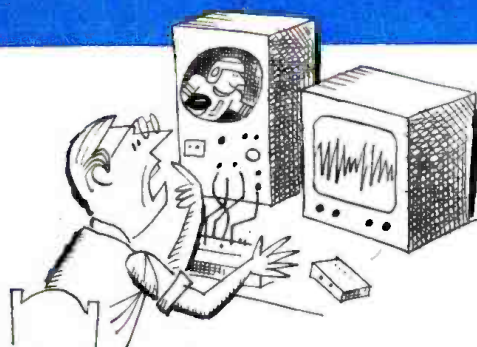
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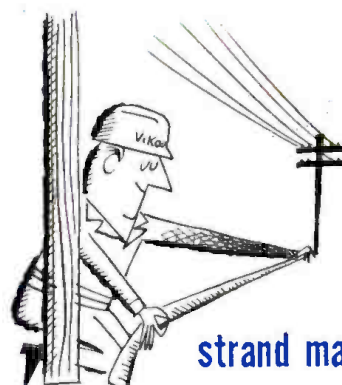
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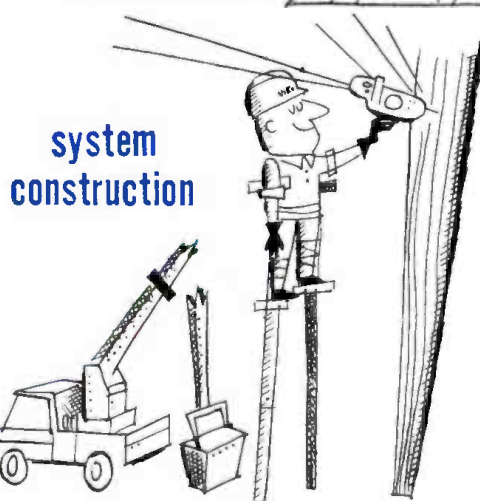
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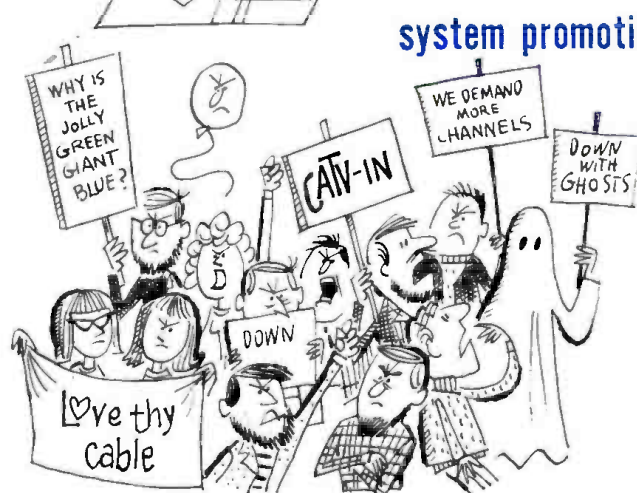
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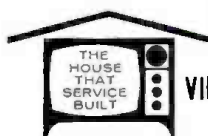


system
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and...we give you service after the system is turned on!



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