Ayer calls brass-tacks conference on radio-tv rates
Almost ready: compromise solution to Sec. 317 mess
Can an affiliation loss be claimed as depreciation?
Senators' quandary over FCC's new investigation unit

This is the spot for a commercial

He may be out of commission... but Radio keeps him in touch with the world. Be sure you're part of his world by buying Spot Radio. For real flexibility, spot your radio dollars on these great stations.

Edward Petry & Co., Inc.

Radio Division

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
The prodigious power of radio to reach people—all people, all the time, everywhere—is now a foregone conclusion. Thirteen years of leadership by Bartell Broadcasting Corporation has demonstrated radio’s power in advertising and public service. The years ahead offer an even greater challenge.

BARTELL BROADCASTING CORPORATION
444 MADISON AVENUE, NEW YORK 22, NEW YORK
A VITAL ingredient in the socio-economic chemistry of the Houston area is the very pride that its people have in their day to day living. It can be seen in their every action, in their homes, in the driving economic force that makes the area prosper. They automatically expect to go first class, and they turn to KTRK-TV more often than any other station for the VITAL services that television brings.

KTRK-TV
THE CHRONICLE STATION

P. O. BOX 12, HOUSTON 1, TEXAS
ABC BASIC - HOUSTON
CONSOLIDATED TELEVISION CO. - NATIONAL
REPRESENTATIVE: GEO. P.
HOLGATE & SONS CO.
550 FIFTH AVENUE, NEW YORK
GENERAL MANAGER: WILLARD E.
WALBRIDGE; COMMERCIAL MANAGER: BILL BENNETT
week end... week out...

KRLD-TV is no. 1 in audience!

KRLD-TV, first in audience in the Number One Market of the Southwest... Channel 4 in the Dallas-Fort Worth Market is your "Number 1 Buy".

KRLD-TV covers a potential market of 676,500 TV homes with a net weekly circulation of 610,900.

Give your advertising message more mileage, at less cost per thousand! Make KRLD-TV NUMBER ONE on your "Best Buy" list.

*ARB — March 1960
Neilson — April 1960

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KRLD-TV represents nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.
**Payola questions** Key stations—both radio and tv—of all three networks are among those in New York state under scrutiny for renewal of licenses because of various aspects of purported payola. Network keys are involved, not for accepting payola, but for their affiliation with phonograph record companies which allegedly paid it out. Among others whose renewals are being studied on disc jockey counts are WNTA-TV Newark, WMGM and WINS New York. WNBF-TV Binghamton, Triangle-owned outlet, is also under scrutiny because of relationship with Dick Clark, ABC disc jockey, whose programs originate at Triangle-owned WFIL-TV Philadelphia.

New York study list, totaling in excess of 50, is first big batch to arise since FCC inaugurated new policy. Consideration of renewals is staggered state-by-state and month-to-month to ease FCC workload. Fact that staff has singled out these stations doesn't necessarily mean they'll be cited. FCC has option of doing nothing, asking for explanations, or citing them for hearing to consider whether three-year renewals should be issued.

**List on the loose** Although no date has been set, KOIN-TV Portland, Ore., will shift national representation from CBS Television Spot Sales to Harrington, Righter & Parsons as outgrowth of FCC's action ordering networks to divest themselves of representation of affiliated tv stations by Dec. 31, 1962. Previously, KHOU-TV Houston had announced shift to H-R Television.

What other CBS affiliates repped by its spot sales organization will do hasn't yet been determined but has been under active consideration for several months. Number of rep firms have made full-dress presentations to these major market outlets. Conversations have been in progress with Henry I. Christal Co., now exclusively representing large coverage radio stations which has been counselled to set up tv adjunct. Negotiations also have been actively pursued with The Branham Co., old established organization which represents newspapers as well as broadcast stations.

**Instant nationals** American Research Bureau plans to be in business before fall season with overnight national ratings service based on what it describes as true probability sample of entire U.S. ARB has set up 100 sample areas. In 24 of them measurements will be made by automatic Arbitron meters, in other 5, by coincidental telephone calls to pre-selected homes in sample matching that set up for Arbitron installations. Shakedown of system is planned for week of June 1-7. After study of those results, ARB hopes to begin regular operation in July. At outset total of 700-800 homes per half-hour period will be used. Objective: delivery next morning of complete national ratings and homes reached in all network periods.

**New names** Don't look for President to send new name to Senate in near future as replacement for FCC for Edward K. Mills-John C. Doerfer vacancy. In fact, Washington sources reports man probably will not even be picked until after Congress has adjourned. Reason given: White House is having FBI checks run on several men who have not been considered for federal appointment in past. If new commissioner is not picked until after Congress goes home, he could move right into job immediately through recess appointment.

**Lee on limb** Despite political by-play in Senate, insiders still regard confirmation of Commissioner Robert E. Lee for new seven year term as likely before Congressional recess in early July. Commissioner Lee is in uncomfortable position of sweating out disposition of other controversial appointments. There's no expressed opposition to his confirmation, but even ardent supporters admit he could be victim of election year maneuvering.

**Dealing themselves out** Station representatives in forefront of fight against off-rate-card deals and local (lower) rates for national advertisers (see page 21) are concerned about more than their own commissions. They reason that radio spot campaign is as expensive for agencies to place as tv campaign and that, accordingly, if stations succumb to direct, non-agency pitches for deals lower than agencies are able to make, agencies may figure that placing spot radio business is more trouble than it's worth and recommend other media.

**Cut to fit** There's private seething among some tv film producers about stations trimming half-hour films to accommodate commercials and promotion announcements. Alliance of Television Film Producers is understood to have protested to NAB tv Code Board that films of about 26 minutes are sometimes cut by stations to 20 or 21 minutes. One favorite slashing spot is "crawl" or credits, which conform to union requirements under Hollywood tradition. NAB's Tv Code allows not more than five one-minute commercials in 30-minute participating program.

**Promise-performance** Since unpleasantness in Congress over purported over-commercialization, FCC Renewal Division has been giving closer scrutiny to commercial balance on stations' renewal applications but has not yet revised criteria, contrary to word which spread last week. Same criteria have been used for past five years. Where division used to give considerable latitude to licensees, it now automatically hold up renewals if reasonable explanations are not available for any marked increase in commercial volume.

Here's how FCC is measuring "promise vs performance" in considering radio station renewals: If daytime station uses more than 1200 spots per typical broadcast week, or fulltime station uses more than 1800, division automatically subjects license to critical review. Another criterion is minimum of 5% of live programming. When these limits are exceeded, renewal personnel automatically review immediately preceding renewal (customarily three years earlier) to ascertain whether commitments had been met to reasonable degree.

**Etv revival in House** Sen. Warren Magnuson (D-Wash.) has not given up on his pet project—federal aid for educational tv—despite refusal of House Rules Committee to report bill out (Broadcasting, May 9). He is pulling all stops to get at least one member of Rules Committee to change vote (original vote on sending bill to floor was tied, with Rules Chairman Howard Smith [D-Va.] breaking tie). If this fails, he is determined to go ahead with plan to introduce bill putting 1% excise tax on commercial tv revenues, with monies raised to go to etv (Broadcasting, May 2).

**Slip in protocol** Wholly aside from censorship aspects of FCC's proposed new Complaints and Compliance Division, 25-men strong, there's another reason for Congress to reject project. House is jealous of its prerogative in originating all revenue bills. FCC hadn't proposed $300,000 budget in its House appearance but did so in Senate. Constitution (Section 7) provides for House origination of revenue bills.
FIRST IN "ON THE JOB" LISTENING!

IN PHILADELPHIA
WIBG HAS
27.9% SHARE OF AUDIENCE
IN BUSINESS ESTABLISHMENTS

For the third consecutive year, WIBG is the number one choice for listening among Philadelphia business establishments...111% greater adult audience appeal than the second station, according to C. E. Hooper, Philadelphia Business Establishment Survey, March, 1960. Another reason WIBG is first in quality and quantity audience.

A STORER QUALITY RADIO STATION represented by The KATZ AGENCY, INC.
WEEK IN BRIEF

Television's $10 million 'pilot derby' • Despite all the cries of big annual losses in television pilots which "fail," the situation isn't quite as bleak as it would seem. But some factors are of concern to advertisers and agencies. Some of the pilots actually are subsidized by sponsors, whether they know it or not, and the costs of others are written off in tax maneuvers, which tend to deflate the television ad dollar. A background look at this annual phenomenon is given in this week's MONDAY MEMO by David Mathews, vice president and director of network programming (West Coast), Fuller & Smith & Ross, Hollywood. Page 18.

Parley on rates • Ayer agency calls meeting of leading radio and television station representatives, says it'll deal with rates but declines to go into specifics. Reps hope it'll help to resolve current controversies. Page 21.

Job market grows in agency field • And the competition for these positions grows too, but there's hope for those applicants who are really talented. Page 22.

Bailing out of antitrust • CBS-TV sets dual affiliation in Tacoma-Seattle market in settlement of $15 million antitrust suit. KTNT-TV gets affiliation back in exchange for dismissal of its suit against the network. KIRO-TV also stays on as network outlet. Page 34.

Sec. 317 solution • Broadcasters redraft Harris bill so its payola provisions satisfy all. Page 46.

Agency 'Hoover' shakeup • Senate Commerce Committee wants to know what ails the federal regulatory agencies and plans to take a long look next year. Page 51.

Westinghouse vs. Internal Revenue • U.S. Tax Court hears testimony in case significant to broadcasters, hinging on their claim for depreciation allowances for costs of network affiliation and advertising contracts. Court directs Westinghouse and IRS to file briefs in 90 days. Page 52.

Sidestep censorship? • Senators concerned about censorship in hearing FCC request for financing the new investigation unit. But they want some programs taken off the air. Page 54.

Waiting game • Senate committee Democrats hold up Lee renomination to FCC and Kintner to FTC in actions flavored with politics. Page 58.

No more vhf space for tv • Hopes of getting more space from the military all but vanish. Admiral Burke, the Navy's boss, says it would imperil national defense to force the military to switch channels. FCC awaits final word that it's stuck with present vhf-uhf system. Page 60.

Progress in news • NAB survey of member radio stations shows they're doing a better job in covering the news, aided by stronger staffs and improved facilities. Page 62.

DEPARTMENTS

| AT DEADLINE | 9 |
| BROADCAST ADVERTISING | 21 |
| BUSINESS BRIEFLY | 24 |
| CHANGING HANDS | 44 |
| CLOSED CIRCUIT | 5 |
| COLORCASTING | 66 |
| DATEBOOK | 12 |
| EDITORIAL PAGE | 92 |
| EQUIPMENT & ENGINEERING | 70 |
| FANFARE | 76 |
| FATES & FORTUNES | 71 |
| FOR THE RECORD | 78 |
| GOVERNMENT | 46 |
| INTERNATIONAL | 77 |
| LEAD STORY | 21 |
| THE MEDIA | 32 |
| MONDAY MEMO | 18 |
| OPEN MIKE | 16 |
| OUR RESPECTS | 91 |
| PROGRAMMING | 62 |

BROADCASTING, May 30, 1960
MEREDITH WOW, INC.

is pleased
to announce

the Appointments

of

WILLIAM O. WISEMAN

as Station Manager of

RADIO WOW – Omaha

and of

C. ALFRED LARSON

as Station Manager of

WOW-TV – Omaha

Frank P. Fogarty

Executive Vice President
Meredith Broadcasting Company
Vice President & General Manager
Meredith WOW, Inc.

W. O. "BILL" WISEMAN is a broadcasting rarity in that his personal initials duplicate those of his station—"W.O.W." Bill is a 23-year veteran of RADIO WOW, coming to the station in 1937. He has served as Promotion Manager and since 1951 as Sales Manager. He will continue as RADIO WOW Sales Manager. Bill has become widely known in broadcast advertising circles the country over through his RADIO WOW presentations to agencies and clients.

C. ALFRED "AL" LARSON

joined RADIO WOW as a book-keeper in 1938. He successively served RADIO WOW as Office Manager and salesman and WOW-TV as Local Sales Manager. In 1953 he was appointed Commercial Manager of Station KPHO-TV, Phoenix, where he remained for three years. Al then moved to Des Moines and a four-year stint as Assistant Director of Meredith Radio and TV Stations.

MEREDITH STATIONS

WOW Radio
WOW-TV
Omaha

KCMO Radio
KCMO-TV
Kansas City, Mo.

WHEN Radio
WHEN-TV
Syracuse, N. Y.

KPHO Radio
KPHO-TV
Phoenix, Ariz.

KRMG Radio
Tulsa, Okla.

Meredith Stations are affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.
SEC. 315 SUSPENSION TEST?

Senate plan to be considered this week

Plan to suspend Sec. 315 of Communications Act this campaign year so as to allow television networks to present major party presidential and vice presidential candidates without being subjected to equal time demands from minority party candidates will be considered tomorrow (Tuesday) at 2 p.m. by Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.). It will be considered by parent Senate Commerce Committee at special executive meeting at 10 a.m. Wednesday.

Proposal understood to give TV networks absolute power to determine format, whether it be face-to-face meeting of opponents, debates, or single appearances of candidates. FCC would be asked to report early next year (March) on how well and how fairly networks handled TV campaigning and Congress would then consider making Sec. 315 suspension permanent.

Senators will offer simple joint resolution implementing 1960 plan, requiring approval of both Senate and House and President's signature. Nicholas Zapple, professional communications counsel for committee staff, discussed plan with networks in New York last Thursday.

Broadcasters and senators alike feel resolution will get quick congressional approval and that it will give TV networks chance to demonstrate success of voluntary plans offered during testimony on S 3171, which would require them by law to give free time to major presidential candidates.

'Times' slogan is okay as 'personal opinion'

Newspaper slogans are expressions of personal opinions and tastes and therefore cannot be tagged as false and misleading advertising. This was Federal Trade Commission's response to request of Rep. Wright Patman (D-Tex.) that FTC investigate New York Times' slogan "All The News That's Fit to Print" (Broadcasting, May 16).

Answer, inserted by Rep. Patman in May 26 Congressional Record, was in letter from FTC Chairman Earl W. Kintner. Mr. Kintner called attention to fact that slogan was adopted by Times in 1896, that similar slogans are used by other newspapers ("World's Foremost Business Newspaper," Journal of Commerce: "The Magazine of News Significance," Newsweek), and that courts have refused to affirm FTC orders involving words or phrases that do not misrepresent material facts having capacity to deceive public.

"We do not believe there are any apparent objective standards by which to measure whether 'news' is or is not 'fit to print'. Lacking such standards, we believe that such a slogan is not a misrepresentation of a material fact capable of deceiving the public," Mr. Kintner wrote.

In sarcastic comment, Texas Democrat, who is also chairman of House Small Business Committee, noted that he received reply within nine days of his letter ("shortest FTC investigation in history"), cited Mr. Kintner's many trips and speeches, referred to 16 years it took FTC to win Carter's Little Liver Pill case, and to Mr. Kintner's appearance on CBS' Person to Person program May 22, sponsored by Carter. FTC is opposed to "fair trade" legislation, sought by small business.

Producers withdraw TV writers offers

Alliance of Television Film Producers and Assn. of Motion Picture Producers have notified Writers Guild of America that all offers that have been made regarding employment of writers for television films have been withdrawn. Notice was given in individual telegram sent Thursday night (May 26) by ATTF and AMPP. Ziv-United Artists in additional wire confirmed its membership in ATFP and added that Ziv-UA is not now considering any WGA proposal.

WGA retracted Friday that producer's action was "obviously a propaganda move ... designed to unsettle the membership ... ."

Break on television film front does not affect special negotiations between AMPP and WGA regarding writing for theatrical motion pictures. WGA struck producers of both theatrical and television films last January 16.

Meanwhile, ATFP and AMPP have agreed with Screen Actors Guild to extend basic television agreement for another month, until June 30. Original expiration date of March 31 had earlier been extended through tomorrow (May 31). Any agreement reached between Screen Actors Guild and producers' associations will be retroactive through June 1. Extension is subject to approval by Screen Actors Guild's negotiation committee and board.

Simoniz drops Y & R, shops for new agency

Simoniz Co. (household, automotive cleaning products), Chicago, has pulled estimated $5 million in billings (about half in broadcast media) out of Young & Rubicam effective Sept. 1 and is expected to announce new agency in "very near future." Field narrowed down to about half dozen agencies with Clinton E. Frank and Tatham-Laird among principal possibilities.

Announcement was made jointly Friday by Paul Greenfield, Simoniz marketing director, and Karl Vollmer, manager of Y & R's Chicago office. Agency handled consumer advertising since 1957, stepping up broadcast budget earlier this year. Simoniz was identified with NBC-TV's Jack Paar Show and Laramie and ABC-TV's Sugarfoot, plus quarter-hours on CBS and ABC daytime strips. Change was attributed by Mr. Greenfield to desire to "engage new and different type of agency."

Tv gets credit

Major Chicago automobile dealer and pioneer TV client has attributed 80% of his nearly $40 million volume in new and used cars for fiscal year ending Feb. 29 to sponsorship of feature films. Courtesy Motor Sales Friday reported total sales of 22,124 cars and dollar volume of $38,892,549.18 for period. Jim Moran, president of Ford dealership, also scored complaints about high advertising costs, urging advertisers to make better use of paid media. He began to use feature films exclusively there in 1949 and claims to be first dealer to offer used cars on TV and to appear personally to deliver advertising messages. In past decade Courier Theatre has been multi-evening presentation on local Chicago stations.
Buchen Co., Chicago, will continue to handle electric polisher floor wax, Plumite drain cleaner and commercial wax and cleaner line and adds new marine wax and cleaner lines, with estimated billings of $250,000.

**Capital Cities again Albany ch. 10 favorite**

FCC announced Friday tentative vote to grant Albany ch. 10 permanently to multiple broadcaster Capital Cities Television Corp. Vote came May 26, immediately following oral argument on case same day. Capital Cities has been operating WTEN (TV) on ch. 10 under temporary authority since 1957 pending outcome of comparative hearing with competing applicant Veterans Broadcasting Co. (WVET-AM-TV Rochester, N.Y.). Capital Cities received original grant in 1953 for uhf.

In August 1959 hearing examiner issued initial decision favoring Capital Cities, which also owns satellite WCDC (TV) Adams, Mass., WTVD (TV) Durham, N.C., and WPRO-AM-TV Providence, R.I.

At oral argument, Veterans' attorney raised public interest question regarding congressional holdings in Capital Cities. Five New York congressmen are minor shareholders.

**Reservation refused**

Although no petitions were filed in opposition, FCC Friday (May 27) refused to put educational reservation on Waycross, Ga., ch. 8. Georgia State Board of Education (WEGS-TV) has construction permit to build station on commercial channel and had requested that it be reserved for educational purposes. Commission said that permittee had not indicated firm plans to begin construction of station and therefore public interest would not be served by shifting assignment from commercial to noncommercial reservation at this time. Request could be considered again at time WEGS-TV has been built, FCC said.

**Comes naturally**

Barton A. Cummings stood up for advertising vocation last night (May 29) on Open End program over WNTA-TV New York. Speaker's accreditation: president of Compton Adv., N. Y., lifelong adman, son of adman, husband of adwoman and father of three children, of whom eldest teenager already has chosen advertising career. Mr. Cummings appeared in McCall's magazine portion of show in which commercial time is dedicated to explaining advertising's role in national economy (BROADCASTING, May 23).

**Retail clerks union signs tv spot drive**

Spot campaign on NBC-TV Today, sponsored by Retail Clerks International Assn., opens May 31 on 66-station hookup. Contract involved major policy decision by network and was described as first network purchase of participation tv spots by labor organization. Contract price is around $500,000, running maximum of 52 weeks.

Leonard Shane, head of Hollywood agency bearing his name, said live commercials will be voiced by Art James for first two months. Union then will shift to animated film, to be produced by Harris-Tuchman Productions, Hollywood.

Commercial will emphasize union's long history, achievements and aspirations along with participation of members in community services. RCIA emblem will be featured as lucky star in life of members and in future of all organized retail employees. Campaign is not designed for union organizing purposes, RCIA said.

RCIA has sponsored half-hour tv interview series in Los Angeles for more than a decade through Shane agency. United Steelworkers of America has been on tv more than year, telecasting union meetings. AFL prior to merger with CIO sponsored interviews with members of Congress for 13-week period. AFL-CIO sponsors Edward P. Morgan and John W. Vendercook (Quincy Howe as substitute) on ABC Radio newscasts. Steelworkers union sponsors weekly tape program on group of stations. AFL had sponsored Frank Edwards news during last decade.

**WEOL suit denied**

Treble damage antitrust suit by radio station against local newspaper was turned down by U.S. District Court Judge James C. Connell in Cleveland Friday. Judge ruled in favor of Lorain (Ohio) Journal and against WEOL Elyria-Lorain, Ohio, on ground radio station had not supported claim for $1 million damages. Suit was filed in 1953. It was outgrowth of practices whereby newspaper refused to accept advertising from merchants who used radio station. Government won antitrust decision against newspaper in 1951. Attorneys for WEOL said Friday they would appeal decision.

**Business briefly**

Big beer plunge In one of most extensive syndication purchases in recent years, Anheuser-Busch Inc., St. Louis, for Budweiser, is reported to be investing about $2 million to place Third Man series in markets throughout country next fall. Anheuser-Busch has option to select its markets and National Telefilm Assoc., which co-produced series with BBC, will syndicate it in other cities. Third Man was produced for 1959-60 season and has been presented on BBC but its U.S. debut was held up pending appropriate sponsorship. Agency: D'Arcy Adv., St. Louis.

**Benny for Lipton**

Lipton Tea will be major Lever Bros. product in Lever's half-sponsorship of Jack Benny Show slated for Sunday, 9:30-10 p.m. on CBS-TV next season. Agency for Lipton is Sullivan, Stauffer, Colwell & Bayles, N.Y.
(Just a matter of Relativity)

**WBTV-CHARLOTTE** IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 595,200 TV HOMES*

**WBTV DELIVERS 43% MORE TELEVISION HOMES THAN CHARLOTTE STATION “B”***

*Television Magazine—January 1960
**NCS #3

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**LET'S COMPARE MARKETS!**

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A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(June 1—Reply comments due on FCC rulemaking to duplicate 13 clear channels with additional nighttime service.
June 1-2—Assn. of National Advertisers workshop on advertising administration and financial control. Sheraton-Palace Hotel, Seattle.
June 1-2—Connecticut Assn. of AP Broadcasters study session meeting, Waverly Inn, Cheshire.
June 1-2—Oral argument before FCC in remand proceeding involving application for new TV stations in the New York area.
June 1-2—San Francisco Radio Broadcasters Assn. market presentation, Sheraton-Palace Concert Room. (Rescheduled from May 12.)
June 2-4—Western Assn. of Broadcasters (Canada) annual meeting, Banff Springs Hotel, Banff, Alberta. Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, will be keynote speaker. Business sessions, sales clinics, an awards dinner and a golf tournament are planned.
June 3—Screen Extras Guild, annual membership meeting, Academy Award Theatre, 9038 Melrose Ave., Los Angeles. Contract negotiations, retroactivity, pension and health-welfare plans and the effect on the guild of the new Screen Actors Guild contract on extras will be discussed.
June 3-5—Marketing Research Trade Assn. annual conference, Garden City Hotel, Garden City, Long Island, N.Y.
June 4—UPI Broadcasters of Pennsylvania annual statewide meeting, Army General Dep. New Cumberland, Pa.
June 4—UPI Broadcasters of Wisconsin spring meeting, County Stadium, Milwaukee.
June 5—Target date for field testing fm stereo proposals in Boston and Pittsburgh by Electronic Industries Assn. National Stereo Radio Committee.
June 5-8—Advertising Federation of America, 56th Annual Convention. Secretary of Commerce Frederick H. Mueller, FTC Chairman Earl W. Kintner and John P. Cunningham, chairman of Cunningham & Walsh will speak. June 6, Hotel Astor, New York.
June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.
June 6—Replies due from tv stations to FCC questionnaire on initial broadcasts.
June 6-9—American Federation of Musicians and American Guild of Variety Artists conventions, Las Vegas. Donald F. Conaway, national executive secretary, American Federation of Television and Radio Artists, will speak.
June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse, N.Y.
June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.
June 10—North Carolina Assn. of Broadcasters spring meeting. The Carolina, Nags Head, N.C.
June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.
June 13-17—International Advertising Film Festival, Lido, Venice, Italy.
June 13—Film Producers Assn. annual industry dinner. Plaza Hotel, N.Y.
June 13—Deadline for filing reply comments to FCC amendment of Connelrad manual BC-3 to provide for transmission standards for the Connelrad attention signal.
June 13—Rehearsing in the Miami ch. 7 tv grant before Special Hearing Examiner Horace Stern, Courthouse Bldg., Philadelphia.
June 13-14—Radio Frequency Interference Symposium. Field trips to FCC lab and monitoring station are planned. Shoreham Hotel, Washington, D.C.
June 15-17—American Marketing Assn. annual meeting, Hotel Leamington, Minneapolis. Marion Harper Jr., president of McCann-Erickson Inc., will be keynote speaker.
June 16-18—Florida Assn. of Broadcasters annual meeting. Hotel Robert Meyer, Jacksonville.
June 20—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.
June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards Presentation to be carried over NBC-TV, 10:11:30 p.m. EDT.
June 20-Aug. 13—18th annual Stanford Radio TV-Institute, offering 12 classes in broadcasting and film in cooperation with KNBC (TV), KPIX (TV) and KQED (TV), all San Francisco. Stanford U., Stanford, Calif.
June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Gramercy Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers. Keynote speaker: Joseph S. Wright, president, Zenith Radio Corp.
June 20-24—American Institute of Electrical Engineers' summer general meeting. 66 technical sessions on subjects including communications instrumentation and control, computers, basic science and management are planned. Inspection trips of various engineering facilities are also on the agenda. Chalfont-Haddon Hall Hotel, Atlantic City, N.J.
June 21-July 7—Third annual workshop on the Art of Preaching and Mass Communications, sponsored by the E. Stanley Jones Institute of Communicative Arts and Emory U., Atlanta. Ministers will learn to plan and produce radio and tv programs, write and deliver more effective sermons and generally to use mass communications. Held at the university.
June 21-24—National Community Tv Assn., ninth annual convention. Fontainebleau Hotel, Miami Beach, Fla.
June 23-25—National Assn. of TV & Radio Farm Directors' annual summer meeting, Fresno, Calif.
June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.
June 24-25—Colorado Broadcasters Assn., Convention Hotel, Pueblo.
June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties."
* Five full ½ hours of local public service programming each week.

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area...a circumstance that must be reflected in audience response to advertising carried.

WTHI-TV
CHANNEL 10 • CBS-ABC
TERRE HAUTE
INDIANA
Represented Nationally by Bolling Co.
WSBT-TV

SOUTH BEND, INDIANA'S DOMINANT STATION

"HOOSIER FAVORITE"...
The Teenagers Show That Parents Watch

With Bruce Saunders and Joe Kelly at the helm of "Hoosier Favorite", WSBT-TV's production studio really "jumps" on Saturday afternoons.

From 4:30 to 6:00 p.m. teenagers crowd the studio and home TV sets for top tunes, dancing and the unpredictable antics of Saunders and Kelly. While primarily a show for the younger set, half of the viewing audience is composed of adults (Nielsen, Feb., 1960). Now in its sixth year, the show consistently rates over 20.

With popular local shows and top CBS programs, WSBT-TV continues to dominate the 3 station South Bend market. The February, 1960 Nielsen gives WSBT-TV 47% weekly share of sets in use, sign-on to sign-off.

Per household income of the South Bend Metro Area is $7553...Indiana's highest! Buying income of the entire 15 county coverage area is over $1.6 billion! See your Raymer man for complete details and for remaining availabilities on "Hoosier Favorite."

WSBT-TV

South Bend, Indiana • Channel 22
Ask Paul H. Raymer • National Representative

Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrell, prominent Mexican broadcaster; James Farley, president Coca Cola Export Co.

June 27-29—Institute of Radio Engineers' fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

June 29—July 1—Virginia Assn. of Broadcasters annual meeting, Cavalier Hotel, Virginia Beach.

JULY


July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing, Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST


Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.


Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.


Sept. 28—Assn. of National Advertisers workshop on advertising management, Ambassador Hotel, Chicago.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Hassel, charged with rigging the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 10-12—I Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y. Technical papers have been requested—titles and abstracts should be submitted to Dr. Harry F. Olson, RCA Labs, Princeton, N.J., by June 22.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.


Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

Nov. 14-16—Broadcasters' Promotion Assn. annual meeting, Sheraton Charles Hotel, New Orleans.

Nov. 16-18—Television Bureau of Advertising annual meeting, Waldorf-Astoria, New York.


JANUARY 1961


14 (DATEBOOK)
nothing
does it like
7-Up spots

The Kingston Trio figures very heavily in the national spot picture both on television and radio. Their clever and musically bright spots for 7-Up is further proof that the spot medium has gone big time—another case of a successful advertiser using top talent on a market-to-market basis. The Kingston Trio performs custom commercials for a specific job—and with salesmaking showmanship. With 7-Up spot is a basic buy because they reach the prospective customers they must reach with the maximum exposure, high return and moderate investment.

Spot.

There are spot advertising specialists in your nearest office.
OPEN MIKE

Color tv report a hit

EDITOR: I HAVE JUST . . . FINISHED READING "HOW COLOR BEETS UP TV AD IMPACT" (MAY 2, PAGE 35). MY HEARTIEST CONGRATULATIONS AND THANKS FOR A MOST ACCURATE REPORTING JOB. EVEN THOUGH I KNEW THE STORY BY HEART I FOUND EVERY LINE INTERESTING READING. . . . I WANT YOU TO KNOW THAT WE FEEL THIS IS THE TYPE OF REPORTING AND INFORMATION THAT MAKES BROADCASTING TRULY THE BUSINESS WEEKLY OF TELEVISION AND RADIO.—BOB DUNVILLE, PRESIDENT, WLWT (TV) CINCINNATI.

'Traffic-Copter' is registered

EDITOR: We note that in your article entitled "Aircraft help traffic move a lot smoother" at page 60 of the April 25 issue you make several references to stations "traffic-copters."

"Traffic-Copter" is a registered service mark (U.S. Patent Office Registration No. 680,931) of Storer Broadcasting Co. and we would appreciate it if you would discontinue using this term in describing helicopter traffic reporting services operated by others.

Your cooperation will be greatly appreciated.—Abiah A. Church, Assistant Secretary, Storer Broadcasting Co., Miami Beach, Fla.

Dallas data corrected

EDITOR: In your April 11 story (page 71) of the Radio Advertising Bureau presentation at the NAB convention you quoted RAB as saying that newspaper circulation in Dallas grew only 1% while the number of households grew 50%.

Your quotation was accurate, but RAB's figures weren't. The facts are that in the same time (1953-59) and in the same metropolitan area that households increased 50%, the circulation of the Dallas News increased 31.93%. I have called the error to RAB's attention and I would appreciate your letting your readers know that the original RAB statement was wrong.

-James W. Moroney Jr., The Dallas Morning News, Dallas, Tex.
WINN

Number "TWO" Station

IN

LOUISVILLE, KENTUCKY

(three others claim First)

appoints

DAREN F. McGAVREN

NEW YORK DETROIT CHICAGO ST. LOUIS LOS ANGELES SAN FRANCISCO

National Representative

effective

JUNE 1, 1960

Buy WINN to Sell Louisville — Glen A. Harmon, Gen. Mgr.
Television's $10 million 'pilot derby'

Every year during this merry month of May, a gigantic crap game has been under way. The players (some of them on their knees) are sponsors, agencies, networks and producers.

During this betting season, vice presidents have been poised in flight, jetting back and forth between the coasts in a gamble involving hundreds of millions in time and talent. The stakes are impressive, even by Las Vegas standards.

Each annual "pilot derby" brings its own intrigue. In Hollywood and Manhattan, shingles go up outside projection rooms warning that inside is a "Private Screening—No Admittance." Every client and agency man likes to think of himself as a preferred customer enjoying the first look at "the hottest pilot in town." Yet those who work in Hollywood know there are few secrets; and even as the dailies are being assembled, the assistant editors and apprentices are passing judgment.

This year between 150 and 200 pilots were made at an estimated cost of $10 million and while everyone gambled to win, unfortunately, the losers far outnumbered the winners.

Bets Are Hedged • A professional gambler knows he can't win on every roll of the dice so he hedges his bets, plays the odds and hopes to wind up a winner. The smart producer minimizes his losses by making pilots as a part of an established series. As a case in point, Screen Gems developed at least 10 pilots in the course of producing Alcoa Theatre. In this instance, even though the producers expended more effort and money in the manufacture of these special segments of an accepted anthology, their risk was covered largely by the sponsor.

As always, the networks are playing a sure thing. They are in the traditional role of "the house." With at least two shows vying for every time slot, the networks can't lose; in fact, they can be very picky and choosy about what programs tenant their networks.

It is no secret that the biggest bankroll put up in this game of chance is the sponsor's—and how he uses it falls squarely in the lap of his advertising agency. The pilot must, therefore, be appraised in its proper perspective.

Series Are Evaluated • While a good pilot can go a long way toward influencing a prospective buyer, it should be examined closely for other factors. It should and very often does represent the producer's best effort; however, to believe that the other 38 pictures to follow will all be as good is pure folly. In evaluating the worth of a series from the pilot, we at Fuller & Smith & Ross are equally concerned with other considerations: first, the competence of the creative group who will be involved with the production of the entire series; second, the extent of the creative control to be exercised by the agency in behalf of the client; third, the financial responsibility and integrity of the producer.

A good pilot is rarely an accident. It can only be as good as the people directly involved with its production. The quality of the series must be estimated on the average "track record" of the creative group.

It is not enough to have top-flight writers. There must be the strong, guiding hand of a working producer who will coordinate the efforts of all departments. Those three words, strong, guiding and working are essential. While his hand should be strong, it should also be relaxed enough not to stifle the creativity of the others.

Did We Buy This? • Usually a producer from the ranks of the writers is more effective at the helm provided he embodies the patience and the stamina to reconcile high standards of creativity with the limiting factors of budget. Even though everyone recognizes the budget for a pilot runs 50% to 100% above the norm, subsequent pictures will inevitably be compared with it. About the time the show has been on the air five weeks, that dreaded moment of appraisal must come when agency and client ask: "Is this the show we bought?"

Because the client, together with his agency, is the biggest betting sport of all, their desire for some control over the production of a series should come as no surprise. Traditionally, the agency gets the jaundiced eye when it asks for positive control, such as a part of its purchase contract. When granting this mandate, the producer prays that "positive controls" will not degenerate into downright destructive interference. Contrary to popular belief, many agencies do employ program supervisors who have themselves worked in the motion picture industry.

Agency controls once prevalent in the era of the half-hour shows are being removed. The trend toward full-hour shows is often too costly for one sponsor but within the reach of several participating sponsors. Rather than permit three participants a voice, practicality dictates that no one except the producer may decide the creative content of the program. As a result, sponsors are given scripts to read merely as a courtesy and are not permitted to view the dailies. Consequently, an agency cannot be blamed for bad programming over which it has no control. The only positive control to be exercised is the 13-week cancellation.

Temptation • The agency looks for financial responsibility and integrity in the producer and expects to see production value for every dollar spent. Producers have been known to cry the blues over production losses. Yet, a close examination of their books might reveal a swimming pool charged to set construction or a mink coat charged against wardrobe. With the tax structure as it is, temptation is there; and wherever the producer succumbs, the tv advertising dollar is deflated.

So with all these pilot pitfalls in mind, pick your winners, stand back and let's "roll 'em."

David Mathews directed, wrote and produced films for the Air Force during World War II, then Universal-International, Columbia Pictures and American Film Productions before joining Ruthrauff & Ryan as executive producer in Hollywood. He guided Big Town’s move from live to film. Later he joined McCann-Erickson and then Sullivan, Steriffer, Colwell & Bayles. Before joining F&S&R in January 1959, he was general manager in charge of production for Gross-Kraene at California Studios.
Discovered ever increasingly among active, discerning people who demand more out of life... who are attracted to the quality and brilliance that distinguish a "Metropolitan" personality—a personality like each of our widely-recognized Television, Radio and Outdoor properties.

METROPOLITAN BROADCASTING CORPORATION

305 East 57th Street, New York 21, New York

TELEVISION STATIONS: WNEW-TV New York • WTTG-TV Washington, D.C. • WTVH Peoria, Ill. • KOVR-TV Stockton—
to some, just a ship. To others, a monument to our great heritage . . . diligently, almost reverently constructed. In the same way, it often takes those who fully appreciate QUALITY to recognize it in today's better radio and television stations.
THE HUBBUB OVER RADIO-TV RATES

- N.W. Ayer schedules meeting with 50 station reps
- It’ll be about rates, but Ayer keeps quiet on agenda
- Single rate issue seen as fire behind the smoke

The growing commotion over radio and television rates reached a new peak last week as one of the leading advertising agencies in spot broadcasting summoned station representatives to a rate council of war.

N.W. Ayer & Son, Philadelphia and New York, invited some 50 station reps to take part in the session, a luncheon meeting to be held Wednesday (June 1) at New York’s Roosevelt Hotel.

Ayer officials were reluctant to discuss the agenda, but members of the guest list speculated widely—and in some cases wildly, in the opinion of other reps—as to its probable contents. Their estimates ranged from a simple “rates in general” to the more extravagant view that “Ayer is going to tell us that if we can’t make our stations stick to their published rates, then Ayer will quit doing business through reps and start dealing directly with stations.”

“Important Problem” — Host officials kept their agenda plans to themselves, except to confirm that the meeting would deal with the general subject of rates. Their letter of invitation specified only that it would concern “an important problem with which your company and our agency is currently faced in connection with both radio and tv.”

But representatives on the invited list put two and two together and came up with what they considered—and was subsequently confirmed as—an incapable answer.

The arithmetic by which they reached rates as the answer was relatively simple:

1) Only a week earlier, Ayer had shown its active interest in rates by sending out letters calling representatives’ attention to “the higher cost of reaching viewers during the summer” and urging them and their stations to give “careful consideration” to a lowering of tv rates for summertime business (Broadcasting, May 23); and

2) In radio, Ayer had been reported—though without official confirmation—to have been embarrassed by a client who, acting on its own, wangled off-card deals from stations which Ayer had recommended for use on a rate-card basis. The client reportedly wanted to know why Ayer wasn’t able to negotiate the lower rates.

Victimized — Whether or not Ayer had in fact been thus embarrassed by a direct-dealing client, a number of other agencies have been widely described as the unhappy victims of the same sort of undercutting by clients. Some advertisers reportedly have gone so far as to instruct their agencies not to do business with stations that have yielded to other advertisers’ pitches for off-card deals. Some agencies, taking the opposite tack, have gone back to those stations and demanded similar off-card deals for other clients (Closed Circuit, May 23).

Out of loyalty to their clients, or feeling that it is better to try to live with such situations in hopes of smoothing them out internally, agencies as a rule are reluctant to talk publicly about clients who by-pass them—even though the by-passing cuts into their commissions.

Representatives, who also stand to suffer in the pocketbook when clients deal directly with stations (unless their representation contracts were drawn with foresight in this respect), talk more freely and often with vehemence.

One story that crops up in discussions by representatives, who attribute it to agency sources, deals with “so-called ad agency people” who make lump-sum proposals to clients of recognized agencies. The advertiser is promised, for example, that for a set sum he can be assured of, say, twice as much time as his agency of record could get for him for the same amount of money.

The wheeler-dealer then haggles with stations, gets what special discounts he can for whatever time periods he can—some of it in desirable segments, some of it fringe time or worse—and, where he has to, contracts at card rates. In the end he usually is able to support his claim that he can get more time than the agency of record, at no more expense. And of course he gets the commission and the agency of record gets nothing.

One threat frequently held over the heads of weak-willed or deal-prone stations is that if they cut rates for one

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Deal for one is deal for all

5. TIME RATES

(a) STATION represents that the time rate named in this contract is the lowest rate made by STATION for like broadcasts at the time this contract is entered into. If at any time during the life of this contract STATION makes a lower rate for like broadcasts this contract shall be continued at such lower rate from the effective date of such lower rate.

Several major agencies have recently called attention to the passage shown above. It’s a part of the standard contract form prepared by the American Assn. of Advertising Agencies. If the standard contract is used, the station agrees that if it sells comparable time to another advertiser at lower rates, the advertiser on the contract will get the same benefits. The section reproduced above is from the AAAA standard radio contract. A similar clause appears in the standard television contract.

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Broadcasting, May 30, 1960
advertiser they are obligated to do as much for others. The authority for this argument is written into the AAAA standard contract form. For radio it reads: "Station represents that the time rate named in this contract is the lowest rate made by station for like broadcasts at the time this contract is entered into. If at any time during the life of this contract station makes a lower rate for like broadcasts this contract shall be continued at such lower rate." The provision in the standard television contract is identical except for changes in wording to make it refer to TV.

Local-National ★ Inherent in all this hubbub is the years-old dispute over local versus national rates. Some major agencies have been accused of working through local dealers and distributors in order to get the lower local rates for national clients—while others claim to have been victimized by clients doing the same against their wishes. Reps, although not unanimously about it, have been among the most outspoken advocates of abolition of the double-rate standard and creation of a single rate for both local and national spot business.

In recent weeks two major advertisers have been repeatedly reported to be involved—in different ways—in the local-national rate situation. Standard Brands has been said to be so incensed over local rates off-card radio deals granted to another national advertiser that it instructed its main consumer-products agencies, Ted Bates and J. Walter Thompson, to stop doing business with stations that were parties to those deals. Standard Brands officials, however, denied flatly to Broadcasting that the company had given any such instructions.

Edward D. Barrett, assistant vice president of the grocery division, said that of course his company had been "disturbed for many years," as have "many advertisers," about preferential treatment accorded by various media to business placed locally. But, he said, this concern was "general among all advertisers" and not confined to Standard Brands alone.

B.F. Goodrich, meanwhile, has been

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**JOB MARKET GROWS IN AGENCY FIELD**

And competition grows too, but there's hope for the really talented

A program manager at a TV station in the Midwest years for a job in the radio-TV department of a New York or Chicago agency. A June graduate of the U. of Missouri pictures himself as a copy writer of "creative" commercials. A station time salesman or a marketing employee of a giant soap company set their sights on account executive posts at big-city agencies.

What are their chances?

Is there more or less opportunity now to find a place in the so-called "glamor" agency business and particularly in the "ultra-glamor" agency area of radio-TV? There is no fast or easy answer.

A sampling of the opinion of personnel specialists at advertising agencies and management consultants indicates there are more agency jobs open today in broadcast advertising but there are also more people competing for them. This is especially true in TV.

Shift of Emphasis ★ The radio-TV production field at agencies has narrowed with the shift of programming control to the networks. But in the past few years as the advertiser's investment in TV has swelled, other departments at the agency have grown, too. New opportunities have opened for timebuyers, copy writers, commercial producers, program supervisors, film buyers, artists and account executives. The outlook is promising for a moderate growth in the years ahead.

Agency personnel officials contend they are always "on the lookout for new talent, for well-qualified people." While there are no universal rules for landing any given job, the suggestions mentioned most often by placement executives include the following:

★ A job with an advertiser is highly-regarded background at agencies, both for the comparative beginner and for the experienced man. A stint as a sales or marketing trainee gives the prospective agency executive an insight into the needs of clients. The seasoned advertising man, who has acquired a knowledge of marketing and media at the client level, can bring a valuable plus to an agency job.

★ Many personnel officials believe the advertiser also will be a source of more positions for radio-TV specialists. As expenditures in television grow, especially, the advertiser will add more people to his radio-TV staff, or will establish such a department. There may be a job flow to and from agencies, they note.

★ Experience with a local television station is considered "very valuable" by many placement executives. They believe that the number of employees in the advertising area will increase at the station level because of (1) an increase in the number of stations on the air; (2) a steady rise in local advertising activity and (3) an increase in the amount of locally-produced programming. Contact with a variety of advertisers at the local level is regarded as helpful by many hiring officials. But, again, there are some dissenters: some personnel people feel that radio-TV station employment is valuable for learning the media situation, but not for understanding an advertiser's needs at the agency level.

★ The small agency is considered a sound proving-ground for the potential agency broadcast executive by many employment executives, but others tend to "look down" at this experience. The small agency booster points to the background acquired in all phases of agency operation. Others, however, claim that this experience often is not the type that is required at the larger agency with major broadcast accounts. Accordingly, a man with several years of small-agency employment behind him, expecting a big-agency job with reasonable salary, may not always be considered for a vacancy.

Facts of Life ★ As in other areas of life, job hunters may find that a personnel man's preferences may be swayed by the occupational history of the head of the agency. If the policy-maker received his early training at small agencies, an applicant with this grounding often would be preferred; if he came out of an advertising medium, this experience would be considered highly.

To start the exploration for an agency job, the resume is a most helpful tool, both for the beginner and the experienced man. It should be spread around generously. The more prospective employers who see it, the better are the chances for landing a job. It's the basic principle of exposure. An eye-catching resume also is viewed as an index of a man's potential by some personnel officials. Some applicants pay a hefty fee for a "professional" resume. Oddly enough, the "store-bought" kind isn't necessarily considered a handicap in some circles because it is attractive and effective for its purpose.

In many big cities, particularly New York, Chicago and Los Angeles, there are private employment agencies that specialize in the advertising field. The local advertising club usually can provide a list of these. Some advertising agencies, however, claim they use the employment agencies largely for cleri-
accused in widely circulated reports of dealing directly with radio stations to get lower rates for a recently placed campaign, to the embarrassment of its agency, BBDO. But a BBDO spokes-
man denied that this was so. The
reports, he said, may have stemmed from the practice of retail outlets, which handle Goodrich products, buying radio time for themselves at the pre-
vailing local or retail rate.

Semantics ■ Pending their meeting with reps this week, Ayer authorities declined to be drawn deeply into the controversial rate questions. One off-
cicial did acknowledge that there is much confusion in rate structures as between “national,” “local,” “regional,” “retail” and “sectional” rates, for ex-

ple. When rate cards carry no clear-
cut definitions of such business terms, he said, it is difficult for an agency to know that it is getting a fair deal for clients. But he cautioned that it should not be assumed that this subject would necessarily be the main topic at Wednesday’s meeting.

If the reps are free to raise subjects of their own—and the Ayer letter made clear that the guests would be expected to contribute to whatever discussion is held—then it seemed certain that not only local-vs-national rates would be brought up, but also the question of special tv discounts for summer adver-
tisers.

Although the networks and some im-
portant stations have announced special summer discounts, station representa-
tives for the most part are vigorously opposed to summer rate reductions, which they regard as unnecessary, un-
justified and unfair to year-round and to winter seasonal advertisers for such products as cold remedies (BROAD-
casting, May 23).

Invitations to Wednesday’s meeting were signed by L.D. Farnath, vice presi-
dent in charge of the media depart-
ment at Ayer. The letters sent out ear-
lier regarding special summer rates in tv—which followed a similar letter by BBDO and coincided with less formal activity by Benton & Bowles, JWT, Bates and Foote, Cone & Belding—were signed by George S. Burrows, Ayer media director.

nal and administrative help and rarely
for the higher-paid positions. But re-
mu-nerative posts sometimes are placed even through these organizations.

Clubs and Consultants ■ The local advertising and broadcasting clubs usually have some form of employ-
ment service. Even those not formally organized to place applicants will rarely turn away an interested job seeker. They may be able to provide job tips or information on possible sources of employment. Some clubs provide a pro-
fessional counselling service.

An outstanding job in this respect has been performed for more than 20 years by the “Job Finding Forum” of the Advertising Club of New York. The forum has assisted more than 25,000 men and women to “package” them-

to learn the best approach to land a job, to help fashion the best resume for a particular individual and to impart suggestions on how the applicant should conduct himself during a job interview.

In the past few years more and more advertising agencies and advertisers have drawn upon management con-
sultant companies for help in recruiting the top or middle-echelon executive. The local advertising club also can supply the names of such consultants.

In New York, John Orr Young & Assoc. and Robert Durham & Assoc. have executive recruiting departments within their firms, both of which spe-
cialize in the advertising field. Such general management consultants as Booz, Allen & Hamilton and Bruce Payne & Assoc. have departments to help recruit creative personnel of all kinds. Unlike employment agencies, management consultants are paid by the prospective employer—not the ap-
licant.

Placing the Foot-in-the-Door ■ The beginner will find there are proportion-
ately fewer “up-the-ladder” jobs at ad-
vertising agencies today. The fabled

"rags-to-riches" path of only a few years ago—from mailroom boy to vice president and account executive in six easy jumps—has been blocked off at many agencies. The reasoning is that although the mailroom often spawned the talented agencymen of the future, it too often produced a poorly-run mailroom to meet to-
day’s exacting operational demands. This has resulted in fewer “feet-in-the-
doors,” though agencies still hire beginners as clerks and assistants in vari-
ous departments. Such clerical skills as typing or proficiency at figures often can mean the difference between getting and losing an opportunity.

The rewards can be high for a suc-
cessful agency man. Jerry Fields, direc-
tor of Jobs Unlimited, New York, an employment agency which conducts surveys from time to time on salary ranges in advertising, cautions that wages can vary within job classifica-
tions, depending on agency size.

Mr. Fields offers these statistics on account executives and supervisors: $12-
$50,000 for those at agencies billing at $25 million and up, $12,000-$25,000 for $10-$25 million agencies; $10-$20,-
000 for $5-$10 million agencies, and
$8-$18,000 for under $5 million. Other ranges he reported: radio-tv director, $15-$30,000; commercial producer, $15-$25,000; timebuyer, $5-$12,000; associate media director, $10-$15,000; media director, $15-$30,000; copy-
writer (including supervisors), $5-$45,000.

Trainees are paid between $65 to
$110 weekly, with agencies having formal training programs tending to pay higher wages. Secretaries can ex-
pect between $85 and $125 weekly.
TV PREVIEW

"Have Tape Equipment, Will Travel" could be the title of a saga enacted by NTA Telestudios, New York, when the company, on short notice, journeyed to Knoxville, Tenn., to produce a 90-second tape commercial on behalf of the American Gas Assn. for presentation on CBS-TV's Playhouse 90 series.

The nine man team arrived in Knoxville from New York on May 15 and finished the assignment on May 16. The reason for the rush was that Lennen & Newell, agency for the AGA, alerted Telestudios on May 13 that it wanted to shoot a commercial, spotlighting the use of gas in the kitchen. The agency was particularly desirous of obtaining sequences showing the RCA Whirlpool kitchen in action. The traveling kitchen was in Knoxville on that date and was scheduled to leave for more distant points. The team began taping early on May 17 and completed the commercial by that evening. The total cost for the product was below $6,000.

The commercial demonstrates the varied uses of gas in the kitchen, spotlighting such appliances as washers, dryers, broilers, refrigerators, dishwashers and oven. Bruce Allen was the producer for Lennen & Newell and George K. Gould, president, and Al Markim, vice president, represented NTA Telestudios.

■ Business briefly

Time sales

Bout sell-out ■ Fiat Motor Co., via Grant Adv., N.Y. (its new agency), has signed co-sponsorship with Bristol-Myers Co. in ABC Radio coverage of the Ingemar Johansson-Floyd Patterson heavyweight boxing championship rematch on June 20 (10:05 p.m. EDT- to conclusion). The Fiat purchase completes ABC's sale of the $250,000 package, rights to which the network secured from TelePrompter Corp.

Nelson series sold ■ The Coca-Cola Co., N.Y., through McCann-Erickson Inc., N.Y., joins Eastman-Kodak as co-sponsor of ABC-TV's Adventures of the Nelson Family for the 1960-61 season. The series, which started on ABC-TV Oct. 3, 1952, will drop its present title of Adventures of Ozzie & Harriet on June 1. The program retains its current time period for next fall (Wed. 8:30-9 p.m. NYT).

Digs jazz ■ Studebaker-Packard Corp., South Bend, Ind., which last summer sponsored broadcasts of the Newport Jazz Festival on CBS Radio, has purchased the largest single package of special programs, all jazz, in network radio history, CBS Radio reports. Beginning Saturday, June 4, the automobile advertiser will sponsor a summertime schedule of fifteen 35-minute programs titled the World Jazz Series. The days will vary, but each presenta-

tion will be broadcast from 9:05 to 10 p.m. EDT. Broadcasts set so far include jazz festivals in New York (June 4-5), Newport (July 1-4), French Lick, Ind. (July 29-31), Detroit (Aug. 19-21), and Philadelphia (Aug. 26-28). Agency: D'Arcy Adv. Co., St. Louis.

Picks up Tab ■ Westclox Div., General Time Corp., La Salle, Ill., in its first sponsorship of a regular series on NBC-TV, has signed to co-sponsor The Tab Hunter Show, a new series starting in the fall (Sun. 8:30-9 p.m. NYT). This season Westclox sponsored two hour-long specials on NBC-TV. Alternate sponsor of the series will be P. Lorillard Co. Agency for Westclox: BBDO, N.Y.

Hi and Dry campaign ■ Revlon Products (Hi and Dry deodorant), N.Y., has launched an extensive spot TV campaign in a substantial number of major markets throughout the country which will extend through June. The product also will be advertised on various CBS Revlon programs throughout the summer. Agency: Mogul Williams & Saylor, N.Y.


Signed and sealed ■ Sealtest Div., National Dairy Products Corp., Phila., renewed Bat Masterson series for a third season on NBC-TV, but at new time (Thur. 9:30-9 p.m. EDT). Produced by Ziv-United Artists in association with NBC, the series has been contracted for 52-week sponsorship. Agency: N.W. Ayer & Son, Phila.

Races for Oil ■ Union Oil Co. of California, through Young & Rubicam, L.A., is sponsoring telecasts of the Saturday feature races from Hollywood Park Sat. 5:15-5:30 p.m. (PDT) for the 11-week season, on a 20-station CBS-TV Pacific network hook-up. This is the fourth consecutive season that Union Oil has sponsored the Saturday feature races on CTPN.

Steady customer ■ Warner-Lambert Pharmaceutical Co. will sponsor a full half-hour of NBC-TV's Sunday night lineup next season. A heavy TV spender, Warner-Lambert will sponsor alternate weeks of This Is Your Life (10:30-11 p.m.), new time period, and will renew alternate weeks of the Loretta Young Show (10:10-10 p.m.)

Friday fans ■ American Machine & Foundry Pinspotters Div. (through Cunningham & Walsh) is dickering for a half-hour period to sponsor a new Friday sports show on NBC-TV featuring pickups from around the country, direct and on tape. Host Bill Stern (sponsored on MBS by AMF) would cover whatever is timely in sports and aim for all-family appeal. If negotiations...
In New Haven, Conn., the BIG BUY is WELI! Why? Its 5000 watts, powerfully placed at 960 KC, give you 5 for 1 value — 5 times New Haven's audience — priced for New Haven alone. You get all of New Haven and Middlesex Counties, plus parts of surrounding counties, and Suffolk County, Long Island, too! You get more for less on Big-Buy WELI!

National: H-R Representatives, Inc.; Boston: Harry Wheeler
Audience vs. rates

A research study compiled by The Katz Agency, station representative, indicates that spot TV rate increases over the past five years have been less than increases in TV homes and viewing.

Katz used A.C. Nielsen Co. figures for January-February of 1955 and 1960 and a special tabulation of a sample of 50 major markets picked at random as the bases for its study. It ascertained that while the number of TV homes rose by 45.8% from 1955 to 1960 (31 million to 45.2 million), the rate increase on a 50-station lineup amounted to 38.2% for 1/2-hour nighttime programs, 45.2% for one-minute daytime on the open rate and 30.7% for year-round rate. The study also reports that households viewing weekday daytime TV increased by 59.7% from 1955 to 1960; daytime viewing hours rose by 60.9% and nighttime viewing hours by 44.5%.

succeed, 13-week run is planned, starting June 17.

At sea in D.C. = United Artists Corp., which held an invitational world premiere of "The Gallant Hours," starring James Cagney as Fleet Admiral William F. Halsey, in Washington, D.C., May 13, promoted the opening via saturation spot schedules on 14 radio stations in the area. A two-week radio drive linked with the U.S. Navy's national recruiting campaign will follow. Similar radio schedules are planned on a national basis, depending on results in the Nation's Capital. UA places its business direct.

Also in advertising

Seaside selling = The largest advertising and promotional campaign ever undertaken by Seaside Oil Co., L.A., has been launched through The McCarthy Co., that city, its agency. An estimated 25% of the budget will go into TV with the company sponsoring Seven League Boots on KHS1-7V Chico, KEYT (TV) Santa Barbara and KOVR (TV) Stockton-Sacramento, and Seaside News Roundup Wednesday nights on KJEO (TV) Fresno, all California.

Agency move = R. Jack Scott Inc., Chicago advertising agency, has moved from 814 N. Michigan Ave. to 51 E. Superior that city, doubling its office space. Telephone remains Whitehall 4-6886.

Merger = Phillips-Ramsey Inc., San Diego advertising and public relations agency, has acquired and merged with Piak & Richter Adv., Phoenix, Ariz. According to President Charles C. Ramsey, the merger adds 18 clients to the P-R list and boosts the agency's gross billings to $3 million annually. The Phoenix agency will retain its old name with the P-R title added. Offices are at 812 Guaranty Bank Bldg. At the time of the merger, P&R had annual billings of some $500,000 and a staff of seven.

BBDO radio study = BBDO is marshaling a new study on radio, first such major project since agency's 65-page analysis made for clients nearly four years ago. That study found radio a necessity for advertiser and public (Broadcasting, Oct. 1, 1956), traced the history of the medium before and after television. The new study will report on what's happened to radio since then.

Moving day = Rose-Martin Adv. moves to new headquarters at 3 West 57 St., N.Y. 19.

New quarters = George Page Barnes, New Orleans advertising agency, has set up new offices at 400 Market St. The agency specializes in television and related merchandising services and also offers diversified public relations services.

Two agencies win commercial awards

Liller, Neal, Battle & Lindsey, Atlanta, and Henderson Adv., Greenville, S.C., were first-prize winners in the radio and TV commercial categories, respectively, in the competition for southeastern advertising agencies conducted by the Radio and Television Representatives Assn. of Atlanta.

For its radio commercial campaign for Colonial Stores Inc., which was judged to show greatest sales effectiveness, LNB&L won the radio plaque. Henderson won the top TV award for the sales effectiveness of the Texite Chemical commercials. Other agencies winning certificates of excellence for radio commercials were: Cabell Eanes Inc., Richmond, Va., for the Virginia State Apple Commission; D'Arcy Adv., Atlanta, for Lance Inc.; Tucker Wayne & Co., Atlanta, for Cremlusion and Sealtest Foods—Southern Div.

Television commercial certificates of excellence were won by: Cargill, Wilson & Acree, Richmond, for Smithfield Packing Co.; Burke Dowling Adams, Atlanta, for Citizens and Southern National Bank; Tucker Wayne & Co., Atlanta, for American Bakers Co., Merita Div.

Broadcasting, May 30, 1960
BIG LIFT for BIG CITY TRAFFIC

WSB Radio's helicopter reports keep Atlanta motorists moving

Hovering high above busy traffic lanes, WSB’s helicopter reporter alerts rush-hour motorists to driving hazards, bottlenecks, offers advice on less congested routes. The whirly-bird augments WSB’s already well-established auto traffic patrol, and adds more strength to this station’s over-all news service in the public interest.

It is the kind of service that saw WSB making a clean sweep of the Georgia Associated Press Broadcasters Association Radio News Awards for 1959 — “Superior” in all news categories, and a total of nineteen awards for WSB and WSB newsmen. No other Georgia station has ever received such outstanding recognition.
RADIO’S AUTO MARKETING ROLE

Medium called ‘one of most essential’ in the marketing of new automobiles

What is radio’s responsibility as a marketing tool for automobiles in today’s competitive situation?

That’s the question that Don Jones, vice president in charge of the western division of MacManus, John & Adams, and George Genzmer, western division marketing director of the agency, asked the members of the Southern California Broadcasters Assn. May 19, at the radio group’s monthly luncheon in Hollywood.

The problem of marketing new cars successfully is especially difficult in the “complicated, oversold Los Angeles market,” Mr. Jones stated. Noting that his agency for many years has represented two major automobile clients—Pontiac and Cadillac (and has used radio regularly for them in Los Angeles)—he expressed the firm belief that “one of the essential mediums necessary for the success of most new cars marketing and advertising programs is radio.”

Last fall, Mr. Jones pointed out, three new compact cars were introduced by American manufacturers, all with heavy spot radio budgets, plus all the regular automobiles who also used spot radio in heavy introductory campaigns for their new models. “From January to May,” he added, “radio channels have been saturated with automotive radio advertising through local dealers, dealer associations and some continuing factory money.”

More to come • By this fall, “there will be at least 11 compact cars either being introduced or introducing new models,” Mr. Genzmer stated. The compacts, he noted, find their market in three places: among used-car buyers who can now afford to become new car buyers, among the buyers of foreign cars who were buying because of gas and other operating economies, but who want more room and more comfort, and among buyers of the low-priced three who would prefer more operating economies than they are getting . . .

“There is a huge new market today among unskilled workers, whose income is now at its highest point,” Mr. Genzmer continued. “We think this market should be of great interest to you because radio and television are the best means of reaching this audience—and radio is the medium that can be used with necessary frequency.”

Looking ahead to fall, when the 11 compact car lines, plus the traditional models, will be vying for choice radio time, Mr. Jones posed three questions to the Southern California radio station managers:

• What is radio going to do about the “log jam”? He claimed stations had built up the power of traffic time to the point of idolatry, so that timebuyers will accept no other placement. Radio should point out the advantages of other time and take steps to make sure other time has advantages. Stations should also take steps to let agencies know their criteria for allocating traffic time to assure the agencies’ buyers they are “getting a fair shake,” Mr. Jones warned.

• What are you doing to put stimulating new programs on the air? Mr. Jones said that better programming would have greater influence on the women’s market than the present schedules. He pointed out that the woman’s voice in selection of cars—particularly compact ones—is substantial. Too much programming is imitative, he charged.

• What vital merchandising programs can you furnish? Local radio has a responsibility for merchandising, particularly in the automotive field, Mr. Jones said. A cycle should be built from commercial to final wrap-up of the sale, he stated, adding that stickers on cars urging people to listen to a certain show are not enough. He urged that radio pay attention to local dealer groups as well as national manufacturers to show the dealers radio’s tangible results. “Help us prove that local radio did the job—not newspapers or magazines or network tv,” he said, suggesting that this might be done with “something newer and fresher than ‘Disc Jockey Rocky sent me.’”

Mr. Jones concluded his address by discussing the amount the 11 compact cars on the market in 1960 would probably spend this year and wondering

Everybody bought

Group of 55 advertisers—five mobile home manufacturers, 25 suppliers and 25 trailer parks—have been co-sponsoring 20-minute segment of Bill Burrud’s Holiday on KCOP(TV) Los Angeles each Friday for 13 weeks, since May 5. In the cooperative advertising project, the various companies have no organization, no advertising a g e n c y , but were rounded up by the sales department of Bill Burrud Productions.
OR CLEAR?

Does she filter you out or hear you through? It depends on whether her radio is tuned in—or just turned on. Listeners to the CBS Owned Radio Stations are tuned in and alert, because C-O programming demands it. It is radio for the active attention of the adult mind—not just a substitute for silence. Locally-produced C-O shows include live music, comedy, opinion forums, education, special events, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music programs. This is responsible broadcasting. It gets a responsive audience. And gets response to your advertising, too!

CBS OWNED RADIO STATIONS

KCBS SAN FRANCISCO    KMOX ST. LOUIS
KNX LOS ANGELES    WBBM CHICAGO    WCAU
PHILADELPHIA    WCBS NEW YORK    WEEI BOSTON

REPRESENTED BY CBS RADIO SPOT SALES
Within the next four to six weeks, Videotape Productions of New York Inc. will be connected via closed-circuit TV cable with at least one advertising agency. Before the end of the year it’s expected that the closed-circuit arrangement will encompass other commercial production companies and many other agencies, according to plans announced last week by John B. Lanigan, vice president of Videotape Productions.

Conceived by Videotape Productions more than a year ago, the project is now being developed by the New York Telephone Co., which will set up a 30-line switchboard designed to give complete service to a large number of producers and agencies. A two-way line of audio and video communication will exist between an agency and the company handling its commercial production. Installation will be a simple operation at agencies located in many of New York’s newer buildings, which are already equipped with the cables, Mr. Lanigan pointed out. Cost to an agency would include the installation charge, a monthly rental and unit use charges. “The cost would be covered in the savings on cab fare alone,” he added.

Advertising agency executives will be able to sit in their own offices and watch their commercials being taped blocks away at Videotape Center, Mr. Lanigan said. They will also be able to discuss the commercials with the producer in the studio, and to cast the commercials through the use of taped files of models and announcers. Agencies with TV workshops can pipe commercial experimentation to Videotape Center for tape or kine recording. The new service will permit agency management and creative people to accept or alter commercials within moments after they have been recorded, while talent, crews and sets are still at hand.

Mr. Lanigan and Howard S. Meighan, president of Videotape Productions, also announced last week plans to move the Videotape Center from its present location in the Century Theatre to new studios designed solely for video tape production. The move would not take place for more than a year.

**TvB report fills gaps on tv spot buying**

Nearly every advertising agency will vouch for heavy TV advertiser use of minute announcements. But information on buying into spot programs or IDs (station identification, 10-second duration) is not so readily available.

The statistical-minded Television Bureau of Advertising this week fills in some of the gaps. TVB detailed the following in an announcement today (May 30):

- A total 236 companies spent $50,000 or more in IDs last year. The gross time purchase amounted to $64,512,000 or 10.7% of the total national and regional spot TV advertising ($605.6 million). In 1948, the gross accountable by ID purchases: $56.8 million with 189 companies spending $50,000 or more.

- A total 238 companies spent $50,000 or more in spot programs in 1959, or a total $80,385,000 representing 13.2% of all national and regional spot.

Also revealed were the brand leaders in each category. In spot programs: Colgate-Palmolive and Procter & Gamble almost each advertised 18 brands; American Home Products, General Mills, General Motors, Lever Bros., National Biscuit andRalston Purina, each had nine or more brands.

The 1D-heavy advertisers (each buying for 10 or more brands) American Home Products, Bristol-Myers, Colgate-Palmolive, Helene Curtis Industries, General Foods, Nalley’s and Procter & Gamble.

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**ARB's DAILY CHOICES**

Listed below are the highest-ranking television network shows for each day of the week May 19-25 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

<table>
<thead>
<tr>
<th>Date</th>
<th>Program and Time</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur., May 19</td>
<td>Untouchables (9:30 p.m.)</td>
<td>ABC-TV</td>
<td>23.1</td>
</tr>
<tr>
<td>Fri., May 20</td>
<td>77 Sunset Strip (9 p.m.)</td>
<td>ABC-TV</td>
<td>20.2</td>
</tr>
<tr>
<td>Sat., May 21</td>
<td>Gunsmoke (10 p.m.)</td>
<td>CBS-TV</td>
<td>29.7</td>
</tr>
<tr>
<td>Sun., May 22</td>
<td>Alfred Hitchcock (9:30 p.m.)</td>
<td>CBS-TV</td>
<td>25.6</td>
</tr>
<tr>
<td>Mon., May 23</td>
<td>Danny Thomas (9 p.m.)</td>
<td>CBS-TV</td>
<td>23.5</td>
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<tr>
<td>Tue., May 24</td>
<td>Garrow More (10 p.m.)</td>
<td>CBS-TV</td>
<td>20.5</td>
</tr>
<tr>
<td>Wed., May 25</td>
<td>Wagon Train (7:30 p.m.)</td>
<td>NBC-TV</td>
<td>21.4</td>
</tr>
</tbody>
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Copyright 1960 American Research Bureau
A New Version of a Famous Microphone!

New BK-11A VELOCITY MICROPHONE

... combining all the advantages of the famous 44-BX and Junior Velocity Microphones ... plus latest developments in modern microphone design

Here is an inexpensive all-purpose microphone offering excellent performance. Its wide-range frequency response from 30 to 15,000 cycles makes it ideal for music pickup. Its bidirectional figure-eight pattern permits placing of performers on both sides of the microphone. A three-position voice-music switch provides for the selection of the most desirable operation characteristics.

Designed for high quality studio use, its lightness makes it ideal for indoor remotes where high fidelity reproduction is essential. Like the 44-BX, it is very rugged, will provide years of dependable every day service. Another fine new product from the Broadcast and Television Equipment Division of RCA!

For complete information on BK-11A Microphones for stand or desk mounting, see your RCA Representative. Or write to RCA, Dept. GE-48, Building 15-1, Camden, N.J.

The Most Trusted Name in Electronics

RCA

RADIO CORPORATION OF AMERICA
PLANS FOR TV CODE EXPANSION
NAB board meeting to review procedures

Plans to expand the NAB TV Code structure will be reviewed at a June 2 meeting of the NAB TV Code Review Board, to be held in Washington. The expansion was authorized by the NAB TV Board of Directors last March.

The session will mark the first Washington business meeting of the board since its expansion from five to seven members. E.K. Hartenbower, KCMT-TV Kansas City, is chairman. He succeeded Donald H. McGannon, Westinghouse Broadcasting Co.

Membership now includes (besides Chairman Hartenbower) Mrs. A. Scott Bullitt, KING-TV Seattle; Gaines Kelley, WFMY-TV Greensboro, N.C.; Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; James M. Gaines, WOAI-TV San Antonio; George Whitney, KFMB-TV San Diego, and Joseph Herold, KBTV (TV) Denver.

Expansion of the code operation includes opening of a New York office to be staffed by an assistant director. The office is to be opened during the summer, providing direct contact with advertisers, agencies and networks.

The Washington office will be enlarged with addition of James J. Gillis, 33, who will report to Harry Ward, assistant director. Edward H. Bronson is staff director in charge of code enforcement. Mr. Gillis has been at the Dept. of Justice since 1952.

The code's dues were increased recently to the highest hourly rate-card fee of member stations as of Oct. 31, 1959, with a minimum of $300 and maximum of $1,200. Network dues were increased from $1,500 to $13,000 yearly. A few complaints about the new rates have been received but the increases were generally accepted without adverse comment.

Topics on the code board agenda include: proposed interpretations and amendments to code language; results of a revamped monitoring system; consideration of questionable commercials and program material, and enforcement of the new ruling covering participation announcements, adopted in March (Broadcasting, April 4).

The board's planning committee headed by Mr. Herrold will meet June 1. Representing the NAB Policy Committee at the code sessions will be G. Richard Shafro, WIS-TV Columbia, S.C., a former code chairman.

KUTV (TV) to switch to NBC-TV in fall

KUTV (TV) Salt Lake City (ch. 2) signed last week to switch from ABC-TV to NBC-TV, effective Oct. 2, and said an extensive colorcasting operation would be launched and news coverage expanded on a major scale coincident with the change. Ch. 4 KTVT (TV) is NBC's current affiliate in that market.

George C. Hatch, KUTV vice president, who announced the move jointly with Harry Bannister, NBC vice president in charge of station relations, said KUTV has ordered RCA equipment for both network and locally originated colorcasts and expects to present at least 60 hours of color programming a month, starting this fall. It has not been in color, he said, because ABC-TV originates no color programs. In addition, Mr. Hatch said KUTV was at work on a project which it hoped would improve the quality of feeds of NBC to affiliates in Idaho and Montana.

KUTV is owned by The Salt Lake Tribune and The Ogden Standard Examiner.
Now KFBK is a full-time CBS affiliate. Top CBS news and entertainment features have been added to the already diversified and successful McClatchy programs. This will provide a balanced format which will attract more listener-loyalty than ever. And remember that KFBK is already Number One in ratings 94% of the time, 6 AM to midnight (Pulse, April '59).

Proven performance plus new CBS programming means your radio story gets across for sure on KFBK.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
CBS' Own Northwest Compromise

Takes second Tacoma-Seattle tv affiliate, settles antitrust suit

CBS last week settled a $15 million antitrust suit by taking on two affiliates for the price of one, almost, in the Tacoma-Seattle market.

The settlement ended a triple damage suit filed against the network and KIRO-TV Seattle by KTNT-TV Tacoma on the grounds that CBS and KIRO-TV had conspired to take the CBS affiliation away from KTNT-TV.

CBS will offer both KTNT-TV and KIRO-TV as dual affiliates in the Seattle-Tacoma market. This arrangement begins June 1 and runs to Dec. 31. The rate for the combined affiliation will be the same as the present rate of KIRO-TV alone, $1,000 per Class A hour.

On Jan. 1, 1961, CBS will offer both stations at a combined rate of $1,300. Advertisers will have the choice of buying both stations at that rate, or one of the two at the $1,000 rate.

These arrangements were announced by CBS last Wednesday.

What has not been announced— and could not be confirmed— was that CBS also paid KTNT $400,000 in settlement of the multi-million dollar private antitrust suit. That a large chunk of this was for legal fees and expenses in connection with the suit, was understood to have been agreed upon.

The full details of the settlement between CBS and KTNT may never be known since the terms of the agreement do not have to be filed in court.

Surprise to KIRO: The settlement, it was learned, came as a surprise to KIRO officials. They learned of it Tuesday, the day before it was announced. Presumably the action against KIRO-TV will be dismissed, but there was no announcement of this.

An attempt by CBS to settle the suit some months ago was successfully resisted by KIRO, it was also learned. CBS officials were silent last week on their reasons for settling the suit instead of defending it, but it was learned on reliable authority that the network and its legal advisers feared the consequences of a loss would be far more severe than the damages in this case alone. The network's view was that if KTNT-TV won its case, it would be all but impossible for any network to change affiliations in the future.

Dual Deal: The practical effects of the dual affiliation set up by the CBS settlement were the subject of conjecture last week. It was pointed out that CBS, like other television networks, no longer has a must-buy policy requiring advertisers to purchase certain stations in a network lineup. Hence advertisers cannot be forced to take both KTNT-TV and KIRO-TV, or one in preference to the other, or either, for that matter.

CBS-TV officials last week took the position that the added coverage provided by both stations, as compared with that provided now by KIRO-TV alone, would easily justify the $300 extra it will cost advertisers to buy both after Jan. 1.

The $1,300 combined rate for both the CBS-TV affiliates will be roughly comparable to the rates of the affiliates of other networks in the market, CBS-TV officials pointed out. The present CBS rate of $1,000 for the market is under the others.

Both KTNT-TV and KIRO-TV are vhf stations; KTNT-TV is on ch. 11 and KIRO-TV on ch. 7. There are three other v's in the Tacoma-Seattle market, KING-TV (ch. 5), an NBC affiliate; KOMO-TV (ch. 4), an ABC affiliate; and KTVW (TV) (ch. 3), an independent.

Charge of Secrecy: KTNT-TV's treble-damage suit, a civil antitrust action, was filed in 1958. The station, which is owned by the Tacoma Tribune Publishing Co., alleged that CBS and KIRO had a secret understanding that was put into effect in February 1958 when KIRO-TV went on the air. Before that KTNT-TV had been the CBS-TV affiliate since 1953. KTNT-TV said that the CBS-KIRO deal violated the Clayton Act.

Last April U.S. District Judge William J. Jameson denied a CBS motion for dismissal of the suit. The case was scheduled to go to trial July 12 in federal court in Tacoma.

In announcing the new affiliation of KTNT-TV last week, CBS made no mention of the lawsuit. Neither was the suit mentioned in an announcement put out by KTNT-TV.

George F. Russell, president of the Tacoma Tribune Publishing Co., said the reason for the revived affiliation was "CBS's desire to increase the audience for its program in the entire Puget Sound area to a competitive level with the audiences of other networks."

He said the KTNT-TV would make CBS-TV programs available "to many residents of the Puget Sound area who do not now receive a satisfactory signal."

34 (THE MEDIA)
IT'S BEEN AN "AWARDING" YEAR AT WGN-TELEVISION!

award—
Our thanks to Sigma Delta Chi for selecting the WGN-TV News department to receive the Sigma Delta Chi Television Reporting Award for 1959. To quote from the citation: “In its coverage of an air crash near Midway Airport, WGN-TV displayed an ability, not only to get the story in the face of obstacles, but to get it accurately, completely, effectively, and uniquely. All in all, the coverage was full, complete, well-rounded and technically excellent.”

award—
The coveted 1959 Peabody Award for “television entertainment, musical” was won by WGN-Television’s “Great Music from Chicago.”

award—
The Radio-TV Mirror Award for “the best musical program in the Midwest” was won by “Great Music from Chicago.”

WGN-TELEVISION
CHICAGO
This coveted Animal Agriculture Award was presented to KWTV's Farm Director Wayne Liles at the 52nd Annual Convention of the American Feed Manufacturers Association in Chicago.

The basis for judging KWTV's Wayne Liles the National Winner, is set by the Association as follows:

1. Interest and ability to hold the farmers' attention, convey the latest information and stimulate constructive action.
2. Encourage most economical production of livestock and poultry of highest quality, fitting best into market demands.
3. Good balance between management, nutrition, breeding, animal health, labor saving, finance, marketing, consumer education, and youth activities.
4. Participation in field days, tours, contests, special promotions and assistance in animal agriculture activities.
5. Results from the above activities in terms of special developments.

Morning News and Farm Markets
7:30 to 7:45 A.M., Monday through Friday—News of rural interest with livestock reports direct from Oklahoma City stockyards. Also grain and poultry markets.

KWTV Farm Programming

Farm News and Markets
12:15 to 12:30 P.M., Monday through Friday—Farm news with daily film reports on livestock quotations, with owners name and address, class and grade of stock, weights, prices, and name of purchasers.

Saturday Farm Show
12:30 P.M., Saturday—The emphasis is on state farm youth activities in 4-H, FFA and FHA.
Chicago council lifts radio-tv access ban

Chicago broadcast executives last week won a qualified victory in their fight to cover city council proceedings with the tools of their trade. But they'll have to wait until next fall for a decision on permanent unrestricted access.

That was the sum and substance of an "agreement" reached by station managers and news directors of Chicago's four commercial tv stations and the council's rules committee headed by Alderman Harry L. Sain.

Each station agreed to carry one taped two-hour telecast of a council meeting as a public service "without prejudice to the right of free access for television news coverage." The meetings will be video-taped and carried the following Saturday by ABC's WBBK (TV) on May 27, CBS' WBBM-TV on June 10, NBC's WNBQ (TV) on June 24 and independent WGN-TV on July 7.

Broadcasters also won the "privilege" to abstract audio or video recording highlights for spot newscasts prior to the Saturday public service telecasts and to edit the telecasts to two hours if the meetings run longer.

Each station will provide its own newsmen and announcers for its assigned telecast. Duplicate tapes will be supplied to the other stations for spot news purposes.

The formula was reached by station managers, news directors and aldermen on the rules committee after considerable controversy.

A Modification. It is intended as a modification of a plan suggested by Sterling C. Quinlan, ABC vice president, who offered WBBK's facilities for a periodic public affairs telecast on an experimental basis. Other stations pointed out the offer should not be made a contingent for gaining equal access to spot news (BROADCASTING, May 23).

Other major principals involved in the equal access fight were Clark George, vice president of CBS-TV stations division and general manager of WBBM-TV; Ward L. Quaal, vice president and general manager of WGN-AM-TV; Lloyd E. Yoder, NBC vice president in charge of WNBQ and WMAQ; William Garry, news and public affairs director of WBBM-TV; Tom Hoy, news director of WGN-AM-TV; Frank Jordan, news director of WNBQ and WMAQ and Con O'Dea news chief of WBBK which planned to air the first public affairs telecast Saturday (May 28). The council recesses for the summer after July 7.

Station managers and rules committee members feel the experiment is designed to "explore all facets" of tv coverage and that it's conceivable that telecasts of the meetings would resolve all opposition to full news coverage. Primarily, the aldermen have been concerned mostly with editing of film and tape which, they've often felt, presented their views and physical gestures out of context. (Few of them objected to radio-tv newsmen and commentators covering council meetings with paper and pencil.)

Meanwhile, attorneys for the city of Chicago, acting on behalf of the council aldermen, have filed a petition in circuit court seeking dismissal of the mandamus action brought by the state's attorney, Benjamin Adamowski of Cook County. It's felt the state's attorney's suit might have been rendered somewhat moot in view of the rules committee's decision, but it was understood that legal action would be pursued until the council's rules are amended to remove the radio-tv ban.

Rep agreement signed

A reciprocal representation agreement between NBC and Regie No. 1, exclusive advertising representative for Europe No. 1 radio station in Paris was signed last week by NBC Board Chairman Robert W. Sarnoff and Marcel Bleustin-Blanchet.

An announcement from NBC last
week stated that the network will serve as advertising representative in the U.S. for Regie No. 1 and the latter organization will serve the network in Europe in a similar capacity. It was learned that the agreement is more far-reaching, including plans for an exchange of programming; the providing of professional assistance by NBC to Regie No. 1, and investment by the network in M. Bleustein-Blanchet's various enterprises. He heads the largest advertising agency in France and has a controlling interest in Regie No. 1. 

NAB names members for two committees

Two committees—Finance and By-Laws—were appointed last week by the NAB Policy Committee, temporary guiding body of the association.

Named to the Finance Committee, which consists of NAB board members, were: Radio Fund—Merrill Lindsay, WSOY-FM Decatur, Ill., chairman; Thomas C. Boutic, KIMA-Yakima, Wash.; Frank Gaither, WSB Atlanta; Joseph M. Higgins, WTHI Terre Haute, Ind.; Rex Howell, KREX Grand Junction, Colo., and Richard H. Mason, WPTF-FM Raleigh, N.C.

Tv Fund—W. D. Rogers, KDUB-TV Lubbock, Tex., president; Campbell Arnow, WTAR-TV Norfolk, Va.; Clair C. McCollough, Steinman Stations; Eugene S. Thomas, KETV (TV) Omaha, Neb.; Willard E. Walbridge, KTRK-TV Houston.

Co-chairmen of the By-Laws Committee are Dwight W. Martin, WAFB-TV Baton Rouge, La., and John F. Patt, WIP Detroit. Other members are Henry B. Clay, KTHV (TV) Little Rock, Ark.; William B. Quarnt, WMT-TV Cedar Rapids, Iowa; B. Floyd Farr, KEEK San Jose, Calif., and Harold Hough, WBAP Fort Worth.

Members of the policy group are Mr. McCollough, chairman; Mr. Lindsay, and G. Richard Shafto, WIS-AM-TV Columbia, S.C.

New home for WJXT

WJXT (TV) Jacksonville, Fla., last week moved into its new $1 million-plus Broadcast House. The building contains 40,000 square feet, twice the size of former quarters, and includes two identical studios, three conference rooms, two lobbies and two video tape machines. On May 26, WJXT broadcast a "tour" of the new facility and has welcomed group tours and is offering twice-weekly public tours. Each guest is given a 20-page booklet describing the building and station operation.

Two fire-destroyed stations back on air

Last week two stations rose like the phoenix from the ashes of fires that had completely razed their facilities. WSPA-AM-FM-TV Spartanburg, S. C., lost no air time after its studios were gutted by a May 16 fire (Broadcasting, May 23). KCFM (FM) St. Louis was knocked out for one week following a blaze May 13 and is now back on the air with a stronger signal.

The St. Louis fire destroyed two transmitters, a 10kw and a 3kw, three complete studios, all equipped with dual-channel boards, three newly-purchased tape recorders and two others, in addition to other broadcasting equipment. Last to collapse was the station's new tower. KCFM is now occupying temporary studios atop Boatsman's Bank Building and transmitting with 96 kw power.

WSPA has leased a large one-floor building at 123 N. Concord St. for temporary offices and studios. The radio facilities are operating from auxiliary studios at the transmitter on highway No. 23, while WSPA-TV broadcasts from auxiliary studios at the transmitter on Paris Mountain near Greenville, S. C. Walter Brown, president of the stations, says plans will be started for new and modern facilities "just as soon as we are back to the normal operation from our temporary quarters."

Rep appointments

- WCAE Pittsburgh: Daren F. McGavren Co., N.Y.
- KAPE San Antonio: For joe & Co., N.Y.
- WMAY Springfield, Ill.: Daren F. McGavren Co. as national representative.
- KVFM (FM) San Fernando, Calif., will hereafter be represented by its own station sales staff.
- KARD-TV Wichita, Kan.: Peters, Griffin, Woodward Inc., N.Y.
- KENT Shreveport, La. appoints Ford joe & Co., N.Y. as national representative.
- WINN Louisville, Ky.: Daren F. McGavren Co., N.Y., effective June 1.
Keystone now has affiliated stations and is still growing

Keystone covers practically 100% of the C & D counties in the U.S.A. and is program-tailored for local interest.

Keystone delivers 87% coverage of all farm markets in the country, the greatest farm market coverage available, and at a cost that will surprise you. Buying Keystone gives you a personal representative in each market.

Keystone offers PLUS MERCHANDISING, specifically designed to fortify your advertising at the point of sale. Case histories are available for your examination. KEYSTONE advertising WORKS at the consumer level and at the dealer level!

Our 20th year—Established 1940

Keystone Broadcasting System, Inc. Dept. B-4
111 West Washington St., Chicago 2, Ill.
Please send us your complete station list and your farm market coverage survey.

Name
Address
Company Name
Pulse Beat

Unlisted telephone headaches: If you have an unlisted number in New York, here is an announcement anyone using data derived in any way from telephone techniques should study, an extra headache, and a further weakening of the reliability of telephone-produced data or diary derivatives.

The New York Telephone Company says, in a May enclosure to subscribers with private numbers, here quoted:

"The top line of your enclosed bill includes a charge of 50 cents a month for your unlisted telephone number—a special service for you which requires extra work to make sure your number is not published or given out.

"This new charge is covered by tariffs on file with the Public Service Commission and is being applied in connection with the printing of your new directory this month.

"As we explained in our recent letters to you, there has been a sharp increase in the demand for unlisted numbers. If it continues, it confronts us with the prospect that from a fourth to a third of our residence customers might eventually refuse to be listed in the directory . . ."

"One in every nine unlisted. In May 1959, at the time the new tariffs were filed, there were nearly 400,000 unlisted numbers in the New York metropolitan area. This was one in every nine of our 3,500,000 residence customers. The number had been increasing at the rate of one for every two residence telephones added. In two years it had gone up to 80,000. If it were to grow at this rate, it is not hard to visualize 750,000—even a million—telephone numbers unlisted."

Pulse uses face-to-face interviewing: no phones; simply a lot of shoe-leather, a strong thumb for pressing the doorbells of the nation—270 markets plus! your assurance of getting the 100% full sample—the same, constant, reliable base.

Image more important than numbers

The results of a private survey by MBS among 103 policy-creating advertising agency executives indicate that the "image" of a radio station is "as important, if not more so than the number of listeners to an outlet.

A synopsis of the survey among chairmen, presidents and vice presidents in charge of radio-tv for agencies, was sent to mutual stations last week. Robert F. Hurleigh, president, stressed that the survey showed that these top-echelon executives were cognizant of the importance of "quality radio" and these decision-makers now are starting to "educate clients and their own agency subordinates to such approaches to media buying in radio."

Mr. Hurleigh added that the survey reveals that top-level agency officials do not fear provocative programming. They insist upon service to the community and suggest the networks offer that type of programming which local stations cannot provide. The "image" of a station favored by most of the top agency officials was one that projected "aggressiveness, forthrightness, honesty, community service."

The silent treatment

The Communist Party of the U.S.A., New York, which sent letters on May 17 to all seven New York television stations for information on time availabilities and the cost of a quarter-hour telecast, had not heard from a single station a week later. Philip Bart, national organization secretary, said last week that no decision had been made on what the next step will be but the request probably would be renewed.

Mr. Bart said the party would like to purchase time on a weekday evening on any one of the seven stations for presentation of its views on recent, important international events, especially those pertaining to the peace and security of the U.S. He indicated that one of the organization's officers would be designated to give the tv talk after the time is secured. Radio time may be considered at a later date, Mr. Bart said.

Media reports

Moscow bureau reopens = The CBS News Moscow bureau has reopened under the direction of Marvin Kalb, CBS News specialist in Russian affairs, it was announced last week by John F. Day, vice president, news. The bureau has been closed since October 1958.

WPEN to MBS = WPEN Philadelphia is to join Mutual today (May 30). The station, on 950 kc with 5 kw, is owned by William Penn Broadcasting Co. William B. Caskey is executive vice president.

NBC's five = NBC-TV this summer is making available unsold minutes within five prime-time evening programs to its affiliates for local or spot sale, the time subject to network recapture after two-week notification. The programs are Law of the Plainsman (Thur., 7:30-8 p.m.), Cinarron City (Fri., 8:30-9:30 p.m.), Moment of Fear (Fri. 10-11 p.m.), Head of the Class (Fri., 8-8:30 p.m.), and Music on Ice (Sun., 8-9 p.m.). Minutes as a rule are accommodated three in a half-hour program and six in hour shows.

Upward and outward = WPAT-FM Paterson, N.J., has started broadcasting from its new transmitter site atop the Chrysler Tower in midtown Manhattan. According to Dickens J. Wright, president of WPAT-AM-FM, the move from Clifton, N.J., gives the fm outlet a signal reaching an estimated 17 million people and 5 million homes. Mr. Wright says available sources show at least 50% of the homes are equipped with fm receivers.

Sign for conventions = Radio Press International, N.Y., has signed 53 radio stations in 30 states for its coverage of the political conventions this summer. The voiced news service will send a news team of six reporters to both Los Angeles and San Francisco. RPI's overseas news staff will report international reaction to the conventions' developments.

Lucky 13 = The Bolling Co. has opened a Minneapolis office, to be managed by James D. Bowden. The office, the thirteenth Bolling branch, is located at 1102 Northwestern Bank Building.

New rate card = WCBS-TV New York reports that a new rate card, No. 21, will become effective June 1. Changes range from an increase of 5 or 6% in prime evening spots and The Late Show participations to 13% for The Early Show participations.

Davis memorial = Establishment of an Elmer Davis Memorial Fund in memory of the late reporter, broadcaster and author, has been announced by Columbia U. The gift, presented on the second anniversary of Mr. Davis'
The tax 8 out of 10 don't know about

One of the federal government’s largest business activities is the production of electric power . . . but 80% of the American people have not yet realized the government has been using their taxes to pay for it.

MULTI-BILLION DOLLAR BABY

To date, more than $5,000,000,000 in federal tax funds have gone to put government into the electric light and power business. And the proponents of this federal “public power” are after another $10,000,000,000 — much of it likely to come from the unsuspecting taxpayer.

This free-handed spending of the taxpayers’ money has slipped by almost unnoticed for several reasons. First, there has never been a named “public power tax,” to alert the taxpayer. Second, there has been no full-dress national discussion of the matter. And it has been traditional to disguise power spending as “incidental” to such government activities as flood-control, irrigation and navigation.

THE $10,000,000,000 THREAT

“Public power’s” pressure groups apparently count on that same anonymity and lack of understanding to get the $10,000,000,000 more.

But there is no real need for such spending. The hundreds of independent electric companies are able and ready to supply all the electricity the nation can conceivably need — without tapping the taxpayer. The companies have proved they have the financing, the know-how and the responsibility to do it.

THE QUESTION THAT OUGHT TO BE PUBLIC

Shall the cost of new electric plants be put up by investors — or will the long-suffering taxpayer have to pay most of the bill? The answer will affect future tax levels, inflationary pressures, and the extent of government encroachment into all business.

Unnecessary taxing is only part of the full story. The coupon below will bring you facts, quotes and figures in a new free booklet, “The Story Behind the Electric Power Picture.” A few of the topics covered are labor’s attitude toward “public power,” and the effects on communities everywhere of subsidized power and growing government control.

AMERICA’S INDEPENDENT

ELECTRIC LIGHT AND POWER COMPANIES

POWER COMPANIES
Room 1119-U, 1271 Ave. of the Americas, New York 20, N. Y.

Please send promptly the material checked below:

☐ The new free booklet, “The Story Behind the Electric Power Picture”

☐ Names of companies that sponsor this advertisement

NAME ________________________________ (Please print)

ADDRESS ________________________________

CITY ___________________________ STATE ___________________________
Most national and local advertisers of all Pittsburgh TV stations—confirmed by BAR, December 1959. And that's not all! Strongest local programming of all Pittsburgh TV stations! Stronger personalities to give products their endorsement! Kids' shows, women's shows, news shows—
all rated FIRST in their time periods by NIELSEN. □ Any year, any time ... largest share of audience* of all Pittsburgh stations! Look as far back as you like and you'll find KDKA-TV consistently ahead of any other Pittsburgh station. □ Most first-rated news shows of all Pittsburgh TV stations!* □ That's why, in Pittsburgh, no spot TV campaign is complete without the WBC station, KDKA° TV

*Pgh, area N.S.I., Feb., 1960

©© WESTINGHOUSE BROADCASTING COMPANY, INC.

Represented by Television Advertising Representatives, Inc.
uninterrupted roll
"good music"
film
honored posthumously
work until
and advertising for
offices
but music,
titled
Marshall,
Commercial-free
field.
aspects of the
nalism, and
university's Graduate
death,
13th
the Philadelphia

$I43,500
Profitable fulltime
Growing
CALIFORNIA
$100,000
Interesting

$I250,000
Growing
Good

$I50,000
Profitable fulltime
market. Ideal
$43,500
cash

NEGOTIATIONS • FINANCING • APPRAISALS
Blackburn & Company
Incorporated

WASHINGTON, D.C.
MIDWEST
ATLANTA
WEST COAST

O%

44 (THE MEDIA)

JONES W. BLACKBURN
JACK V. HARVEY
JOSEPH M. SIRICK
WASHINGTON BUILDING
STERLING 3-4341

333 N. MICHIGAN AVE.
CHICAGO, ILLINOIS
FINANCIAL 6-6460

CLIFFORD B. MARSHALL
STANLEY WHITucker
ROBERT M. BALRUD
HAELEY BUILDING
J.A.-ASSN 5-1576

CALVIN M. SELPH
CALIF. BANK BLDG.
9441 WILSHIRE BLVD.
BEVERLY HILLS, CALIF.
CHERSTVIEW 4-2770

BROADCASTING, May 30, 1960
LISTENING HABITS HAVE CHANGED!

...in Cleveland, WHK is Now No. 1

Latest analyses of Cleveland radio reveal that affection has been transferred to WHK, thanks to Metropolitan’s unique Gestalt of service, news and showmanship. The New WHK delivers Cleveland’s largest audience, and advertisers are reorienting. For more insight into this development, consult with Blair, or V.P. and General Manager Jack Thayer (EXpress 1-5000).
GOVERNMENT

A SEC. 317 THAT'S MORE DIGESTIBLE

Final details on identification legislation are being ironed out

A way out of the Sec. 317 mess that would make everybody happy—the House Commerce Committee headed by Rep. Oren Harris (D-Ark.), the FCC, NAB, ABC, CBS and NBC—appeared set last week.

After several weeks of study, the committee apparently has agreed on legislation suggested by NBC in a statement (BROADCASTING, April 25) and CBS in testimony on HR 11341 (BROADCASTING, April 18), and incorporating suggestions by other witnesses.

Still in disagreement among committee members after they met last Wednesday in closed session with attorneys representing broadcasters to consider a redraft of HR 11341:

■ The bill's provision for 10-day suspension of license at the FCC's discretion. NAB and the three networks oppose it and told the committee they feel there are other remedies to discipline licensees just as effective as suspension and involving less hardship on the public. The FCC favors the suspension power and Rep. Harris reportedly hopes to keep that provision in the bill.

■ The measure's provision permitting payoffs among applicants for a new broadcast permit only if payments do not exceed actual out-of-pocket expenses incurred in prosecuting an application. The industry is lined up against this on grounds it would discourage bona fide mergers, i.e., where an applicant under present practice agrees to withdraw on condition he receive a specified interest in the remaining applicant, such interest could be interpreted as exceeding his actual expenses. The redrafted bill has dropped an earlier provision that the FCC would be required to reopen the case and accept new applications where payoffs have occurred, even though approved by the FCC as proper.

The redraft also has dropped a provision making mandatory a local hearing on applications for new station construction permits or major changes in facilities, leaving this discretion to the FCC. Its quiz rigging sanctions, following the FCC's suggestion, cover only contests of intellect or chance, excluding games involving physical skills.

Architects of Compromise ■ The redraft of Sec. 317, which the House committee apparently has agreed to, was made in consultation with Vincent Wasilewski, NAB director of government affairs; Vernon Wilkinson, attorney representing ABC; Thomas K. Fisher, CBS-TV vice president and general attorney, and Thomas E. Ervin, NBC vice president and general attorney.

It incorporates NBC's suggestion of two laws setting up a "chain of responsibility" by which non-licensees would be required to notify the licensee of payments which would require a sponsorship or identification announcement. This "disclosure statute" (not an amendment to the Communications Act) would apply to station employees, networks and employees, independent program producers and employees, and those seeking exposure of persons, products, services, trademarks or brand names on the station. Sec. 317, in turn, would require the licensee to make an "appropriate announcement" as required by the section and to exercise "reasonable diligence" in carrying out Sec. 317 provisions.

Along lines suggested by Mr. Fisher, the new bill narrows the definition of "services or valuable consideration" by excluding services or property furnished free or at nominal cost unless it is given in consideration for identification of any person, product, service, trademark or brand name beyond that "reasonably related" to the use of such service or property in the broadcast.

The industry representatives in comments said they cannot believe Congress intended the strict interpretation given Sec. 317 by the FCC in situations where payment would not be made in the course of business or in exchange for consideration. They acknowledged some promotional benefit is "inherent" in the use of a product on the air, but thought an announcement would give it extra promotion. On the other hand, undue "pitch" or "plug" type use on the air of a product furnished by a supplier constitutes payment for advertising and should require an announcement, they said.

The group cited 27 typical examples to show how certain situations might, or not, require an announcement.

Label Requirements ■ The bill, as redrafted, authorizes the FCC to require announcements in any instance of political broadcasts or discussion of controversial issues where program material is furnished free or at nominal cost. It authorizes the FCC to waive requirement for announcement where it feels the public interest doesn't require one, or authorize the FCC to prescribe rules to carry out its provisions and would apply to situations which occur only after enactment.

The FCC approved of the draft, with minor changes. The agency said the bill's broad language raises problems of where to draw the line on the permissible degree of identification to be allowed without the necessity of an announcement, and suggested the industry group cite 27 examples and commentary be included in the committee's report so as to express congressional intent, adding that perhaps the committee could provide similar suggestions or set out specific guidelines so the commission could place "reasonable interpretation" on the bill's language.

The agency felt the term "reasonable diligence" would enable it to hold the licensee to his responsibilities. But it felt the retroactivity exemptions shouldn't be allowed to permit the carrying out, after enactment, of prior agreements and asked that this provision be deleted.

Architects ■ These four broadcast attorneys pooled ideas to make most of the Harris payola bill palatable to all. L to r: Thomas K. Fisher, CBS-TV vice president and general attorney; Thomas E. Ervin, NBC vice president and general counsel; Vernon Wilkinson, attorney for ABC; Vincent T. Wasilewski, NAB director of government affairs.

BROADCASTING, May 30, 1960
Talk about a stacked deck! This one's packed with aces—and they're all being dealt to you. Sylvania offers a powerful “hand” of hardworking, high-efficiency Mercury-Vapor Rectifiers for your power supply replacement needs.

You'll find these husky Rectifiers have the kind of stamina that means longer working hours, reduced maintenance time. Your station management will value that Sylvania brand of quality because it offers lower tube costs per hour of operation.

Deal yourself in! Phone your Sylvania Industrial Tube Distributor for prompt delivery on Mercury-Vapor Rectifiers and all Sylvania Tubes for AM, FM, VHF, and UHF. Ask for the descriptive “Sylvania Industrial Tubes” booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 125, 1100 Main Street, Buffalo, New York for your copy.

### POPULAR SYLVANIA MERCURY-VAPOR RECTIFIERS

<table>
<thead>
<tr>
<th>Sylvania Type</th>
<th>Voltage (Vdc)</th>
<th>Current (Acs)</th>
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<tr>
<td>575-A</td>
<td>15,000</td>
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<tr>
<td>673</td>
<td>15,000</td>
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<tr>
<td>857-B</td>
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$100 Weekly Budget?

On WJAR, you'll get 147,777 home impressions on a 6 to 9 a.m. schedule, 158,730 on a 9 a.m. to 4 p.m. schedule, or 164,190 on a 4 to 7 p.m. schedule, with a higher proportion of adult buyers, and the lowest cost per thousand impressions on any Providence station.*

$200 Weekly Budget?

On WJAR, you'll get 394,072 home impressions on a 6 a.m. to 9 a.m. schedule, 423,280 on a 9 a.m. to 4 p.m. schedule, or 437,840 on a 4 p.m. to 7 p.m. schedule. WANT RESULTS? BUY ADULTS at the lowest cost per thousand in the market.*

"Quality is welcome everywhere!"

*Pulse Oct. '59 and NCS

11 more agree to stop payola payments

Eleven phonograph companies and record distributors have agreed to stop payola payments to disc jockeys and others. The consent judgments were announced last week by the Federal Trade Commission, and bring to 35 the number of consent orders which have been entered in the payola cleanup drive.

At the same time the FTC issued three more payola complaints, bringing to 75 the number of such citations.

The consent orders provide that the signers will discontinue payola practices, unless recipients announce over the air that a record is being played because compensation was received. The agreements are for settlement purposes only and do not constitute an admission of guilt.

The following companies signed the orders:


Also affiliated companies Time Records Inc. and Brent Music Corp., New York, and associated companies Cos- nat Distributing Corp. and Jay-Gee

A brighter side to the 317 mess

Sentiment for corrective broadcast legislation in the House Commerce Committee has moderated since the autumn quiz-payola scandals, according to Rep. William H. Avery (R-Kan.).

Addressing the Kansas Assn. of Broadcasters at its May 21-22 meeting in Wichita, he said a final committee bill may not be discriminatory against the industry and may even be helpful to licensees and applicants.

Rep. Avery said the bill may permit FCC to grant licenses in particular situations for less than three years. He felt the "protest procedure" language will be modified to provide pre-grant procedure correcting unwarranted delays under the McFarland amendments and directing Commission hearings if necessary.

Withdrawal of applications may be regulated to prevent swap-off deals where payment is made in excess of actual cost of withdrawing, he indicated. Proposed license suspension language doesn't add substantially to present FCC power to revoke or threaten not to renew licenses, he said.

Rep. Avery saw no special industry problem in criminal penalties for deceptive practices such as quiz-rigging. He said the committee is working on language to clarify Sec. 317 while still precluding payola. He noted some committee agreement that "no announcement would be required if the service, or prop or material was provided to the broadcaster without pay or even for nominal charge, unless it is furnished to be identified in a way that would be beyond a reasonably related use of the article. To illustrate, a record could be received without cost to the broadcaster and played without announcement. If extra copies of the record were included for the station or station employees' benefit, an announcement would be required."

"A refrigerator shown in a television play in normal perspective would not require announcement. However, if direct reference was made to it by name or attention was called to its unusual and desirable characteristics, an announcement would be required."

Rep. Avery said the FCC's March ruling on Sec. 317 creates the need for legislation containing "definitive language for this section."

Kansas' Rep. Avery
Best Over Puget Sound

effective June 1

KTNT-TV
Channel 11

Becomes an Affiliate of the

CBS
TELEVISION NETWORK
in the

Seattle-Tacoma
Area

Ask Your WEED TELEVISION Man

Best Over Puget Sound
A GREAT OFFER FROM Imperial Records OF HOLLYWOOD

A COMPLETE LIBRARY OF 90 LP'S, YOURS FOR ONLY $90. Albums specially selected from the Wide Range of Programming Material on Imperial Records.

Any recognized AM or FM radio station in the 50 United States may now receive a complete programming library of 90 LPs from Imperial Records widely acclaimed hi-fi catalog. These LPs will be sent to you postpaid for only $90. This service allows any radio station to build or augment its complete programming library from albums recorded in today's unequalled Imperial sound techniques.

WHAT YOU WILL RECEIVE: 90 LPs from a catalog containing this range of albums: Jazz; Vocals; Dance; Show Music; Sound Tracks; Band; Piano; Humor; Organ; Continental Pops; Religious; Hawaiian; Choral...


IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, California

Record Co., New York, Cosnat Distributing Corp. of Cleveland, and Cosnat Distributing Detroit Corp., Detroit.

The complaint against all of them charged they made under-the-counter payments to disc jockeys or others. That against Records Inc., Boston, alleged it also made payola payments to radio stations.

The newest complaints were issued Friday and were directed to the following:


The citations charged that Specialty also made payoffs to a radio station.

Hoffa charges libel in $2.5 million suit

Teamsters Union President James R. Hoffa has filed a $2.5 million libel and slander lawsuit against Robert F. Kennedy, NBC and Jack Paar. The suit was filed May 24 in U. S. District Court in Detroit.

Mr. Hoffa charged that Mr. Kennedy, the network and Mr. Paar conspired to "ridicule, degrade, defame and humiliate" him. The "damaging" statements, the suit said, were made on three of the Jack Paar shows on which Mr. Kennedy appeared. These were on July 22, 1959; March 8 and May 5, 1960. The complaint also stated that Mr. Kennedy defamed Mr. Hoffa when the ex-counsel to the Senate Rackets Committee appeared on Meet the Press July 26, 1959.

The Teamsters' president charged that NBC and Mr. Paar permitted Mr. Kennedy to use the network for the "political aggrandizement" of his brother, Sen. John F. Kennedy.

In another suit, also including Jack Paar, Robert E. Kintner, NBC president, testified in New York Supreme Court in a pre-trial examination on the network's pre-airtime screening practices. The $750,000 suit was brought by Edward Hilgemeier Jr., entertainer and comedian. It alleged that Paar guest Billy Pearson had libeled him by stating on the air that Mr. Hilgemeier falsely stated that the Dotto quiz show was fixed.

It was the charges of rigging by Mr. Hilgemeier and others which led to the investigation of quiz shows and the dropping of most of them from television.

Mr. Kintner stated that NBC shows were screened for good taste and standards required by the FCC. He also said that live show participants were warned before hand to avoid obscenity and off-color remarks.

Please send postpaid 90 Albums specially selected for "Perfection in Programming." Enclosed is check for $90. (Check must accompany order.)

NAME: ....................................CALL LETTERS: .......
STREET ADDRESS: .........................................................
CITY: ..................................ZONE...STATE........
(This offer expires July 15th, 1960)
CHECK ONE: STEREO .... MONOURAL ....

BROADCASTING, May 30, 1960
ANOTHER 'HOOVER-TYPE' STUDY

Magnuson's Senate group to investigate regulatory agencies for 'slow motion'

A “Hoover Commission”-type study of all the federal regulatory agencies under the jurisdiction of the Senate Commerce Committee is in the works for next year. It has 100% committee approval, Sen. Warren G. Magnuson (D-Wash.), committee chairman said last week.

Sen. Magnuson made the statement to reporters Wednesday (May 25) following an executive session of the Senate group. He said the FCC and other agencies are suffering from “regulatory lag,” caused by a combination of “Parkinson’s law” and slow-motion proceedings caused by flaws in the Administrative Procedures Act and the acts creating the agencies, as amended. (Parkinson's Law is the name of a recent book which sets forth a new law of economics holding that the more manpower a company or organization adds, the more it seems to need.)

The Magnuson statement came the morning after (when as chairman of the Senate Independent Offices Appropriations Subcommittee) he heard the FCC’s request for $300,000 in new money to hire a 25-man complaints and compliance division to monitor stations and maintain widespread surveillance over broadcast operations for FCC rule and law violations (see story page 54).

Discussing the proposed study of regulatory agencies, Sen. Magnuson said he didn’t know yet what form it would take because his and the committee’s ideas haven’t jelled.

‘A Mess’ — The whole regulatory agency problem is in “somewhat of a mess,” he said. Year after year the FCC and other agencies ask for more money and get more, but they get farther and farther behind in their work. “The regulatory lag is almost appalling,” he said, and agencies can’t catch up.

He questioned whether some agencies perhaps ought to be reduced in membership to conquer the regulatory lag. In an obvious swipe at the seven-member FCC, he said, “We call one of these agencies up here. We ask them a question on policies. If seven are here we get seven different answers.” It’s not the members themselves, that trouble him, it’s the number, he said, noting that the Interstate Commerce Commission has 11 members.

People in the industries regulated by these agencies are almost completely disgusted, he said, and the committee plans to look into “the whole kit and caboodle” next year “to see if we can’t expedite their work.” The functions of the agencies become greater and greater in the U.S. economy, but their disposition of cases takes longer and longer despite increased appropriations, he continued.

Restrictions of the laws and the Administrative Procedures Act operate to hamper the agencies, too, so that they “weave webs around themselves,” Sen. Magnuson said.

Referring to a complaint by FCC member Rosel H. Hyde during the previous day’s appropriations hearing that the agency was strapped by some of the 1952 amendments to laws governing FCC procedures, Sen. Magnuson said this point has to be considered in fairness, plus the fact workloads are increasing year by year. But, he said, a regulatory agency doesn’t seem to have the ability “to go in a straight line between two points.”

Charges against NBC brought to Congress

Congress has been asked to investigate charges that an NBC newsmen “staged and directed” racial demonstrations in Montgomery, Ala.

The request was made to Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, by Alabama Public Service Commissioner Ralph Smith. Mr. Smith asked that the committee investigate the occurrences, because, he said, he had gotten no satisfaction from the FCC or the Dept. of Justice.

Mr. Smith said he had asked the FCC to investigate a month ago and had been informed that his complaint was referred to the Dept. of Justice.

The Justice Dept., it was learned last week, had considered the matter and determined no federal law was involved. It had so advised the FCC, it was reported.

Booster hearing set

The House Communications & Power Subcommittee has scheduled a one-day hearing next Monday (June 6) on a Senate-passed bill that would authorize the FCC to legalize existing vhf tv boosters. Chairman Oren Harris (D-Ark.) had been withholding action on the bill (S 1896) pending Senate disposal of a related bill to license community antenna tv systems. The Senate on May 18 voted 39-38 to send the catv bill back to the Senate Commerce Committee for further study, effectively killing it for this Congress.
TAX DEPRECIATION CASE IS HEARD

Westinghouse appeals Internal Revenue's 1957 affiliation ruling

Westinghouse Broadcasting Co. went to trial last week before the U.S. Tax Court in New York in an effort to overturn a 1957 ruling of the Internal Revenue Service that denied the depreciation deduction which Westinghouse claimed for the NBC network affiliation in its 1953 purchase of WPTZ (TV) Philadelphia from Philco.

Before 1957 IRS had allowed a five-year depreciation of network affiliation contracts and certain other intangible assets involved in station sale situations. But since then it has refused such allowances. The Westinghouse case, therefore, has wide application to group owners and others who have been involved in major station transfer transactions in recent years. The general IRS ruling in 1957 stemmed from the Westinghouse purchase of WPTZ, now WRCV-TV and owned by NBC (Broadcasting, Aug. 26, 1957).

The Westinghouse case opened Tuesday before Judge Russell E. Train. It involves tax returns for 1953 and 1954. Westinghouse is appealing IRS' refusal to allow deductions totaling some $2 million for network affiliation and local and spot advertising contracts, all involved in the WPTZ purchase.

Expert Witness - Howard E. Stark, New York radio-TV station broker and consultant, appeared as expert witness for Westinghouse. Counsel for the group station owner questioned Mr. Stark about the limited period of useful life which can be ascribed to an affiliation contract. This is the key issue disputed by IRS.

Mr. Stark testified that although an affiliation pact is for two years and is subject to renewal at the end of this period, it may be cancelled by either party. He said in a quick-changing industry like broadcasting it is conceivable that affiliation contracts can shift from one outlet to another and that a "realistic" broadcaster will not enter into a transaction unless he can expect at least two renewals of a network affiliation, though hopefully he anticipates an even lengthier association.

He listed several factors that can contribute to the cancellation of affiliation: the desire of an independent station for network association; the more favorable position of a newspaper-owned outlet, which can provide promotional assistance; the threat of the network moving into the first 10 markets, and the threat of pay television, which may offer steril competition to a network-affiliated station, if it flourishes on a substantial scale.

Mr. Stark said there is "no disadvantage" to a network when it transfers its affiliation from one station to another, but such a move is disadvantageous to an outlet losing its network tie. He added that it was his opinion that WPTZ (TV) with NBC-TV affiliation, was worth $5 million more than WFIL-TV Philadelphia, ABC-TV affiliate, in 1953, because the NBC-TV franchise was more valuable at that time.

Misunderstanding - In his summation to the court on behalf of Westinghouse, Albert Connelly of the New York law firm of Cravath, Swaine & Moore, recounted that when WBC bought WPTZ (TV) from the Philco Corp. in 1953, the $8.5 million contract specified that $5 million covered the NBC-TV affiliation, $1.5 million was for goodwill and $2 million was for other assets. Mr. Connelly asserted that there is a misunderstanding that affiliation contracts, though listed for two years, actually are for perpetuity.

IRS attorney John J. O'Toole, attempting to prove WBC's position, summed up the IRS viewpoint in this way: (1) the cancellation or termination of a station's network affiliation is an exception to the rule of long-continued affiliation; (2) it is usually to the interest of both the network and the station to continue the affiliation, hence the contracts are renewed repeatedly as a rule.

Mr. O'Toole did not call any witnesses. Attorneys for various station group owners other than Westinghouse also were in attendance at the trial as observers. Among the group owners that may be affected by the outcome are Triangle Stations, Corinthian Broadcasting Corp., Transcontinent Television and Time Inc.

Legalized vhf boosters coming soon?

Legalized TV booster stations—of the vhf variety—may soon be operating to fill-in shadows of their on-channel mothers. Formerly limited to allow a uhf license to build boosters, to operate on the same channel, within the parent outlet's Grade A contour. Only uhf stations would be eligible for the grants and the additional booster coverage could not extend beyond the parent outlet's 65 mile coverage area. Maximum effective radiated power of the boosters would be 5 kw and a station must be able to turn them on and off from the parent station. They would not be required to transmit individual call signals nor would type-approved equipment be required.

The commission said the new booster, are intended to permit a uhf station to provide reasonably uniform coverage over its normal service area without resorting to extremely high powers. They may not be used to extend the service range of a tv station beyond that which the station could obtain with maximum power and antenna height at the site of its main transmitter.

Still before the FCC is a proposal to legalize uhf boosters with a maximum power of 1 watt. When they last voted, the commissioners were split 3-3 on this proposal. In Congress, the Senate has passed a bill requiring the FCC to recognize vhf boosters, but no action has been taken by the House.

A new FCC Form 343 has been adopted for use by stations applying for the uhf boosters.

Kentucky rhubarb

Baseball for Lexington, Ky., was the subject of a petition filed last week with the FCC by WKYT (TV) Lexington. WKYT, a uhf station on ch. 29, is a CBS affiliate with permission to carry the Game of the Week, but it must pick the program up by use of direct-off-the-air pickup from another station carrying the program. The station had requested permission to make the pickup from WHAS-TV Louisville, but was refused on the ground that Lexington viewers could watch the show on WHAS or other nearby stations. Now WKYT wants the commission to require the Louisville station to cease and desist from unreasonably refusing permission for the pickup, which the petitioner claims is in the public interest.
Will YOU be the

200th

BROADCASTER...

to Purchase a Gates BC-5P Series Transmitter?

That's right! Within the next few weeks, progressive broadcasters looking for the new sound will purchase the Gates BC-5P-2, the largest selling 5000 watt AM transmitter manufactured in the world today—and one of these broadcasters will be number 200 on Gates' long list of illustrious BC-5P Series users.

Since its introduction, the BC-5P-2 has been the recognized leader in 5 KW AM transmitters. Here's why:

- **Economical Operation.** Economy of operation has reached a new high in the BC-5P-2 transmitter through low power consumption. Modern 8X2500E3 long life tubes reduce operating costs, and as a result, power consumption with average modulation is 83% per cent less than obtainable from transmitters using older type tubes. And, interchangeability of tubes, both in power amplifier and modulator, assures hundreds of added tube hours.

- **The New Sound.** Even the pocket radio reacts to the BC-5P-2 combination of very low distortion and wide response to produce the new sound. Here's how: (1) Very low distortion through a new ultra linear audio driver stage. (2) Wide frequency response with under 3% distortion at the critical high frequencies. (3) Lower noise through separate high voltage filter system for both PA and modulator.

- **Easy Remote Control.** The Gates system makes it unnecessary to repair the transmitter by attaching outboard devices to the front. The 100% relay system in the BC-5P-2 assures easy, always reliable unattended operation.

- **Compact Size—Nothing External.** The BC-5P-2 is completely self-contained and easy to install in three subreels. Total size: 6' wide, 3' deep, 6' high.

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

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BC-5P-2 price, $13,995 complete with tubes and crystal. Time payments if you wish. Immediate delivery.
CENSORSHIP BY ANY OTHER NAME...

Senators don't want it, but they want FCC to improve programs

Some U.S. senators can abhor the idea of censorship and still want the FCC to do something about programs they don't like.

Chairman Frederick W. Ford and his FCC colleagues were trying like sin last week (Tuesday) to give members of the Senate Independent Offices Appropriations Subcommittee two pieces of cake. The hoped-for reward for this feat: $300,000 in extra money to set up a 25-man group of investigators to spot check on broadcasters to see they aren't violating any laws.

The FCC appeared before the group headed by Sen. Warren G. Magnuson (D-Wash.), also chairman of the Senate Commerce Committee, to testify on the agency's fiscal 1961 budget. Already approved by the House in the appropriations bill (HR 11776) is a total budget of $12,935,000, including $2 million of a $2.25 million request for a study of uhf in New York City (Broadcasting, April 25). The FCC had asked for more money than in fiscal 1960 to add 62 new people and the House cut the request $315,000, allowing 31 new positions.

No Wait for Money - Mr. Ford said the FCC's unanimous decision the previous week to add the new investigating unit (Broadcasting, May 23) will go ahead whether or not it gets the $300,000. (He said 10 men already have been detailed to the unit.) Vigorous and timely action, he said, is essential, to assure that broadcasters live up to their obligations and they are far more likely to make self-corrections if the FCC has the machinery to keep an eye on them. The FCC is getting 120 to 150 complaints weekly against broadcasters, he said, and the FCC needs the money to "go to the source."

Some of the things the unit will investigate, he said, are program lo3 offenses, Sec. 317 (sponsorship announcements), political broadcasting law violations and other offenses against statutes and FCC rules. The investigators will do a lot of their work by mail, he said, but other work will be done in the field and he anticipated the unit will be out of Washington about half of time. They'll do spot monitoring, especially of stations about which there have been complaints, and compare with station logs. They'll compare the programs the broadcaster promised he would carry with his actual performance. They'll check his general compliance with the rules.

The $300,000 would be split up $210,000 for people, $42,000 for travel and $48,000 for monitoring and other purposes. He thought a year's work would reach 100 communities, would have a "substantial impact" on the industry and may well raise the general level of broadcast services.

No Ad Work - Mr. Ford assured Sen. Magnuson the unit wouldn't get into misleading advertising, but would leave that to the Federal Trade Commission. The FTC needs only one instance of an offense to issue a complaint, he said, while the FCC would have to go into the complete background of a licensee.

Sen. Gordon Allott (R-Colo.) questioned Mr. Ford sharply about complaints and whether the FCC could justify its investigatory unit without knowing that offenses have taken place.

Mr. Ford said a man shortage has left the FCC in the position of not really knowing what is happening. That's one reason the FCC wasn't "on top of payola," he said. On the other hand, the FCC is well up on infractions of its engineering rules, he and George Turner, chief of the field engineering and monitoring bureau, told the subcommittee.

After Mr. Ford was well into his subject, and though he had mentioned the unit would not get into programming, Sen. Magnuson threw his bomb. Bothered - What bothers him, the senator said, is how such a unit can get very far without getting "on the fringe" of programming and from there into censorship. "I've seen these things get started," he said, and they become difficult, particularly when set up as a $300,000 to check complaints like these?

To justify his request for $300,000 for an investigating bureau, FCC Chairman Ford told the Senate Appropriations Subcommittee he wanted to be able to check out complaints that the FCC receives. He gave the subcommittee a breakdown of complaints received during the last three months of 1959. The breakdown appears below. Mr. Ford did not identify the source of the complaints. The most complaints in any category were 244 for alleged "bad

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<td>Tobacco</td>
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<td><strong>EDITORIALIZATION AND POLITICAL</strong></td>
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<td>Alleged violations of Section 315</td>
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<td>Commentator</td>
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<td>Objects to one-sided presentation of a station's views</td>
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<td>Stalwart and defamatory remarks</td>
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<td>Slanting news</td>
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<td><strong>OPERATING PRACTICES OF STATIONS</strong></td>
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<td>Alleged to have refused time (for local issues, athletic events, etc.)</td>
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<td>Discriminatory practices</td>
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<td>Improper station/edit or program identification</td>
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<td>Weather reports</td>
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BROADCASTING, May 30, 1960
taste," including 98 in December protesting language used on several major programs. In the entire month of November 1959, after Charles Van Doren made his sensational confession of quiz rigging, the whole U.S. population (more than 175 million) produced a total of 79 complaints against quiz shows. Mr. Ford's figures also revealed that some people complain to the FCC against good programming. Thirty-seven wrote to protest that regular programs were dislodged by special coverage of the Khrushchev visit to the U.S. and the CBS-TV special, "The Population Explosion."

Enough Rope ■ If stations file their promises of certain programming, he said, "we wouldn't be telling them what to do. They'd be telling us." Then if the FCC found the station hadn't followed its own standard, it could act.

Sen. Monroney questioned the effectiveness of the composite week reports FCC requires of licensees, drawing from Mr. Ford the admission they don't affect prime time, but his investigation unit proposal, Mr. Ford said, is planned to change that.

Sen. Monroney commented that up to now the FCC has done nothing but "rubber stamp" the station reports, without knowing if they complied 5%, 10% or 100% with promises.

Commissioner Robert E. Lee described the FCC's plans for the uhf study and said he thought the agency could get by on the $2 million the House approved, rather than the $2.25 million originally requested, because it can "rent one transmitter." Tests in the Fresno Valley in California indicated uhf will travel as far as vhf in flat terrain, he said, and the FCC wants to try the "worst place" in the country —New York City—to make the test thorough.

Sen. Magnuson said he trusted the broadcast industry will be kept informed of the two-year FCC test. Mr. Lee said they would be and the FCC will welcome comments from the industry.

ABC's Treyz urges industry self-help

The new FCC watchdog unit cannot directly regulate the quality of broadcasting, but broadcasters can help each other, Oliver Treyz, president of ABC-TV, told the New York chapter, Academy of Television Arts & Sciences, at the organization's final luncheon Thursday (May 26) in this season's network series.

The speaker referred to the FCC's establishment of a Complaints & Compliance Div. "without commenting on the true need for such monitoring or proctoring to protect those of us whom Chairman Ford of the FCC calls the responsible broadcasters from what he calls the fly-by-nights who, he believes, have crept in."

While the government cannot enforce creative excellence, broadcasters can give each other professional encouragement in their individual efforts, Mr. Treyz said. He set an example by praising an NBC-TV show, the May 22 Dinah Shore Chevy Show (Sun., 9-10 p.m.), which featured guest star, Art Carney.

Newspaper critics, he said, are taking "to the hustings to lecture, for pay, on what they claim are the evils of the tv industry which, in their view, is run by
a handful of box-office hucksters who profit through pandering to the lowest common denominator of what they call the 12-year-old mass mentality. They equate popularity with inferiority, and they constantly advance the thesis that the few truly creative TV statesmen have fled the industry."

Broadcasters are beginning to take a defensive attitude toward their profession and their own jobs, losing their most dynamic motivation, pride in their work. Mr. Treyz warned more than 100 who came to hear him. Television practitioners can measure their performance not only by response of "the bit crowd" but that of their colleagues, "the small crowd," he counseled. By mutual encouragement, they can inoculate themselves against "viruses" that would rob them of their self esteem. The ATAS Emmy awards are one vaccine, he granted, but those in the business can work individually "to prove that television is not hucksterism, is not phoniness, is not lowest-common-denominatorism."

Daytimers to Hill

Daytime broadcasters will have another go on the Hill in their attempts to get extended and uniform hours of operation. Chairman Oren Harris (D-Ark.) of the House Communications & Power Subcommittee has scheduled three days of hearings June 13-15.

Under discussion will be five identical bills (HR 6676, 6868, 8286, 9627, 10275) to permit daytimers to operate from 6 a.m. to 6 p.m., instead of the present local sunrise to sunset. The House group would, perforce, have to consider whether authorizing the blanket 6 a.m.-6 p.m. operation sought by Daytime Broadcasters Assn. would abrogate the U.S.-Mexican treaty on use of am frequencies to which the Senate consented (76-8) along with the North American Regional Broadcasting Agreement in February (Broadcasting, Feb. 29). Some 265 U.S. am daytimers operate on Mexican clear channels. The Mexican treaty awaits ratification by the Mexican Congress, which convenes Sept. 1.

Can FCC ask engineers about Communist ties?

The right of the FCC to require an applicant for a first class radio operator's license to answer questions regarding Communist Party affiliation was put in question last week in the U.S. Court of Appeals in Washington.

At issue was the Commission's Dec. 27, 1959 dismissal of a renewal application of Morton Barrow, holder of a first class operator's license for 30 years and presently employed by WPEN Philadelphia.

Mr. Barrow filed his application for renewal in 1958. Two weeks later the FCC sent Mr. Barrow a letter enclosing a form with two additional questions regarding his affiliation in the Communist Party or in organizations dedicated to the violent overthrow of the government of the United States. Mr. Barrow refused to answer these questions. He claimed they infringed on his constitutional rights. The Commission then set the application for a hearing, and after the hearing dismissed the application."
The argument in federal circuit court in Washington was before Circuit Judges Wilbur K. Miller, E. Barrett Prettyman and George Thomas Washington. Ruth Reel argued for the FCC; Victor Rabinowitz for Mr. Barrow.

**FCC clears WBTV of ‘unfair practices’**

A charge that WBTV (TV) Charlotte, N.C., engages in “unfair practices” in offering time to office seekers was dismissed by the FCC last week. The commission told Robert M. McIntosh, one of four candidates for the Democratic U.S. senatorial nomination in North Carolina, that action on his complaint is not warranted at this time.

Mr. McIntosh complained that (1) WBTV was giving priority to the contests for governor and lieutenant governor over the Senate race; (2) two of his opponents were featured on WBTV newscasts while he was not. In reply to an FCC inquiry, the station said that all four candidates were covered in news items relating to the primary and that Mr. McIntosh had not purchased time offered to him, as well as his opponents, by the station.

The commission pointed out that no claim has been made that WBTV either sold or has given time free to any of the complainant’s opponents and therefore no question is presented as to whether Sec. 315 (equal time) has been violated.

The question of whether WBTV has met its obligation to the public through its allocation of time to candidates should be raised at the time the station comes up for license renewal, the commission said.

**ABC, CBS file comments on catv**

A request by two Montana TV stations for FCC rulemaking restricting microwave relay grants in areas where there are local live facilities, received the support of ABC and CBS last week.

KXLJ-TV Butte and KXXL-TV Helena asked the commission to institute rulemaking which would prohibit use of microwave frequencies for transmitting programs to catv if such programs, within a 30-day period, would duplicate services provided by the only available local TV station. They also asked that the FCC condition grants without hearing on a showing that the proposed microwave operation would not adversely affect local TV service.

CBS told the FCC that while it did not “necessarily agree with the specific suggestions” made in the petition, it believed that the issue of catv vs. local TV station operation in smaller communities “is becoming increasingly important and warrants further consideration by the commission.” The network said that an important aspect of the problem is “whether the signals of TV stations should be picked up by microwave facilities for transmitting programs to catv without the consent of the station originating the signal....”

ABC said that microwave relay grants should be made in areas where there are small populations or adverse terrain. If “true white areas” are involved and the community to be served is clearly one which could not support a station” then microwave facilities are in order. However, ABC cautioned, if outside signals would jeopardize an existing live operation the public interest is not being served.

**Oppose ch. 10 switch to Santa Barbara**

A petition to the FCC by KBAK-TV (ch. 29) Bakersfield, Calif., to switch ch. 10 from that city to Santa Barbara found strong opposition from two TV stations.

Ch. 3, KEYT (TV) Santa Barbara, commenting on the petition, said the switch would involve serious co-channel interference problems in view of an existing allocation of ch. 10 to San Diego (KFSD-TV). The station further claimed that Santa Barbara could not support a second TV outlet since KEYT is still sustaining a substantial annual loss. The station submitted that ch. 10 should remain in Bakersfield and that the FCC should make Bakersfield a three-channel vhf market. If ch. 10 is deleted from Bakersfield, it should be assigned to Santa Maria.

The ch. 10 station in Bakersfield, KEV-TV, also opposed the switch, arguing that current channel allocations in Bakersfield provide full and complete opportunity for “effective, vigorous, multiple channel competitive tv.”

FCC has proposed rulemaking to make Fresno, Calif., to all-vhf commercial (Broadcasting, May 9).

**Back again**

A petition dismissed by the FCC (Broadcasting, May 9) has been revised and returned to the commission. Idaho Microwave Inc., a party in the Yuma, Ariz., microwave protest proceeding, “seeks now not to challenge the commission,” but to have the commission accept the new edition of the petition. The new plea mentioned regrets for “the impertinence or scandal occasioned” by any material in the dismissed pleadings.
ROADBLOCK FOR LEE, KINTNER

Renominations delayed with eye to bill that would leave choices for new administration

The renominations of Robert E. Lee to the FCC and Federal Trade Commission Chairman Earl W. Kintner were sacrificed on the altar of politics last week when the Senate Commerce Committee decided to withhold a vote on them. Action on the Lee nomination has been withheld pending the outcome of a Senate-approved bill being considered in the House, Chairman Warren G. Magnuson (D-Wash.) said.

The bill (S 1965) approved by the Senate nearly a year ago (July 29, 1959) would continue in office FCC or Federal Power Commission members whose terms have expired until their successors are “appointed and qualified.” The House Commerce Committee’s Communications & Power Subcommittee, headed by Rep. Oren Harris (D-Ark.), has scheduled the measure for hearing June 7.

A Republican spokesman said after the meeting the committee action means the White House is likely to be in no hurry now to nominate anyone to succeed to the FCC vacancy created by the resignation of John C. Doerfer March 14 and for which one successor nominee (Edward K. Mills) has disqualified himself.

Prevents Vacancies - Senate Commerce Committee Chairman G. Magnuson said after Wednesday’s meeting the committee decided to defer action on Mr. Lee until the House can act on S 1965 because if enacted it would keep the regulatory agency vacancies filled through the congressional recess. If the House doesn’t approve S 1965, Sen. Magnuson said, the committee will face the problem presented by the Lee nomination “when we get to it.” Both the Lee term (7 years, starting July 1) and Kintner term (7 years, starting Sept. 26) this year will run over into a new administration, whether it’s Democratic or Republican, he said.

The same “approximate” reasons apply to both deferments, he said, except that in the Kintner nomination there is a question of whether the committee should adopt a policy of confirming a person whose present term expires “long after the session.”

Sen. Magnuson said there is nothing against either Mr. Lee or Mr. Kintner as persons.

A GOP source said last week he still believes there will be a committee vote on Mr. Lee, possibly at a special meeting this Wednesday. He thinks Democrats are aiming chiefly at keep-

ing FPC member William R. Connole, an Independent whose term expires June 22, on the FPC till the 87th Congress next year, though the President has nominated Thomas A. Donegan to succeed him. (The committee heard Mr. Donegan Wednesday and will call him again later.)

Ironically, he said, S 1965 passed the Senate last year at a time after FCC Chairman Jerome K. Kuykendall, a Republican, had been renominated to a new term (in 1958) but could not serve because of Senate delay on confirmation until after his old term expired. Now the bill would give temporary advantage to Democrats, he indicated, and may meet stronger GOP opposition in the House.

Everybody on the committee thinks Mr. Lee is entitled to a vote, he said, even Sen. Magnuson. He noted the nominee to succeed Mr. Doerfer would be the “swing man,” not Mr. Lee.

School seeks ch. 37 for non-broadcast use

The U. of Illinois has asked the FCC to remove uhf ch. 37 (608-614 mc) from the broadcast band and to reallocate the space for the use of radio astronomy. The university said that it is building a radio telescope, with the cooperation of the Office of Naval Research, designed for optimum performance at a center frequency of 611 mc.

The frequency was picked at a time when “... it was hoped and anticipated that the band ... would be reserved for radio astronomy ... ” by the International Telecommunications Conference in Geneva last fall. However, the university noted that the U.S. did not support the proposal and that while such use “until required by other services” of 606-614 mc is permitted in allocations Regions 1 and 3, it is not so reserved in Region 2 which includes this country.

At the present time, there are no operating commercial tv stations on ch. 37 or outstanding construction permits, the university said in its petition for rulemaking. The only use being made of the requested space is by RCA, which operates an experimental station in Camden, N.J., on ch. 37, Illinois U. told the Commission.

Principal use of the radio telescope, which will be the largest of its kind in the world, will be to obtain accurate positions, flux densities and information about the spectra of sources outside the Milky Way Galaxy, the university said.

Several other observatories have indicated a keen desire to make use of 608-614 mc if it is reserved for radio astronomy, the applicant told the commission.

Since 1959 - Channel 37 has been the subject of reallocation study since January, 1959. At that time, Springfield TV Broadcasting Corp., a licensee of WWOR-TV Worcester, WWLP-TV Springfield and WRLP-TV Greenfield, all Massachusetts, petitioned the commission for switch of the channel from Clmey, N.Y., to Syracuse, N.Y. ABC-TV, commenting on that petition, stated that it did not oppose the proposed allocation, but submitted that it would serve no useful purpose (At DEADLINE, May 16).

WHEN-TV Syracuse, in comments submitted to the FCC, reiterated the ABC view that a uhf station “cannot compete successfully in markets with two or more uhf stations.” (Syracuse already has two operating v’s.) However, W.R.G. Baker Radio & Tv Corp., a group of Syracuse businessmen interested in applying for a third channel for that city, took the view that the need for a third channel is “well recognized” and that it could be satisfied by a uhf allocation.

Illinois U. gained support in comments filed by Rensselaer Polytechnic Institute, Troy, N.Y.; U. of Florida, and Associated Universities Inc. All contend that the shift of ch. 37 to Syracuse for commercial use would be injurious to the science of astronomy and the commission should hold in abeyance proceedings involving the channel until the Illinois U. petition can be considered.

Ike Jammed

Russian jamming of President Eisenhower’s May 25 speech on the Paris Summit meeting was almost complete, according to Voice of America. The Voice tried to blanket the Soviet Union with shortwave broadcasts, transmitting the text in Russian.

The first of seven transmissions in Russian was jam-free for the first 10 minutes but jammed from then on. The jamming was intense. The jamming also interfered with broadcasts in six other Russian tongues. English language versions of the Presidential broadcast were not badly jammed during delivery (pre-dawn in Russia). The White House had challenged Russia to admit the programming.
Government briefs

High recognition ■ Sen. Warren Magnuson (D-Wash.) last week introduced a resolution (S.J. Res. 196) authorizing the President to designate June 20, 1960, as "National Academy of TV Arts & Sciences Day" in honor of the annual TV Emmy Awards. The senator, chairman of the Commerce Committee, said that "with the 12th annual Emmy Awards presentation in mid-June, the academy has reached a place in its development where it is the spokesman for the highest ideals in the arts and sciences of TV."

Since May 1948 ■ The FCC has closed an inquiry, which it began in May 1948, into the rates charged by AT&T for TV transmission services. The study began when TV stations and networks, in the early days of interconnection of cities, complained about the rates being charged. In closing the docket, the commission said that specific rate matters would be investigated as warranted. One phase of the same study, relating to connection of privately-owned microwave facilities with those of the telephone company, was completed in December 1949.

Judicial 'conference' ■ President Eisenhower is considering the establishment of a permanent judicial "conference" on administrative procedure. This idea was recommended May 18 by Chief Justice Earl Warren in a speech to the American Law Institute. The conference, it was explained, would comprise officials of administrative agencies.

U.S. plugola?

Robert T. McVay, president of KRKC King City, Calif., last week asked the FCC for official "clarification" of Sec. 317 (sponsor identification) as it relates to transcribed government-provided programs aired by stations as a public service. He asked if it is "valuable consideration" when a celebrity appears on such a show and plugs his latest record, movie or TV appearance.

The commission had queried KRKC concerning alleged "hidden commercials" in programming furnished by producers without charge — of which the FCC has warned it will expect licensees to "use more than ordinary diligence" in the future (Broadcasting, May 16). Mr. McVay replied that KRKC receives two such programs but has not aired either.
Kiss the military v's goodbye!

It's all but certain that there won't be any more vhf space for television.

There's practically no hope for the FCC's plan to persuade the military to swap its vhf channels for uhf television space that is now going begging.

The first hint of FCC discouragement came last March when FCC Chairman Frederick W. Ford told the Senate Communications Subcommittee that the possibilities of an exchange were dim. He said that a year of negotiations with the Office of Civil and Defense Mobilization—the agency that supervises military allocations under the authority of the President—had provided little optimism.

Last week one of the nation's highest ranking military leaders all but closed the issue. Admiral Arleigh Burke, chief of naval operations, said it would be a blow to national defense if the services had to move to new channels.

Admiral Burke made his remarks in a speech May 24 at a meeting of the Armed Forces Communications & Electronics Assn. in Washington. He said:

"Should the armed forces be forced to shift to new frequencies, to change equipment to do so, the result would be harmful; not just in waste of taxpayers' money, but also in prolonged reduced readiness. The money could be employed elsewhere in the advancement of electronics, and be reflected in a stronger national defense."

Strong Implication = Admiral Burke did not refer specifically to the proposed vhf-uhf exchange, but it was learned he had it in mind. The admiral must be presumed to speak with authority; as chief of naval operations he is one of the five members of the United States Joint Chiefs of Staff.

Admiral Burke's remarks last week confirmed what the FCC has assumed for some time. Last March, in testimony before the Senate subcommittee, FCC Chairman Ford described the chance of a spectrum shift as "bleak." Later, in a special statement he sent to the subcommittee, he reported that the FCC had received the impression that OCDM felt the national defense would be jeopardized by the proposed reallocation.

Right now the FCC is hoping for definite word, one way or another, from OCDM. The commission would prefer to get a decision, even a negative one, than to let the problem hang indefinitely.

The exchange of vhf-uhf space with the military was first suggested in early 1959 by FCC Commissioner T.A.M. Craven and Mr. Ford (before the latter rose to the chairmanship). Meetings with OCDM officials began in April 1959.

50-Channel Plan = The FCC's original request sought 38 vhf channels adjacent to the present 12-channel vhf tv system to establish a 50-channel vhf system. Alternatives included a 50-channel vhf band running from present ch. 7, with present ch. 2-6 relinquished for military use or a contiguous 25-channel tv vhf system using chs. 7-13.

Failing a realization of efforts to persuade the military to relinquish vhf frequencies, the FCC foresees a continuation of the present 82 channel system (with 12 channels in vhf and the remainder in uhf) or an all-uhf system.

As part of a so-called interim proposal, the commission last January issued a rulemaking which proposed to drop in vhf channels in several principal cities at less than the present mileage separations. Comments on this are due June 20.

The conversations between FCC and OCDM included an overall review of radio spectrum use and possible future demands for spectrum space. The technical meetings reviewed present allocations and uses in the 50-1215 mc area, new requirements by government and non-government services, radio propaganda applications in exchange for an option to purchase interest in the "winner." Now, with commission approval, they have exercised that option through stock transactions.

New international grant = Rev. John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., has been granted a construction permit for a new international broadcast station in Red Lion. The FCC grant is the fifth for international broadcast facilities. The Red Lion station will beam programs to the "land areas bounded by the Mediterranean Sea," the commission announcement said. This includes portions of Southern Europe, North Africa and the Holy Land. Prior international grants by the FCC: WRUL Scituate, Mass., KGEX Belmont, Calif., an experimental Cincinnati station operated by Crosley Broadcasting Corp. and KFNN Dallas, Tex. In addition, the U.S. Information Agency operates 42 transmitters in this country in connection with its "Voice of America" programs.
require TV blackouts of major league games within 75 miles of a minor league team on the days the latter plays at home. The television ban could be waived through permission of the minor club.

**Pennsylvania plan hit** The Assn. of Maximum Service Telecasters has urged the FCC to deny a proposed rule-making which would add either ch. 3 or ch. 8 to Johnstown-Altoona, Pa. AMST noted that the proposal, by Penn Traffic Co. (BROADCASTING, April 11) would result in short mileage separations in order to add either channel as requested. WSVA-TV (ch. 3) Harrisburg, Va., concurred in that opinion, adding that Penn Traffic had failed to demonstrate any need for additional service to Johnstown-Altoona. WGAN-TV (ch. 8) Lancaster, Pa., also commenting, said that it opposed the proposal.

**Adler request** Adler Electronics Inc. has asked the FCC to permit TV transmission by common carriers in the 2110-2200 mc band. Adler noted that in February 1959 the commission assigned this space to common carrier and operational fixed services and five months later said radio micro relay could use the space also but specifically prohibited TV without giving the reasons. The petition said that operational fixed services much prefer other assigned bands and that no equipment has been type-approved for use in 2110-2200 mc.

**Three dual-city ID's** In separate actions, the FCC granted dual-city station identification for three TV stations: KTVH (TV) (ch. 12) Wichita-Hutchinson, Kan., WESH-TV (ch. 2) Orlando-Daytona Beach, Fla., and WKBM-TV (ch. 11) Caguas-San Juan, P.R. Commissionner Robert E. Lee dissented in the Kansas-Florida decisions, saying that none of the stations place city grade signals in their coverage areas, "which is the last criterion left in television for dual-city ID's."

**Dropped-in** The FCC finalized rule-making and amended the tv table of assignments by "dropping in" vhf ch. 7 in Lander, Wyo. At the same time, the commission denied a request by Rocky Mountain Tele Stations, KTWO-TV (ch. 2) Casper, to shift ch. 6 from Casper to Lander. Lander presently has uhf ch. 17 assigned there.

**New monitor deadline** The effective date of the rules requiring TV stations to have type-approved frequency and modulation monitors at the station whenever the transmitter is in operation has been extended six months by the FCC. The commission is extending the deadline from June 1 to Nov. 30, 1960.

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**ADMIRAL BURKE**

Tv can stay where it is

factors influencing the choice of new or expanded services and problems faced in shifting services from one part of the spectrum to another.

This was the second attempt by the FCC to secure additional vhf frequencies for TV from government users. The first was sparked by former Chairman George C. McConnaughy in 1955 but failed.

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**Schwartz, McGannon Debate** Kick-off a new series on Fordham U.'s WFUV-FM New York, Donald H. McGannon and Dr. Bernard Schwartz will debate the issue of federal regulation of broadcasting this Wednesday (June 8). Mr. McGannon, president of Westinghouse Broadcasting Co., and Dr. Schwartz, New York U. professor of administrative law and former chief counsel of the House Legislative Oversight Subcommittee, also will discuss payola, FCC license renewal powers, the magazine concept of programming and program control by the three TV networks. The series, titled *Current Problems and the Law*, will be moderated by William H. Mulligan, dean of the Fordham Law School.

**Sports bill moves** The Senate Antitrust Subcommittee last week sent the baseball bill (S 3483) to the full Judiciary Committee without any recommendations. The subcommittee held hearings on the measure two weeks ago (BROADCASTING, May 23) which would...
PROGRAMMING

THE NEW SOUND IN RADIO NEWS

NAB survey shows news-time jump of 2 hours weekly in 7 years

The newscasting image of radio stations is taking on a new and better look.

A close investigation of news reporting at NAB member stations by the association, based on analysis of 756 questionnaire returns, shows:

- Better coverage is given news; air time is up an average of nearly two hours a week since a 1953 NAB study.
- Stations are digging harder for local news, use more of it and have more reporters.
- The typical station devotes nearly three hours a day to news programs.
- Nearly three-fourths of all radio news programs are locally produced by stations to serve their own coverage areas.
- Newsrooms are better equipped; only 7.1% rely solely on wire services.
- Editors and other newsroom personnel are better trained.
- More stations have someone in charge of news operations.
- Stations charge more for their news though few find news more profitable than other programming because of higher production costs.

NAB's study was conducted by Richard M. Allerton, manager of the association's research department. An analysis of questionnaires processed, he said, shows a close relationship to the relative distribution of small, medium and large stations so the results are considered representative of the industry.

Two more sections of the survey are in the processing stage. Whereas the first results deal with questions answered by management (423 questionnaires), the second section will relate to questions directed to news directors. The third section will cover editorializing. Small stations as defined in the survey include those of 250 w or less; medium, 500 w to 5 kw; large, 10 to 50 kw.

One out of every seven hours of local programming is devoted to news, with the typical station carrying about 100 hours of locally programmed material each week or a gain of 22 hours since 1953.

More Local News - The amount of time devoted to local area news has increased in recent years, particularly at large stations (see Table I).

News has assumed a much larger portion of network programs carried by stations, Mr. Allerton found, having more than doubled since 1953 at the typical station. About six out of every seven stations believe news programs are more important to their stations than was the case in the mid-50s. Only an infinitesimal number feel news is less important.

Practically every station uses a wire service, it was found, and practically all stations now have local reporters gathering news. Most large stations have correspondents; two out of three medium stations have them, and two out of five small stations use correspondents as news sources.

In an analysis of newsroom facilities, NAB found tape recorders are in almost universal use along with telephone beeper units as stations have strengthened their news operations. Mobile units are used for four out of five large stations, but the number drops sharply at medium and small outlets (see Table I).

More Expensive - Nearly 82% of stations employ fulltime or parttime news editors (small stations 75%, medium stations 82%, large stations 100%). Station managers consider news programs more costly to produce than other types of local programs. About one out of four stations employs a commentator or analyst.

NAB's study shows that 54% of newsroom personnel at small stations have had professional training—newspaper, journalism school or other special training. At medium stations 69% have a background of training; at large programs scheduled at the same time of day over the years attracted longer-term sponsorship of individual news programs.

News department cost studies show salaries comprise 48% of the total at small stations, 48% at medium stations and 52% at large stations, a marked increase from the percentages in 1953 (40%, 44% and 46%). Wire services consume 38% of costs at small stations, 35% at medium stations and 27% at large stations. The cost ratio of wire services fell from 48% at small stations in 1953, 45% at medium stations and 39% at large stations.

Of the reporting stations in the survey, NAB said, 12% of small stations are affiliated with a newspaper, 17% of medium stations and 27% of large stations.

Individual Comments - In comments

TABLE I

<table>
<thead>
<tr>
<th>Relationship of news to total and local programming of radio stations:</th>
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<tr>
<td>Service:</td>
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<tr>
<td>Small</td>
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<tr>
<td>-------</td>
</tr>
<tr>
<td>Ref. library</td>
</tr>
<tr>
<td>AT&amp;T teletype</td>
</tr>
<tr>
<td>Western Union ticker</td>
</tr>
<tr>
<td>Tape recorder</td>
</tr>
<tr>
<td>Wire recorder</td>
</tr>
<tr>
<td>AP wire</td>
</tr>
<tr>
<td>UP wire</td>
</tr>
<tr>
<td>Telephone beeper</td>
</tr>
<tr>
<td>Mobile units</td>
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</tbody>
</table>

TABLE II

<table>
<thead>
<tr>
<th>News equipment and services:</th>
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<tbody>
<tr>
<td>Service:</td>
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<tr>
<td>Small</td>
</tr>
<tr>
<td>-------</td>
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<tr>
<td>Ref. library</td>
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<td>AT&amp;T teletype</td>
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<td>Western Union ticker</td>
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<td>Tape recorder</td>
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<td>Wire recorder</td>
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<td>UP wire</td>
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<tr>
<td>Telephone beeper</td>
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<tr>
<td>Mobile units</td>
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</tbody>
</table>
attached to questionnaires. Managers of medium and small stations stressed the importance of good local news coverage, especially in towns with no newspapers. It was described as the only way a small station can fight big station quality. Respect for radio of medium broadcasting, the difficulty of finding qualified news modern radio, gram coverage, some built newspapers. It the attached Audio editor Access Audio editor. When physical setup program second phase, targeted for mid chev news (that news voiced news service). The actual sound of an event takes place, as UPI Audio's operation, is functioning under the UPI newsreels. Movietone division, which now takes place, with the Khrushchev news conference in Paris) with some "commentary" reports (descriptions of events such as last week's tidal waves in Hawaii). The second phase, targeted for mid-August. will be background reports on various topics compiled by UPI newsmen. taped and mailed to subscribing stations.

The operation, called "UPI Audio," is functioning under the UPI-Movietone division, which now supplies film news coverage to both tv stations and theatrical newsreels. It is headed by William R. Higginbotham, general manager of UPI-Movietone, and Bob Hewitt, editor of the UPI Audio department.

Mr. Higginbotham, bullish about the prospects of a voiced service at this point in radio's development, says his preliminary research turned up "no ceiling on the demand." One nationwide survey of UPI radio clients conducted early this year turned up a 93% expression of interest (based on 600 responses from over 1,800 UPI clients surveyed). One of the first spot news offerings, the Khrushchev news conference, was picked up by 280 stations. A test program in the background reports area was purchased by 420 stations. How UPI Audio Works. The physical setup is relatively simple. When a news story breaks, the UPI Audio editor in New York (who has access UPI's regular news wires) orders up a circuit to bring the report into New York, where it is taped and edited. When the taped report is ready to be moved, New York tells UPI in Chicago to notify radio wire subscribers via teletype, giving them the New York number to call. Any subscriber who wants the report calls New York station-to-station, identifies himself to the UPI operator and is immediately cut into the tape via a special 10-line multiplex switchboard.

The only drawback to the system at present is that subscribers sometimes get a busy signal—tests have shown that "the switchboard lights up like a Christmas tree" within minutes after notification is put on the radio wire. As the system develops, however, UPI plans to install duplicate facilities in key cities—so that the demand can be spread around.

The charge to radio wire subscribers—$5 per report. Most reports will be under three minutes in length, both to fit easily into station programming and into the telephone company's 3-minute call rate structure. Clients make no long range commitments for the service. If they want a report, they call for it. UPI feels that only an existing news service can economically offer a voiced service in today's radio economics. And even operating as a supplemental service to the larger UPI system, it finds costs "still large." This led to the decision not to set up "hard wires"—full-time circuits to supply news feeds to stations—because stations are unwilling to pay for them.

The taped report service to begin in August will be set up on short-term agreements with UPI client stations at fees based on cost of furnishing the material and station ability to sell it in a particular market. At the start one 30-minute program will be supplied each week.
local newscasts are sponsored at small stations; two-thirds at medium stations and seven-tenths at large stations.

This table shows stations reporting an extra charge for newscast sponsorship (by number of reporting stations):

<table>
<thead>
<tr>
<th>No. Reporting Charge</th>
<th>Small Stations</th>
<th>Medium Stations</th>
<th>Large Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>46</td>
<td>76</td>
<td>21</td>
</tr>
<tr>
<td>5%</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>10%</td>
<td>3</td>
<td>20</td>
<td>4</td>
</tr>
<tr>
<td>12½%</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>3%</td>
<td>2</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>9½%</td>
<td>3</td>
<td>33</td>
<td>4</td>
</tr>
<tr>
<td>5%</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>30%</td>
<td>2</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>50% &amp; over</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
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</table>

5 awards for KMTV

KMTV (TV) Omaha took five of six awards in the tv division when the Omaha Radio-Television Council presented its Gold Frame awards two weeks ago. The station topped the educational, religious, special program or series, public service spot and news categories. WOW-TV won the Gold Frame award in the sports category. In addition KMTV won special commendation for three different special programs of a public service nature and WOW-AM-TV won special commendation for a series of talks on radio-TV and public opinion by General Manager Frank P. Fogarty.

In the radio division WOW was winner for educational, religious, public service spot and news. KFAB for sports, music (non-classical), special program and KMEO took the classical music award. Special commendations went to KSWI for a choir presentation and WOW for a corn-picking contest.

RIVALRY FOR POST-'48 FILMS

Theatre re-issue plan would preclude tv use

A long-discussed project of theatrical exhibitor groups, where they would acquire post-'48 features from distributors and (1) keep them off tv and (2) obtain re-issue product for theaters, appears to be making headway. A spokesman for 20th Century-Fox Corp. acknowledged last week that the company has reached an agreement in principle with a committee of the Motion Pictures Investors Inc. and the American Congress of Exhibitors for theatrical re-issue of 12 “blockbuster” features of post-'48 vintage during the coming year.

The Fox official said the proposal will have to be approved by stockholders. A meeting has been scheduled for July 6 in New York to consider the move. He refused to give any other details of the proposal. The joint MPI-ACE committee also has been discussing its plan with Columbia Pictures but it could not be determined if headway had been made there.

The basic plan is to offer guarantees to distributors for theatrical re-issues of top features, and have the original distributors handle this activity. Film packages will be chosen by exhibitors, who will be guaranteed that the features will be available to theaters for a set number of years and then revert to distributors for disposal in any manner. ACE recoups its guarantee, plus cost of advertising and prints, film distributors and ACE-MPI each receive 50% of the balance.

MPI is a company formed by exhibitors to raise funds for purchase of post-'48 features and to launch other projects that will assist the exhibition business. It was reported that a new agency may be formed to close transactions with film distributors on post-'48 films.

An official associated with ACE said there are no precise figures on the number of post-'48 features in existence, but "an informed estimate" places their number at between 2,500-3,000. He stressed that exhibitor groups are interested only in buying "the cream of the crop" and these may total less than 500.

ACE-MPI executives believe the market can absorb as many as 100 features a year, drawn from various film distributors. They hope to convince distributors that the guarantees to be offered will be larger than revenue that can be expected from the sale or leasing of the films to tv.

Will Chicago become big production center?

The mushrooming growth of independent and station video tape facilities for commercial use in Chicago and the government's crackdown on expenses associated with coast trips for radio-tv production activities might presage a new era for that city as a production center for tv commercials and syndicated programs.

At least that's the hope of Chicago Unlimited, an organization devoted to the propagation of local talent in radio, tv and allied fields. Also planned is a new municipal exposition center on Chicago's lake front for legitimate theatre, broadcast and other purposes.

The organization's weekly newsletter, *CU Digest*, outlines these possibilities, stressing the economy that might be effected in distribution costs of commercials or programs "by reason of Chicago's central geographic location."

Plans for the new municipal center were explored at a CU membership meeting by Edward J. Lee, general manager of the Metropolitan Fair & Exposition Authority.

Among other ambitious projects, Chicago Unlimited's president, Jules Herbuveaux, vice president in charge of NBC Central Div., and board have set the wheels in motion for a comprehensive dollar-volume survey on Chicago as a radio, tv, film and recording center and (2) CU's radio-tv participation in the Second International Trade Fair starting June 25. CU will co-
operate with the Chicago Assn. of Commerce and Industry. A third project involves a Gridiron dinner with the Chicago Federation Adj. Club. Dr. Leonard Kent, research director at Needham, Louis & Brorby, will coordinate the special study with Mark Munn, WGN Chicago.

On the trade fair project, Mr. Herbuveaux has appointed seven task forces to plan and execute participation. Among the chairman: Ralph Bergsten, Don McNeill Enterprises; John Keys, sales promotion manager of WNBQ (TV) and WMAQ; Fred A. Niles, president of Fred A. Niles Productions (film firm), and William Wilson, manager of radio-tv, Young & Rubicam, Chicago.

STILL A STYMIE
WGA again rejects producer royalty plan

Another hoped-for solution to end the writers’ strike against the producers of tv films fizzled out Tuesday night (May 24). Members of the tv branch of the Writers’ Guild of America West, by a vote of 281 to 198, rejected the latest offer of the producers.

The new proposal, offered jointly by the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (representing the tv film operations of the major movie makers), repeats the terms of the earlier ATPF offer (BROADCASTING, May 23) with the addition of a percentage plan which the writers can put into operation during the contract.

The percentage or royalty plan would give the writer of a half-hour tv film, 2% of the producer’s gross receipts from that film up to $50,000 and 3% of everything over $50,000, in perpetuity. For hour-long films, the 2% applies up to $100,000, 3% after that.

Against these royalties, the writer of a half-hour film would get an advance of $1,275: for an hour show the advance would be $2,310. These sums are equivalent to the minimum fees the writer would earn in the third and fourth year of the earlier ATPF offer, which calls for a 10% increase in minimums for the first two years and an additional 5% for the next two.

Gross was said to mean absolute gross and to include receipts from all sources, foreign as well as domestic. Writers do not at present share in the sale of tv films abroad and their insistence on doing so is the major reason they turned down the earlier offer.

A proposal to cut the writer in for a share of foreign revenue from tv films was included in the deal negotiated between the guild of Ziv-United Artists, which called for the producers to pay the writers 2% of the foreign gross. This deal fell apart, however, when it developed that Ziv-UA meant it to apply only to films produced after March 31, 1964, while the WGA negotiators had believed it would go into effect immediately (AT DEADLINE, May 23).

Ziv-UA subsequently withdrew the offer completely, joining with the other producers in the new ATPF-AMP prop.

Confusing = Attempts to calculate what the percentage or royalty plan offers writers in actual dollars versus the present system of minimum fees for the first broadcast plus residual payments for subsequent runs, are as confusing as trying to compare the program audience figures of different rating services. The writers who turned down the idea reportedly figured something like this:

A half-hour tv film will gross from $50,000 to $60,000 on the average. At 2.5% of the first $50,000 and 3% of everything over that, the writer’s share would be between $1,250 and $1,550. Currently, he receives a minimum of $1,100 for the first run and 140% of this amount in residual payments for reruns, or a total of $2,640. Obviously, on this basis, the royalty plan makes little economic sense for the writer.

But the producers say that those calculations are not correct. The way they see it, the royalty plan would pay the writer of a half-hour tv film script between $1,125 and $1,250 for the first broadcast of the program (figured on a gross of $45,000 to $50,000 for the first run rights). Even the lesser figure is $25 better than the present minimum of $1,100, they point out. And, they add emphatically, the writer would get an advance of $1,275 which he could retain, no matter how little return the producer might get.

Figuring the second run gross as between $15,000 and $20,000, the writer’s share would be between $425 and $600, depending on whether $5,000 would be needed to bring the total up to the $50,000 mark, and so would carry a royalty of only 2.5% versus the 3% that would go with all grosses above $50,000. Again, the producers note, both of these are better than the present first rerun fee of 35% of the $1,100 minimum, or $385.

Pocket Extra Cash = The producers also point out that any amount received by the writer for his script in excess of the $1,275 advance would not be included in the royalty calculations. A writer getting $2,000 for his tv film script would have only $1,275 deducted from his royalty payments. He could pocket the extra $725 in the same way he now pockets any fee above the minimum he or his agent is able to persuade the producer to pay. On this basis, the writer who was paid $2,000 for the script of a program which
grossed $50,000 on its first run and $20,000 on its second, would be getting $2,600 for two runs and with the royalty plan in effect instead of the present residual payment system, the second run is much more likely to be made, producers say.

They assert that the high residual fees paid to writers, actors and directors discourage reruns of TV films in most cases by pushing their costs beyond that which the market will bear. They point to The Untouchables, which is 'being shown' in Australia but has not been rerun in the United States, as an example. And they also stress that their royalty offer covers the gross from abroad as well as at home.

The producers note that if they begin with paying 3% royalty fees to the writers, they'll be forced to make similar arrangements to pay perhaps 2% to the directors and maybe 9% to the actors (on the rule-of-thumb basis that the cost of the cast of a TV film show is three times the cost of the script) or a total of 14% of the gross. Add distribution costs of 35-40% and half of the gross or more is gone, leaving half or less to cover all production costs and the producer's profit, if any. Along with the disappointment that the writers' strike is still on, four and a half months after its beginning last Jan. 16, there appeared to be a degree of relief among producers that the writers did not accept the royalty plan.

What the writers appear to want is the producers' proposal for an immediate increase of 10% in minimum and 5% more after two years, the pension fund provisions and all the rest of the offer, plus a percentage of the foreign revenue as included in the Ziv-UA agreement before it became unstacked. As May draws to an end, the producers can see fall and the start of a new TV season just over the horizon. Finding themselves with no programs in the can and no scripts to start actors acting and directors directing, it seemed clear to many Hollywood observers that the producers are ready to meet any reasonable demand the writers may make. And that the producers' definition of "reasonable" is becoming broader day by day.

Coverage offered

The Montana Broadcasters Assn. is offering on-the-scene coverage to radio stations of the National Governors' Conference which will be held at Glacier National Park June 26-29. It's expected that the conference will have strong political overtones, since it comes just before the national conventions. Canada's Prime Minister John Diefenbaker will add international overtones, when he makes the featured address. Don Weston, prize-winning news director of KGVO Missoula, Mont., will head the news team giving reports to subscribers through collective telephone beeper calls. The reports will be available three times daily, lasting approximately two minutes each. The MBA charge will be $5 per call. The complete schedule or any portion can be ordered. In addition, special service calls on specific governors will be available at $15 per call. Interested stations should contact Dale G. Moore, P. O. Box 1405, Missoula.

Convention reports

Highlights of this summer's two major political party conventions, packaged into hour-long daily reports suitable for broadcasting before the start of the next day's proceedings are being offered TV stations by Convention Merry-Go-Round, 1960. Available on either TV tape or 16mm sound-on-film, the programs will run 52 minutes each. They will combine segments from a full video tape of the official proceedings, plus analysis, commentary interviews and behind-the-scenes reports by a group of commentators headed by Drew Pearson as editor-in-chief and including Stewart Alsop, Robert S. Allen, May Craig, Roscoe Drummond, Jack Anderson, Marquis Childs, Irv Kupcinet, George Dixon, Ralph McGill and Quentin Reynolds.

Tele-Record Services will handle production of the programs, with Leonard Shane as producer. Production schedule calls for editing and assembling to be completed within 30 minutes of the close of the day's convention session and to be recorded on tape within the next half-hour. Tape copies will be ready for shipment within 2½ hours of the session's conclusion.

 Illinois AP awards

WJEG-AM-TV Quincy topped the list of station awards presented by the Illinois Associated Press Broadcasters Assn. at its annual meeting in Champaign May 21.

WJEG-AM-TV were cited for the "best cooperation" in supplying AP with news.

The awards follow, with places indicated in parenthesis:

(Metropolitan—Chicago)—Best regularly scheduled news show: (1) WBBM-TV; (2) WBBM; (3) WGN. Best regularly scheduled farm show: (1) WGN; (2) WLS; (3) WBBM. Best regularly scheduled sports show: (1) WBBM; (2) WGN.

Best special events coverage: (1) WGN-TV; (2) WBBM-TV; (3) WGN. Best documentary program: (1) WBBM-TV; (2) WBBM; (3) WNBPQ (TV).

(Non-Metropolitan)—Best regularly scheduled news show: (1) WSQY Decatur; (2) WTAX Springfield; (3) WVLN Olney. Best regularly scheduled farm show: (1) WVLN. Best regularly scheduled sports show: (1) WVLN. Best special events coverage: (1) WTAX; (2) WVLN. Best documentary program: (1) WLPO LaSalle.

Texas news awards

United Press Broadcasters of Texas has announced awards in news categories for the past year. KONO San Antonio won first place for the greatest number of stories contributed for that station's population group and for the best news story. KELP El Paso filed the best feature story, with KONO second. KOPY Alice was runner-up for the best news story. KILE Galveston; KMID-TV Midland; KWRD Henderson, and KCYL Lampasas won for the greatest news volume for their population groups.

KCBD-TV Lubbock took the award for the best newscast submitted to UPI with special achievement and enterprise awards going to WFAB-TV Dallas; KBOX Dallas; KTBB Tyler; KILT Houston, and KXYZ Houston.
News series planned for all RKO stations

An expanded public service programming concept is being implemented by WOR-AM-TV New York. It covers the production of a series of immediate spot news interests with national, international and community appeal. The series will be made available to other RKO General radio and tv stations, and some will be offered to other outlets in non-competitive markets on a cost basis.

Robert J. Leder, vice president and general manager of the stations, noted that within 48 hours, a 90-minute radio-tv special program, *The Plane, the Summit and You*, was produced and presented on the outlets on May 18. A videotape of the telecast was carried on KHJ-TV Los Angeles, an RKO General station, the following day. Mr. Leder pointed out that commercial programming was preempted for the "Summit" show on WOR-AM-TV and will be the practice for subsequent news specials.

Similar "news-on-the-spot" reports will be presented during other crucial news breaks. The resources of the stations, including the news, programming, special events and promotion departments, will be marshaled and the RKO General overseas news service also utilized. In addition, the stations hope to bolster the number of regular public service features, which have included such programs as a special report on *The South Today* and a presentation of *Pinocchio* in recent weeks.

RKO General’s overseas news service plans to kick-off a one-hour biographical series on world leaders shortly. The first subject will be Soviet Premier Nikita S. Khrushchev, and others to follow will include Harold Macmillan of Great Britain and Charles de Gaulle of France.

Mr. Leder hopes that the availability of WOR-AM-TV material to other RKO General stations will serve the dual purpose of providing these outlets with useful public service programming and of stimulating them to attempt similar programming ventures.

**Film sales**

*Campy’s Corner* (Heritage)

Sold to KRCA (TV) Los Angeles.

Background: This film and tape feature stars Roy Campanella with various sports and entertainment celebrities.

Now in 25 markets.

*Coronado 9* (MCA-TV)

Sold to WNEW-TV New York; WTTG (TV) Washington, D.C. Also sold in the following cities: Billings, Mont.; Laredo, Tex.; Charlotte, N.C.; Salt Lake City, Utah; Louisville, Ky.; Greenville, N.C.

Now in 130 markets.

*Shotgun Slade* (MCA-TV)

Sold to R.J. Reynolds Tobacco Co. (William Esty Co.), for three markets in Virginia; Wisconsin and upstate New York; and to Whittles’ Bargain City and Cochran’s Hardware and Furniture Co. as alternate sponsors for one market in Oklahoma.

Now in over 170 markets.

**Program notes**

*Signs Mrs. Roosevelt* ■ Mrs. Franklin D. Roosevelt has been signed by American-Continental Telefilms Inc., N.Y., to star as narrator-hostess of *Operation Escape*, a new series of 39 half-hour films dramatizing stories of escapes from behind the Iron Curtain. Although production has started in Munich, Germany, Mrs. Roosevelt’s portions of the program will be filmed in New York and edited into the finished film. Series will be distributed by Jayark Films Corp., N.Y.

More convention coverage ■ Radio coverage of Democratic national convention in Los Angeles will be offered by KPFK (FM) Los Angeles, non-commercial station operated by Pacifica Foundation. Service will include three feeds daily plus a two-hour analysis by political experts, each night, with individualized coverage available on request. Subscribing stations will pay line charges plus fee based on rate card.

Arrangements are being handled by Jim Biltchik at WBAI (FM) New York, another Pacifica station.

*Voice’s choice* ■ A cultural program produced by WCAO Baltimore in cooperation with local colleges, museums and libraries has been selected by the Voice of America for use in overseas broadcasts. *Dialogue on the Arts* is a half-hour discussion program dealing with all forms of creative expression, including poetry, music, ballet and movies. After its first airing on WCAO, WTOP Washington requested permission to rebroadcast the series and subsequently the Voice made its bid.

Historical hurrahs ■ The Westinghouse Broadcasting Co. has announced a radio series of eight half-hour programs. Titled *Songs for Presidents*, it features campaign music from the days of George Washington up to the present. Westinghouse reports the series will "capture the sound, exhilaration and fury of campaign music in American presidential elections." William J. Kaland and Roy Meredith, who

**AT DEADLINE . . . questionnaires for your FREE listing in the 1960 BROADCASTING YEARBOOK**

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- manufacturers
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**BROADCASTING YEARBOOK**
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Washington 6, D.C.
Hollywood is undergoing a "quiet revolution" with the writer emerging as king, according to Aaron Spelling, writer-producer of Four Star Production's "Zane Grey Theater.

Mr. Spelling, who was in New York on a business trip with his wife, actress Caroline Jones, estimated that at least 10% of the producers of TV film series are also writers and predicted that eventually "all producers will be writers." The reason? Mr. Spelling claims that advertisers, more and more are reaching the conclusion that the writer is "the single most important force" in a TV film series, and the "star value" often is secondary.

"Madison Avenue is asking: 'Who's the writer?' before buying a series," Mr. Spelling reported. "As a result, production firms are offering many successful writers the opportunity to serve as producer on a series, with the stipulation they write six or eight scripts."

Rod Serling, writer-producer of "Twilight Zone" and Stirling Silliphant, writer-producer of "Naked City" are two outstanding examples of what Hollywood is beginning to call the "hyphenated writer." But Mr. Spelling noted that at Four Star there are two other writer-producers—Steve Landau and Bob Sodenberg.

The effect of the emergence of the "hyphenated writer" will be an upgrading in TV film scripts, Mr. Spelling contends. Even the much-castigated "western" will undergo an uplift in standards as "the play becomes the thing," according to writer-producer Spelling. He observed that audiences—both movie and TV—are intrigued by a western background but added that there is no reason why, within this appealing framework, that we cannot write scripts that are mature—psychological dramas, good comedy and suspense thrillers."

series had been presented in 15-minute segments for the past several years, but was being played by a decreasing number of stations. The programs feature discussions of city problems by the mayor, city council president and city managing director among other authorities. The 11 stations all agreed to run the programs if they could be tailored to five minutes each.

Shorts to TV = Theatrical shorts series which Columbia Pictures turned out for more than 20 years under the generic title of "Screen Snapshots" are being adapted for TV release by Columbia's TV subsidiary, Screen Gems, as half-hour programs titled "It Happened in Hollywood." Ralph Staub produced the original series and is producing them for TV as well. Vincent Price will serve as host for the series.

MGA wins two = Musicians Guild of America has won a collective bargaining election of musicians at Ziv Television Programs and Ivan Tors Films by a vote of 26 to 1 over the American Federation of Musicians, with two ballots challenged. MGA was previously chosen to represent the musicians employed by members of the Alliance of Television Film Producers, but Ziv, an alliance member, was omitted from that election because it was not employing musicians at that time. Since then, Ziv has announced plans for adding live music to a number of its filmed programs for television. Presumably Ziv will henceforth be represented in the negotiations now in progress between ATPF and MGA over terms of a contract for musicians employed in the production of TV filmed programs.

Pressing and promo = Two newly formed companies, All-Disc Records Inc. and Disc Service Inc., will cooperate in offering customers record promotion programs, productions, pressing, packaging, distribution and exploitation, it was announced by I.J. Amo and Gene Jensen, presidents of the respective firms. Although operating as separate entities, the two companies will be located at the same address: 114 W. 1st St., Roselle, N.J.

Hollywood office = Official Films Inc. has announced the opening of offices in Hollywood at 951 N. La Cienega Blvd. Phone: Oldfield 5-6705. The west coast branch to be managed by Howard Landau and Barney Mackall, will be used primarily for production coordination.

CBS exchange plan = A public affairs program exchange plan in which three CBS-owned TV stations participated last year will be expanded to five CBS-owned stations in 1960, it was announced by Craig Lawrence, vice president, CBS-TV stations. Each of the participants (WBBM-TV Chicago, KNXT-TV Los Angeles, WCBS-TV...
New York, WCAU-TV Philadelphia and KMOX-TV St. Louis will produce on tape and exchange with the other stations 13 half-hour public affairs programs, thus permitting each station to program two- and one-half hours of public affairs each week from May to September.

Good life * Dr. Carlton Fredericks’ Living Should Be Fun radio series, a half-hour diet and nutrition show that has been a feature of WOR New York for the past five years, is currently being offered out-of-town on a one-station-per-market basis. Herb Saltzman, merchandising manager of WOR, is handling syndication of the programs, which are taped in WOR’s studios. Dr. Fredericks also tapes regional commercials in New York. Early station sales include: WGAR Cleveland; WLW Cincinnati; WDOE Dunkirk, N.Y.; WJTN Jamestown, N.Y.; WIMJ Philadelphia; WAAP Peoria, Ill.; WGOO Salamanca, N.Y.; WJMR New Orleans, WHAM Rochester, N.Y.; KGON Portland, Ore.; WJMR New Orleans, and WGR Buffalo.

Numbers up * WTVJ (TV) Miami obtained a print of “The Numbers Racket,” from the Armstrong Circle Theater CBS-TV series, shown on that station, at the request of the city manager. The program had advanced the theory that numbers rackets cannot thrive without police cooperation. Charges of laxity had been leveled at Miami police through a grand jury, WTVJ reports, and the city manager wished to show the film at the station May 19 to some 350 city officials and police department members.

Wonderland revisited * Screen Gems has announced plans to present a half-hour color series based on “Alice in Wonderland” with production to start late this summer. Clarence Greene and Russell Rouse, Academy Award-winning scriptwriters, will produce the series. A search has begun for actors and a top composer.

Residuals * Screen Actors Guild collected and distributed to members $2,337,849 in residual payments for reruns of TV entertainment films during the six months ended April 30, SAG reported. Residual payments from December 1952 to April 30, 1960, total $14,407,967.

Tv ‘kickers’ * A package of 10 short film clips, intended specifically as “kickers”, or humorous items for the close of local TV news broadcasts, is offered by Standby Humor Film Clips, 132 Surrey Drive, New Rochelle, N.Y. The clips, which are culled from newsreel libraries, vary in length from 15 seconds to one minute. Scripts go with the package, but soundtrack narration also is provided, according to Bill Kling, president of the company.

The tipoff * Heritage Productions Inc., N.Y., is distributing a series of 260 five-minute golf shows for TV. The color series, entitled Golf Tip of the Day, features pro Dow Finsterwald showing viewers how to improve their games. The show is packaged by Herman Rush Assoc., N.Y., and will be produced by Brass Dolphin Inc., that city, in association with Rush.

New producer * Bonnaker Productions has set up headquarters at Republic Studios, North Hollywood, Calif., as an independent TV enterprise. Edward J. Montagne, formerly executive producer of CBS-TV film shows in New York and later producer of the Phil Silvers Show on CBS-TV; Bill Friedberg, a writer on that series, and Neil Simon, also a TV writer, are the Bonnaker principals.

Keystone Kops * Mack Sennett comedies, movie classics which gave Charlie Chaplin, Marie Dressler and others their start to stardom, are coming to television, Harry Tatelman, president of Hampshire Productions has announced. Moreover, Mack Sennett himself will serve as technical advisor of the TV series which will be based on the adventures of two comics who become involved with the bathing beauties and Keystone Kops that were Sennett trademarks 40 years ago.

Franciscans to TV * A TV version of The Hour of St. Francis, weekly transcribed series on more than 600 radio stations, has been announced by Fr. Hugh Noonan, O.F.M. Fr. Noonan, who serves as director of the programs produced for the Third Order of St. Francis, said that cycles of 13 films are planned with such talent as Danny Thomas, Ann Blyth, Charles Laughton and MacDonald Carey. First two films have already been completed. Concurrently a campaign to help defray expenses of the public service TV series has started. Further information may be obtained from The Hour of St. Francis, 218 E. 12th St., Los Angeles 15.
**Equipment & Engineering**

**Fm, uhf tuner set production shows rise**

Production of tv receivers with uhf tuners and fm radio sets both moved upward in the first three months of 1960, Electronic Industries Assn. reported last week. Retail sales of both tv and radio also rose over the comparable period of last year.

Production and sales figures for the first 1960 quarter compared to the same period in 1959 are given below:

<table>
<thead>
<tr>
<th>Period</th>
<th>Production</th>
<th>Sales</th>
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<tbody>
<tr>
<td>Jan.-March '60</td>
<td>1,579,647</td>
<td>1,660,369</td>
</tr>
<tr>
<td>Jan.-March '59</td>
<td>1,390,550</td>
<td>1,375,628</td>
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<tr>
<td>Jan.-March '60</td>
<td>4,465,706</td>
<td>2,079,308</td>
</tr>
<tr>
<td>Jan.-March '59</td>
<td>3,597,676</td>
<td>1,690,941</td>
</tr>
</tbody>
</table>

There were 139,067 tv sets made with uhf tuners in the first 1960 quarter, compared with 102,631 in the same period in 1959. Fm radio production totaled 167,906 receivers, up 75,000 over same 1959 period. Auto radios comprised 1,863,094 sets of total radio production, up 500,000 over the same 1959 quarter. Radio sales do not reflect auto radio.

**RCA head talks about foreign competition**

The U.S. electronics industry can meet any fundamental foreign competition threat, RCA President John L. Burns said Thursday (May 26). In Miami Beach to address RCA’s eastern and southern distributors at their annual meeting, Mr. Burns cautioned foreign countries “to exert wisdom in their export policies.” Forced entry into the American market through an excessive combination of government subsidies and lower labor costs will “only stimulate the demand for new governmental barriers against electronics imports,” he told the southern distributors.

Japan’s headway in the production of vest-pocket portable radios was made possible by the development of miniatuized components not available in this country, the RCA head said. Such competition can be met head-on with products that hold their position in the market place purely on the basis of styling, quality and performance, Mr. Burns stated. He pointed to the development of RCA’s own vest-pocket portables as the “way we hope we can always counter foreign competition.”

In the face of increased imports, he added, RCA last year sold more radios than ever before.

In remarks to the distributors about RCA Victor television models for 1960-61, Mr. Burns discounted the notion that color tv is a “rich man’s play-thing.” According to an RCA sampling of families who bought color tv sets during the past two years, nearly half had annual incomes of less than $10,000, he said. Substantial gains in tv set sales can be made only if the industry embraces color, Mr. Burns said.

RCA will introduce this fall four deluxe tv models with cabinets made by Henredon furniture manufacturer. The three black-and-white and one color sets will range in price from about $800 to $1,400.

**Technical topics**

**Merger agreement** A merger of General Instrument Corp and General Transistor Corp. is near. Directors of the two companies agreed in principle to the merger on May 20. It is now subject to further investigation and stockholder approval. The arrangement calls for the issuance of seven-tenths (.7) of a share of General Instrument common stock for each outstanding share of General Transistor common. GF’s sales for the nine months ended Nov. 30, 1959, were $14,277,875. GT’s sales last year were $10,278,585.

**Muzak’s manufacturer** Continental Manufacturing Inc., Omaha, has entered into a long-term agreement with Muzak Corp., N.Y., to manufacture and supply power amplifiers. Muzak has more than 215 franchisers. In addition to doing sub-contract work for several well-known electronic firms and marketing a line of custom receivers for the broadcast industry under the trade name McMartin, Continental also manufactures and markets a complete line of hi-fi components and radio intercom systems under the Harmony brand.

**Shipment summary** RCA has shipped tv tape recorders, antennas and transmitters, to the following three color tv tape recorders to NBC in Burbank, Calif.; two to NBC New York; three monochrome to Reeves Sound Studio, N.Y.; one black and white to WMAR-TV Baltimore, KWTW (TV) Oklahoma City, Children’s Hospital, Pittsburgh. Foreign deliveries include two monochrome units each to Norway and Egypt. Transmitters were shipped to KSSO-TV Sioux Falls (25-kw), KHQ-TV Spokane, Wash. (used 2-kw), WXTV Youngstown, Ohio (1-kw), and KCBY-TV Coos Bay, Ore. (2-kw), and antenna to KCBY-TV (six-section).

**Tester** Smith-Florence Inc., Seattle, Wash., has announced a new model of its “Fault-Finder” product line. The new 5-inch presentation Model 751 was specifically designed for the broadcasting industry, according to the manufacturer, where examination of large-diameter coaxial air dielectric cable is necessary to discover impedance mismatches, shorts or opens. To make the instrument more versatile, an “air-poly” switch is incorporated to change the range mark and sweep circuitry to agree with the difference in propagation constants of air and polyethylene cables. The 751 reads faults from 0 to 1200’ on either type of cable.

‘Pancaked’ Sylvania Electric Products, Woburn, Mass., reports the development there of “Pancake” construction for transistor packaging, which will result in a line of miniaturized transistors for smaller and lighter electronic equipment including airborne communications and computer systems. Height dimension of the new transistor has been reduced to one-twentieth of an inch, it was reported, resulting in a wafer-thin semiconductor package with extreme ruggedness, reliability and ease of manufacture.
Broadcast Advertising

Thomas E. Ables and Robert F. Lewis, both vps and account executives of Phillips-Ramsey, San Diego advertising agency, elected to board of directors.

Don James, publicity director, promoted to account executive. William J. Seaton succeeds Mr. James.

Dr. Frank Mayans and William T. Moran, both in research department of Young & Rubicam, N.Y., named vps. Mr. Moran becomes manager, coordinator of research. Dr. Mayans, associate director for plans and analysis.

Robert A. Wulphorst, previously associate media director at Dancer-Fitzgerald-Sample, N.Y., to Needham, Louis & Brorby, that city, as vp and director of media and research.

Stanley J. Quinn Jr., vp, executive producer, J. Walter Thompson, N.Y., joins Doherty, Clifford, Steers & Shenfield, that city, as vp and director of tv-radio programming and production.

William S. Bahenbarg, account executive in sales department of Life magazine, joins Reach, McClinton, N.Y., as vp.

John L. Baldwin, vp, Kenyon & Eckhardt, Chicago, transfers to Boston office as account supervisor.

Albert J. Platta, secretary and comptroller of Klauder-Van Pietersom-Dunlap, Milwaukee advertising agency, named treasurer. Ray L. Pearson succeeds Mr. Platta as comptroller.

S. Whitney Landon, assistant to president and secretary, and Prescott C. Mabon, assistant to president, elected vps, American Tel & Tel.

Joan Rutman, formerly media group supervisor at Grey Adv., N.Y., to Cleveland office of McCann-Marschalk as media director.

Charles W. Haines Jr., formerly with Gardner Adv., St. Louis, to Krupnick & Assoc., that city, as media manager. Ben Starr, formerly copy chief at Frank Block & Assoc., joins Krupnick as senior copywriter.

Harold Tillson, media group supervisor, Leo Burnett, Chicago, promoted to manager of media department. George Wilcox succeeds Mr. Tillson. John W. Setear, moves from assistant manager of media department, to marketing supervisor.

Jack Davis, manager of commercial production at Grey Adv., N.Y., elected vp. Also named vps were: Onofrio Paccione and Lester Rondell, associate head art directors; John H. Rigor, account supervisor; and William Schultz, manager of print production and control.


Frank H. Russell appointed advertising manager, Sylvania Electronic Systems, N.Y., division of Sylvania Electric Products Inc.

Martin Barsky and Gil Lasky named account executive and copy chief, respectively, at Beckman-Koblitz, Los Angeles advertising agency.

Rick Mitteleman, formerly associate producer with ABC TV, to Anderson-McConnell, Los Angeles, as director of radio-tv.

Abbott Davis and Peter Pih named broadcast media director and manager of media research, respectively, at the Fitzgerald Agency, New Orleans. Mr. Davis formerly was with Lennen & Newell, N.Y., and Mr. Pih with Leo Burnett agency.

Richard S. Mulford, previously head of own advertising and sales promotion counseling service and formerly director of tv commercial division of Desilu Productions, Hollywood, to D'Arcy Adv., Los Angeles, as radio-tv director.

Ralph Ammirati, formerly of Erwin Wasey, Ruthrauff & Ryan, N.Y., joins BBDO, that city, as art director.

Donald B. Madden, account executive with BBDO, San Francisco, transfers to N.Y. office on Pan-American coffee bureau account.

Richard Hall, formerly with Benton & Bowles, N.Y., joins Ted Bates, that city, as account executive on Fab.

Walter C. Cash joins Los Angeles office of Doyle, Dane Bernbach as account executive.

Paul Blustain, formerly in radio-tv department of Young & Rubicam, N.Y., to McCann-Marschalk Co., that city, as producer of commercials.

Melvin Beer and Vincent Messina join Smith/Greenland Co., N.Y., as assistant art directors. Mr. Beer was assistant art director for Clairol Co., that city, and Mr. Messina was freelance artist.
Grant headquarters to N.Y.; top echelon shuffled

Elliott Plowe, senior vp of Grant Adv.'s New York office, becomes president as agency moves its U.S. headquarters from Chicago to New York. He came to Grant last February from BBDO where he had been vp and account supervisor. Founder Will C. Grant continues as chairman of board and chief executive officer in Chicago, where corporate business of agency's nine U.S. and some 30 foreign offices is centered. Christopher Cross, vp and admin- istrator assistant to president, assumes new Chicago assignment as senior administrative vp. Lyle Pur- cell, president of Select Magazines and formerly marketing-research vp of BBDO, has joined reorganized agency as executive vp of Grant Adv. (USA) and general manager of New York office. Six executives from Grant's Detroit office move to New York. They are Frederick A. Peck creative director, promoted to vp and head creative director for all offices; Robert C. Mack, tv-radio di- rector, who becomes vp and national director of tv and radio; Leonard J. Kotowski, Detroit copy chief, to vp and copy chief of all U.S. offices; Wallace J. Gordon, assistant branch copy chief, to assistant national copy chief; Myers B. Cather, vp and Detroit manager, to vp and account supervisor, and Bruce W. Yount, controller, to internal office manager. The Detroit office remains open on service basis.

The Media

John F. Dickinson, vp, Harrington, Righter & Parsons, N.Y., elected to board of directors. Mr. Dickinson has been with company since 1949.

Morton A. Barrett, vp and secretary of the Bolling Co., N.Y., joins Edward Petry & Co., that city, as tv salesman.

Mortimer Weinbach, vp and general counsel of ABC, named to radio board of directors of NAB, succeeding E. J. DeGray who recently resigned as president of ABC.

Frank V. Bremer, 50-year veteran in broadcasting, and most recently consultant to WNTA-AM-TV New York, retired. WNTA is outgrowth of ama- teur spark station, operated during 1908-13 under the call "F.V" built and operated by Mr. Bremer. "F.V." then became station 2-ARN, operating as spark transmitter. Mr. Bremer obtained license when this be- came mandatory, operating 2-ARN until World War I ban on radio. In December, 1918, station returned to air as 2-IA, with first constant wave trans- mission installed in 1919. Three years later, amateur 2-IA became WAAT New Jersey, N.J., and subsequently WNTA.

Walter Conway, manager of KDIA Oakland, Calif., elected vp. Before joining KDIA, Mr. Conway was manager of WBEE Chicago and previously managed KSAY and KSAN, both San Francisco.

Robert G. Dunkin, technician at WHYY-TV Philadelphia, promoted to engineering supervisor.

Ken Rodent, program director at WBCH Hastings, Mich., promoted to assistant manager. He has been with station since 1958.

Howard A. Singer, assistant general attorney, National Telefilm Assoc., N.Y., named assistant to president, Oliver A. Unger.

John R. DiMeo, formerly manager of KFGG Bellingham, to KAYO Seattle, both Washington, in similar capacity. Ted Carlson, formerly with KIRO, that city, joins KAYO as general sales manager.

Morris J. Levin and Betty J. Sout hard join Washington law firm of Roberts & McInnis. Mr. Levin formerly was in office of general counsel, U.S. Post Office Dept. and Miss Sout hard formerly served in appellate branch, Litigation Div., National Labor Relations Board.


M.J. Bergstein, WMJ State College, elected president of Pennsylvania Assn. of Broadcasters, succeeding Cecil Woodland of WEJL Scranton. Tom Metzger, WMRF Lewistown, and Robert Gulich, WGLC Lancaster, named first and second vps, respectively.

George H. Allen, general manager and assistant publisher of McCall's magazine, appointed special assistant to president of Meredith Publishing Co., including work with company's broadcast division (KCMO-AM-TV Kansas City; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-TV Omaha; WHEN-AM-TV Syracuse and KRMG Tulsa, Okla.). He also will coordinate plans for other divisions and subsidiaries of Meredith. He will headquarter in New York.

Herbert E. Evans, president of Peoples Broadcasting Corp., elected president of YMCA. Mr. Evans, on board of directors of RAB, also is U.S. radio-tv representative to Inter-American Assn. of Broadcasters and is member of its directive board.

Calvin J. Smith, general manager, KFAC Los Angeles, elected chairman of Southern California Broadcasters Assn. Other new officers: vice chairman, Charles Hamilton, KFI Los Angeles; secretary, Herb Comstock, KAVL Lancaster; treasurer, Ernest Spencer, KWIZ Santa Ana.

Gus Dato, maintenance supervisor at KTV (TV) Los Angeles, appointed to new post of engineering supervisor. Chuck Adams, staff tv engineer at KTV, promoted to video tape engineering supervisor.

Herbert Schorr, formerly owner of WFEC Miami, appointed general sales manager of WHAT-AM-FM Philadelphia. Mr. Schorr previously was sales manager of WOV New York and with RKO General.

Dan Hayslett, general manager of KXIL Dallas, elected president of Assn. of Broadcast Executives of Texas. Bob Keeffe, manager of NBC Spot Sales, Dallas, named vp.


Ken Haste, WMT Cedar Rapids, elected president of Iowa Broadcasters Assn., succeeding Paul Loyet, WHO-AM-TV Des Moines. Robert Erickson, KOKC Keokuk, elected vp, Paul Elliott, KRNT-AM (TV) Des Moines, treasurer and Jim Duncan, Drake U., executive secretary.

Paul Bain appointed director of promotion and pr at KOB-AM-TV Albuquerque, N.M.

Ray W. Ervin, local sales manager of WGIV Charlotte, N.C., promoted to national sales manager. Prior to joining station in 1953, Mr. Ervin had been with MGM for 20 years.

CHRIST'S RETURN—
Myth or Reality?

Seventh-day Adventists

believe deeply Christ's promise to return, literally, visibly—in our own age. While applying their efforts to world problems, Adventists look to this coming as the ultimate solution of those problems.

The hope of Christ's return—

motivating a world program of service.
George Logan joins WLW Cincinnati as associate farm director.

Paul McLaughlin named to local sales staff of WKNB West Hartford, Conn.

Harry Zimmerman, air personality at KSTP-AM-TV Minneapolis-St. Paul, promoted to sales staff of KSTP-TV.

Duan Ford, air personality for KOMU-TV Columbia, Mo., promoted to sales representative.

Jim Necessary, formerly assistant general sales manager of WDAF-TV Kansas City, to KTVI (TV) St. Louis on local sales staff.

Nate Shapiro joins WPEN Philadelphia as account executive.

Joseph L. Benton Jr., formerly with WMBD-TV Peoria, Ill., to WITI-TV Milwaukee on local sales staff.

Ray Betsinger, account executive at WLS Chicago for over 15 years and specialist on farm accounts, to WAIT, that city, as coordinator of sales and sales promotion. Earl E. Matthews, formerly on sales staff of WJJD Chicago, also to WAIT in similar capacity.

Walter Pfister, promoted from assignment editor to supervisor of news at NBC central division. He will be assistant to Frank Jordan, news manager.

Steven Saffon, formerly of WBAI-FM New York, joins WVOX-FM New Rochelle, N.Y., as host of nightly music program.

Ken Welch, director of public affairs and tv production for WOOD-AM-TV Grand Rapids, Mich., resigns because of ill health. He will enter advertising field in Arizona. Carol DuVall, women's director, succeeds Mr. Welch.

Dick Braun named program director of WTIX New Orleans, succeeding Marshall Pearce who resigns to enter advertising field.

Lulu winner = Fran Harris (r.), vp and creative director of Harris-Tuchman Productions, Hollywood, receives Lulu Award from Greer Garson for best TV commercial in the 14th Annual Achievement Awards sponsored by the Los Angeles Advertising Women. The award was presented for a Mattel Toy Barbie Doll commercial. Mrs. Harris also won first place in business film category for a filmstrip produced for Cole of California (women's apparel).

Paul Montague appointed advertising and art director of KTRK-TV Houston.

Tom Beavers joins farm service department of KMA Shenandoah, Iowa.

Payne Williams, formerly of Comstock & Co., Buffalo advertising agency, to WIS-TV Columbia, S.C., as creative services director.

Ernie Anderson joins KYW-TV Cleveland as staff announcer. He has been freelance.

Elmer Friman, formerly with WLWD-TV Dayton, Ohio, to engineering staff of WFBM-AM-FM-TV Indianapolis.

Al Bell joins KHOU-TV Houston as air personality.

Jim Roberts and Bill Terry join KING Seattle, Wash., as air personalities. Mr. Roberts formerly was with KGEE Bakersfield, Calif., and Mr. Terry with KLUB Salt Lake City.

Oscar Rose, formerly radio-tv director for Anti-Defamation League, joins Westinghouse Broadcasting Co. as United Nations correspondent.

Richard Hammer, formerly account executive at KBOX Dallas, to sales staff of WBBM Chicago.

Georgie Christie and Woodie Garcia, both formerly with WLCY St. Petersburg, join WSOL Tampa, both Florida, as air personality and Spanish program director, respectively.

Lee Davis, formerly program director at WKYB Paducah, Ky., to WHYE Roanoke, Va., as production manager-air personality. George Dyer and Dave Eldridge both join WHYE as air personalities.

Jack Gregory, formerly Western Div. manager for United Artists-TV, rejoins KGO-TV San Francisco as account executive. He had been with station from 1950-53.

Ted Sheet, formerly program director at WATS Sayre, Pa., to WHAP Hopewell, Va., as program director-air personality.

Richard Love, formerly on news staff of WARE Ware, Mass., to WJBS Deland, Fla., as sports coordinator-air personality.

John Gee, formerly with WGEZ Beloit, Wis., to WJIM-AM-TV Lansing, Mich., as air personality.

Frank Allen joins KOIL Omaha, Neb., as air personality.

Dave Connor, formerly with WCKR Miami, to WAFM (FM), that city, as classical disc jockey.

Programming

Harold Goldman, executive vp of National Telefilm Associates, Beverly Hills, resigns, effective June 2. He will announce new plans shortly. Mr. Goldman was co-founder of NTA, along with Board Chairman Ely A. Landau and President Oliver A. Unger in 1954.

Hal Golden, supervisor of station sales, MCA-TV, Chicago, appointed vp and director of sales. Mr. Golden, who will headquarter in New York, joined company in 1954 as executive.
in charge of Buffalo, N.Y. office, and was transferred to Chicago in 1957.

Harry Ackerman and William Sackheim, vps and executive producers of national programs at Screen Gems, Hollywood, sign new long term contracts.

Len Kanter, formerly tv commercial producer, Carlo Vinti Adv., N.Y., joins HFH Productions, that city, as commercial sales manager.

Mel Stuart, formerly in charge of film research on CBS-TV's 20th Century, joins David L. Wolper Inc. as head of east coast tv production.

Bernard Donnelfeld joins Paramount Pictures as assistant to head of eastern production department.

Robert Bassler signs to produce Route 66, new hour-long tv adventure series slated for CBS-TV this fall.

Robert J. Northshield joins NBC-TV Today show as program manager. His past tv credits include: Adventure; Crime Inc. and films "The Way of the Navajo," "The Hopi Road."

Equipment & Eng'ring


John H. Striebel named assistant to vp of sales of Houston Fearless Co., Los Angeles.

Otto C. Bohlander named regional manager for direct dealer sales for Capehart Corp. in Ohio.

Frank D. Hannell appointed manager of product production engineering for mobile communication equipment at General Electric Communication Products Dept., Lynchburg, Va.

George M. Dewire named manager of personal pocket radio communications.


Gerald S. Butts named district sales manager, Miami, for Sylvania Home Electronics Corp., Batavia, N.Y. Roger A. Swanson named product sales manager, germanium alloy switching, drift and power transistors, for Semiconductor Div.


John Gill appointed representative for tape recorder division of International Radio & Electronics Corp., Eikhart, Ind.

International

Ernesto Hevia appointed manager of new ch. 12 outlet in Tijuana, Baja California, Mexico, which is slated to go on air in June.

Don J. MacMillen named director, radio-tv programming of McCann-Erickson (Canada) Ltd., Toronto.

Stephen D. Bennett becomes director of radio-tv production.

Esther G. Henning, formerly of McCann-Erickson (Canada) Ltd., Toronto, to co-ordinator of radio-tv and women's services of Brooks Adv. Co., that city.

Joseph A. Morgan, Fremantle of Canada sales representative for Ontario, Western Canada, named sales supervisor.

Bruce St. George named director of operations of CKNX-TV Wingham, Ont.

Doug Reid, sales manager of Pepsi-Cola Ltd., Vancouver, B.C., to marketing director of CKWX Vancouver.

Ed Howard, formerly of CFPL London, Ont., to sales manager of CCKW Kitchener, Ont.

Jean Belanger appointed commercial manager of CKJL St. Jerome, Que.


Sylvia Kavenagh appointed promotion and research director of Stovin-Byles Ltd., Toronto, station rep.

Barry Kentner, formerly news director of CKOX Woodstock, to CHLO St. Thomas, both Ontario. John Holmes, formerly of CKLW-AM-TV Windsor, to program host of CHLO.

Allied Fields

Sidney Rowland, research associate with Crossley, S-D Surveys of N.Y., joins R.H. Bruskin Assoc., New Brunswick, N.J., as senior project director.

Joseph K. Harry joins Paul H. Chapman Co., media broker, as southwestern associate.

Deaths

Marvyn Framer, 39, associate producer with Walt Framer Productions, died May 20. He worked on Strike It Rich and The Big Payoff.

Russell M. Gardner, 40, air personality with WSVA-AM-TV Harrisonburg, Va., died May 7 of heart ailment.

Anthony Elgton, 45, manager of photo division of ABC, died May 19 after long illness.

Herschell Hart, 68, radio-tv writer for Detroit News from 1932 until his retirement last August, died of heart attack May 18.
Around the world with Suzie

Suzie, the mascot of KXOL Ft. Worth, Tex., has embarked on a trip around the world. She is an impish little girl with a long ponytail hair-do and a portable radio tuned to KXOL; all she normally says is “My mommie listens to KXOL.” The artist who created Suzie drew her on a large postcard which was signed by the station’s personnel as well as by the mayor and other city officials. The Associated Press served as chaperone by forwarding the postcard from its bureaus throughout the world. Space was left for the signatures of the AP staffers in London, Paris, Berlin, Cairo, Moscow, New Delhi, Manila, Tokyo and other major cities. Each bureau chief wires KXOL when he receives the Suzie postcard and her whereabouts are faithfully reported on the news broadcasts. The KXOL listener who guesses closest to the time of her return will win a Zenith “Trans-Oceanic” radio and transistor radio for each member of his family.

Staff for a day

After months of briefings, planning and promotion, WCVI Connellsville, Pa., turned over all phases of running the station to students of a nearby college for one day. WCVI offered the collegians the use of the station as a public service with the students soliciting their own advertising and proceeds to go toward renovating a damaged campus building.

Charles T. Snowden, the station’s manager, met with the neophyte announcers, salesmen and technicians, giving advice and demonstrations on operations. When the community had been alerted that the college’s day was upcoming, two-man sales teams canvassed the area, selling time on the basis of the extant rate card, but with the stipulation that no one merchant could buy more than three spots. The sales campaign was completed 10 days before the broadcast date and the copy turned over to collegiate continuity writers. Announcers were assigned two hour shifts with three announcers per shift. Although the students were under the supervision of regular station personnel, they handled the whole schedule themselves with the exception of two special programs.

WCVI’s regular sponsors were deleted for that May 9 and the 162 accounts brought in by the students were used. They represented $900, all of which went into the college building fund. Even bookkeeping and billing was handled by the youngsters on a cash basis. Mr. Snowden reports favorable comment from listeners. Though WCVI had lost one day’s revenue through its gesture, it gained 162 new prospects—the accounts the students had signed for one day, many of which had never tried radio before.

Drumbeats

Sound charades * Starting June 6 WWDC Washington will introduce listeners to the old game of charades but with the songs or familiar sayings being suggested by sounds rather than by sights. Example: the chimes of Big Ben; a lowing cow and the hiss of escaping air = Londonderry Air. Attractive prizes will be offered astute listeners who solve the audio puzzles.

Best guess * James Ficken, vice president and general manager, Campbell-Ewald, San Francisco, won $250 from WDSM-AM-TV Duluth, Minn., for estimating the nearest actual time the first ship of the year entered the Duluth ship canal. The contest, sponsored annually by the station, is held in two divisions—one for the citizens of the Duluth-Superior market, and one for advertisers and agency personnel from coast to coast. Thirty of the 36,477 advertising division entries won $25 runner-up prizes.

Ladies’ day * The Coca Cola Bottling Co. of Lafayette, Ind., bought out the full 14-hour broadcast day of WAZY, that city, May 18, to present a “Springtime salute to the ladies.” At the sponsor’s request, the only commercial announcements were 30-second credits at the beginning of each half-hour segment. The station’s regular format of good music with 5-minute newscasts on the hour and headlines on the half-hour was retained. WAZY’s regular sponsors all cooperated by relinquishing their time.

NTA transport * It took a fleet of seven Cadillac limousines to transport a group of 35 craftsmen from J. Walter Thompson cross-town in New York to and from a special workshop session on tv tape at NTA Telestudios on May 13. The copy editors, account supervisors, art and production executives were picked up at the Park Ave. back entrance to the Graybar Bldg. (Lexington Ave.) which houses JWT. At NTA, they were filled in on the latest developments in all aspects of television taping as applied to both commercials and programming.
British revise rules on commercial tv time

Great Britain's Independent Television Authority has announced further restrictions on time placement of tv commercials. Since programs are not sponsored there, the "magazine concept" of spot rotation is employed. ITA regulations limit advertising spots to six minutes per hour but allow carry-over within the broadcasting day. Consequently commercials have crept up to an average of eight minutes per hour during prime time.

This situation has moved the ITA to new rulemaking: From Sept. 12 through Dec. 24, spot advertising will not exceed 7 1/2 minutes per clock hour; thereafter the maximum will be reduced to 7 minutes.

The ITA dictum has led to widespread speculation as to whether program contractors will boost rates. The commercial time reduction would cost them some $14 million, indicating a rate increase in prime time would appear likely. A one-minute spot over the combined ITA network now costs an advertiser about $12,600.

Second Canadian tv network being planned

A rulemaking hearing for a second Canadian television network, this one operated by independent stations, is expected to be held at Ottawa sometime in June by the Board of Broadcast Governors.

The hearing will be followed in September by a meeting of applicants for such a television network. Understood to be interested in forming a Canadian network operation is American Broadcasting Co., New York, and Spencer W. Caldwell, unsuccessful applicant for a ch 9 station license at Toronto last March.

Mr. Caldwell operates S.W. Caldwell Ltd., a member of other companies in film distribution and filming of commercials.

Mr. Caldwell plans formation of an independent network organization to cater to the second stations licensed this year in Canada's principal cities, with the stations buying shares in the network. Programs developed in these stations would be aired on the network, thus providing programs produced not only at Toronto, but also at Montreal, Winnipeg, Ottawa, Halifax, Vancouver, Edmonton and Calgary.

The present micro-wave network used by the Canadian Broadcasting Corp., is operated by the Bell Telephone Co. of Canada, and communications divisions of the Canadian National and Canadian Pacific Railways. It has ample facilities for a second tv network.

Canadians form emergency group

The Canadian government has formed an Emergency National Communications Organization (ENTO) to function as the executive agency of government in controlling and administering the national communications systems, including radio and television broadcasting. Announcement of the formation of ENTO was made by Transport Minister George Hees in the Canadian Parliament on May 18.

Dept. of Transport officials stated that the move was the result of a general streamlining of the department which had been underway for some time.

Following an extensive study, the Canadian government has decided that if its various agencies and private users with essential wartime functions are to make the best use of the services available after a nuclear attack it is necessary to develop an emergency organization. ENTO will be a planning agency in peacetime.

Tv saturation hits 84% in Canada

There are 3,674,100 television homes in Canada, representing 84% of all households in Canada, according to the spring 1960 estimate of the Bureau of Broadcast Measurement, Toronto.

The estimate is based on a current Canadian population of 17,737,400 persons in 4,366,600 households. Since for some years Canada has had almost 100% radio coverage, no tabulation was made for radio.

Highest percentage of tv homes is in Quebec province, where 92% of the 1,118,000 households have television sets for a total of 1,028,800. Ontario with 1,568,100 households is estimated to have 1,410,800 tv homes or 90% saturation. Other provinces: Nova Scotia, 83%; New Brunswick, 80%; Manitoba, 75%; British Columbia 75%; Alberta, 73%; Prince Edward Island, 72%; Saskatchewan, 68%; and Newfoundland, 51%.

Major Canadian cities show concent-

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**Pay-tv picture**

Figures on receipts of Trans-Canada Telemeter's pay-tv operation at Toronto are not yet available. But the number of subscribers has increased to 3,000 from the 1,000 who were connected when operation began on February 26. There is a backlog of about 1,500 applicants. Between 50 and 70 connections are being made daily. Live programming on the pay-tv circuit so far includes only news and public service panel shows and commentaries. Film features are distributed by coaxial cable on two channels seven nights weekly.

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**INTERNATIONAL**
tation of television homes, with 98% for Montreal, and Toronto, Vancouver, Winnipeg, Hamilton, Ont., Ottawa, Halifax, Quebec City, Edmonton and Calgary, Alta., all reporting over 90%.

### Abroad in brief

Twofold expansion = International Television Programs Inc., foreign distribution of Zee-U-A Productions, is opening two new offices. Colin O'Shea, VP in charge of sales for Central Canada will head a new office at 8 Richmond St., W., Toronto. Joseph Brandel, director of European operating, will open Rome headquarters at Stel-lera B, Vigna Clara.

**Target date** = CFTO-TV, new ch. 9 station at Toronto, Ont., expects to be on the air by 1961. CFTM-TV is call letter assigned to the new French-language station on ch. 10 at Montreal.

**New station** = A new commercial radio station in the Caribbean has gone on the air. Radio Swan, a 50-kw medium-wave station located on Swan Island (100 miles off the coast of Honduras), will broadcast test programs in Spanish and English for a two-week period before formal nighttime programming begins June 1. The station is owned by the Gibraltar Steamship Corp., N.Y.

**Russian color tv** = An experimental color TV transmitting center went into operation this spring in Leningrad, Russia, according to the Russian Government Committee for Liberation, N.Y. The color programs are reportedly received on 12 color sets in the city.

### FOR THE RECORD

#### Station Authorizations, Applications

*As Compiled by Broadcasting*

May 19 through May 25. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

**Abbreviations:**

DA—Directional antenna, cp—Construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, sur.—surf., vis.—visual, kw—kilowatts, mc—megacycles, d—day, n—night, LS—local sunset, mod.—modulation, tmt.—transmitter, un.—unlimited hours ko—kilocycles, SSA—special service authorization, SAA—special temporary authorization. SH—specified hours, edu.—educational. Ann. Announced.

**Tv Translator Stations**

**APPLICATIONS**

*Radio Honolulu Ltd.,* Honolulu, Hawaii—Granted cp for new tv translator station on ch. 77 to translate programs of its station KLNA (ch. 2), Honolulu. Ann. May 25.

*WMAQ, Chicago,* Ill. —Granted cp for new tv translator station on ch. 78 to translate programs of station WMAQ-TV (ch. 4), Spokane. Ann. May 25.

**New Am Stations**

**APPLICATIONS**

*Gunnison, Colo.—Gunnison Bstg. Co.,* granted 1460 kc, 250 w untl. P.O. address 838 N. Terrace Dr., W. Gunnison, Colo., for new station. First construction cost $18,630, first year operating cost $33,671, revenue $38,786. KARK Walsworth, commercial manager Roger W. Peppard is sole owner. Ann. May 25.

*Brockton, Mass.—Simon Geller,* Gloucester, Mass.—Associated Bstg.: Designated for consolidated hearing applications for new am stations to operate on 1419 kc.—Mr. Geller with 500 w, DA-2, untl.; Associated with 1 kw, DA-2, untl.; associated with 1 kw, DA-D; made WHL Medford, Mass., party to proceeding. Ann. May 25.

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**EDWIN TORNBERG & COMPANY, INC.**

**NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS**

**EVALUATIONS FINANCIAL ADVISERS**

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**APPLICATIONS**

**NEW YORK**

- 242nd Street
- Murray Hill 7-4242

**WEST COAST**

- 606 Jewel Avenue
- Pacific Grove, California
- Front 2-7477

**WASHINGTON**

- 1625 Eye Street, N.W.
- District 7-8531

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**BROADCASTING,** May 30, 1960
biologist, former employee of WFMS Indianapolis. Ind. Mr. Byrne is in retail drugs. Ann. May 14.


Ownership Changes

**ACTIONS BY FCC**

KYNA Flamingo, Ind.—Granted transfer of control from John L. Hogg, et al., to Albertson Best, Corp., Roy L. Albertson Jr., 50% owner; Roy L. Albertson Sr., Helen A. Ruman and Eleanor A. Johnson, consideration $70,000. Ann. May 25.


KVFM (FM) San Fernando, Calif.—Granted (1) renewal of license and (2) assignment of cp, license, and SCA to Spectra Best, Inc. (F.B. Hollingsworth, president), consideration $60,000. Ann. May 25.

KJJO San Jose, Calif.—Granted assignment of license to Cal Radio Inc. (R.H. Gibson, president, has interest in KXXO-AM-FM Sacramento, and is 52% owner of KXGO Klamath Falls, Ore.) consideration $50,000. Ann. May 25.

KVR Colorado Springs, Colo.—Granted acquisition of positive control by Harrison M. Fugit (now 37.5% owner) through purchase of additional 41.5% interest from James E. Dudley and George W. Ruth, consideration $16,000 for 50% purchased by Mr. Fugit and those others. Ann. May 25.


KANO Anoka, Minn.—Granted assignment of license to Northwest Best, Co. (Frank B. Hunt Jr. and Richard B. Ahern) consideration $20,000. Ann. May 25.

KTXL San Angelo, Tex.—Granted transfer of control from Elizabeth and Harry C. Burkhart III, to Betty Durwood Johnson (88% owner of WYCF, Kentucky) consideration $10,000 for 98% interest. Ann. May 25.

**APPLICATIONS**


WSCM Panama City Beach, Fla.—Seeks assignment of license from Mel Wheeler to WSCM Best, Inc. for $25,000. Purchaser Theodore M. Nelson, 90%, who has interest in KFEQ-AM-TV St. Joseph and KLIX Jefferson City, both Missouri. Ann. May 19.

KRCW (FM) Santa Barbara, Calif.—Seeks assignment of license from hammer A. Warren to Channel Best, Co., a corporation, Ann. May 24.

WIRE Indianapolis, Ind.—Seeks transfer of control of Indianapolis Best, Inc. from Central Newspapers Inc. to WBE Best, Co. for $600,000. Purchasers include Joseph E. Amaturo, Walter B. Dunn, 20%, each, and 16 others holding not more than 10% each. Messrs. Amaturo and Dunn have interest in WPTL Fort Lauderdale, Fla. Mr. Amaturo also has interest in WBOA Southbridge, Mass. Ann. May 12.

WADK Newport, R.I.—Seeks assignment of license from Aquidneck Best, Corp. to Key Stations for $1,000,000 including agreement not to compete. Purchasers are Arnold S. Lerner, 30%, and Myer Feldman, 30% owners of ROMA Oklahoma City, Okla. They also have interests in KLAD Klamath Falls, Ore. Ann. May 19.

KSLA-TV Shreveport, La.—Seeks assignment of license from Shreveport TV Co. to KSLA-TV Inc. for $2,396,916. Purchasers are Journal Publishing Co., a group headed by Douglas F. Altaway, president. 81.37%, Doreen Martelle Green, Virginia, and Eugenia Booth George, 10.53% each, and others. Journal Publishing Co. published Shreveport Journal Mesdames LAVigne and George have interests in KSLA-TV. Ann. May 5.

KGHN International Falls, Minn.—Seeks transfer of control of International Falls Best, Co. from Hyleme S. George, Philip S. George, C.H. Hustle Jr., and Charles R. Shuffett, 25% each, to Messrs. George, equal partners, for $10,000. Ann. May 19.

WGPA-AM-FM Bethlehem, Pa.—Seeks transfer of control of Bethlehem's Globe Publishing Co. through exchange of shares of second preferred stock for common stock now issued and outstanding plus authorization of new issue of 8,000 shares of cumulative second preferred stock. Only the new stockholders will be B. Ellis Service, John Neathery, and Donald S. Taylor, holders of five shares or less of common, employes of WGPA-AM-FM. Ann. May 22.

WCOAM-FM Sparta, Wis.—Seeks transfer of control of Riparia-Toman Best, Co. from Verna H. Rief, executor of estate of Z.S. Rice, deceased, 37%, Vena H. Rice,
37%, and John D. Rice, 26%, to Vena H. Rice, 14%, and John D. Rice, 26%, as being efficient under terms of will. Ann. May 24.

By order, commission made effective March 23 initial decision and (1) granted application of Bert Williamson and Lester W. Spillane for new am station to operate on 1890 kc. 500 w. D, in Santa Barbara, Calif., and (2) dismissed competing application of Goleta Besty, Assoc., for same facilities in Santa Barbara, Ann. May 25.

OTHER ACTIONS

■ Commission on May 23 directed prepara-

■ Commission on May 23 directed prepara-
tions for commission's Startup of Kalamazoo Besty, Co., for new station to operate on 1440 kc, 500 w., D, in Kalamazoo, Mich., and delaying application of Wm. G. Eastman to condition his application on the existence of Kalamazoo Besty, Co., for new station at Kalamazoo, 1440 kc, 500 w., D. In addition, initial decision of the commission on the Eastman application was set aside for reconsideration. Ann. May 23.

■ By order, commission revised the short form (FCC Form 318) to include required information on applications for assignment of license and transfer of control of broad-
casting facilities. This revision of FCC Form 318 was effective May 25 by amendment of section 15 of FCC Rule 15.68 recodification of part 1 of procedural rules.

In addition to minor editorial and proce-
dural changes of no consequence, the revisions on face of form is insertion of paragraph 15 that provides that an application for the corporation and bylaws, properly certified, if applicant is corporation, or organization that is not a corporation, shall be considered by the commission. It is to be considered that new information is necessary to determine nature of applicant and its ownership. In addition, its authorization under state law additional paragraph on back of form call for detailed financial statements. Definition of other broadcast interests of each new stockholder or part-
ners.

■ By order, commission made effective March 23 initial decision and (1) granted application of E.O. Smith for new am station to operate on 1890 kc. 500 w., D, in Toledo, Ohio, and (2) dismissed competing application of William F. Ledbetter to dismiss without prejudice his application for similar facilities. Ann. May 25.

■ By order, commission made effective March 23 initial decision and (1) granted application of Bert Williamson and Lester W. Spillane for new am station to operate on 1890 kc. 500 w. D, in Santa Barbara, Calif., and (2) dismissed competing application of Goleta Besty, Assoc., for same facilities in Santa Barbara, Ann. May 25.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective March 23 initial decision and (1) granted application of Bert Williamson and Lester W. Spillane for new am station to operate on 1890 kc. 500 w. D, in Santa Barbara, Calif., and (2) dismissed competing application of Goleta Besty, Assoc., for same facilities in Santa Barbara, Ann. May 25.

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JULIE COHEN
Consulting Electronic Engineer

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Washington, D. C.
RE 7-0481

BROADCASTING, May 30, 1960
Calif., which is consolidated for hearing with application of Frank James for fm facilities in Redwood City, Calif. Action May 29.

- Granted petition by Tri-Cities Radio Corp. for dismissal without prejudice of its applications for new station in Brandon, S.D., which was consolidated for hearing.

- Granted petition by Star Group Bestg. Co., insofar as it includes a petition of an interested radio engineer for new fm station in Jackson, Miss., and a proceeding was in consolidated am proceeding. Action May 19.

- Granted petition by John Clemon Greene Jr. and dismissed without prejudice his application for fm facilities in Winchester, Va., and in Hearing Examiner Walter Rollins, Inc., (KDOV) was consolidated for the hearing. Action May 19.


By Hearing Examiner Basil F. Cooper

- Granted petition by Salina Radio Inc., for leave to amend its application for new station in Salina, Kans., to request changes in corporate organization; application is pending in Washington, D.C., and Salina, Action May 18.

- Furnished agreement reached May 20 prehearing conference, continued evidence and filed with application for proceeding of Taislen Bestg. Co.


- Scheduled prehearing conference for June 3 in proceeding on applications of new fm stations in Cleveland, Ohio. Action May 20.

- By Hearing Examiner Charles J. Frederick

- Granted petition by Broadcast Bureau Inc., for leave to amend its application for new fm station in San Francisco, Calif., and granted petition by WHAS Inc. (WHAS-TV) Louisville, Ky., and extended time for other parties to file requests for proposed findings and conclusion of new applications of WHAS Inc. Action May 20.


- Received in evidence Rev. Haldane James Duff's exhibit no. 18 and closed record in proceeding on his application and that of Northwest Bestg. Inc., for am facilities in Bothwell, Wash. Action May 16.

- Granted petition by Wm. Cameron Bestg. Co., from May 26 to June 24 time for proceedings in proceeding on am station in Boe, from June 14 to July 9 in proceeding on its application for new station in Detroit, Mich., and May 26 to June 21 time for proceeding on application for new fm station in Newark, N.J., and Mount Kisco, N.Y. Action May 23.

- By Hearing Examiner William J. Lattimer

- By order, formalized certain agreements reached at May 8 prehearing conference in proceeding on applications of Paul J. Molnar and Ohio Music Corp., for new fm station in Cleveland, Ohio; continued hearing from June 13 to Sept. 1. Action May 17.

- Granted petition by Medford Bestg. Inc. (KQOW) Medford, Ore., and extended dates for certain procedural steps in proceeding on its application for new fm station to be conducted further prehearing conference from June 21 to July 12, and on own motion, continued hearing scheduled for Aug. 20. Action May 17.

- Accepted application entered into by parties on May 18 that applicant could through sworn exhibits supplement, as set forth, on record in proceeding on application for new fm station in Boe, for reconsideration of hearing with application for new fm station in Boe, and extended time for filing of objection to filing of sworn statements by applicant and others, and on own motion, continued hearing scheduled for May 18. Action May 17.

- Granted petition by Broadcast Bureau and extended May 21 time to file proposed findings and conclusions and to June 5 to file replies in Baton Rouge, La., tv ch. 9 proceeding. Action May 23.

- Scheduled prehearing conference for 9:30 a.m. June 8 to be held in proceeding on applications of The Brooklyn Cos. (WFLD) Chicago, Ill., and for new fm station in Cleveland, Ohio. Action May 18.

By Hearing Examiner Isadore A. Honig

- On own motion, advanced at 9:30 a.m. hearing scheduled for May 24 proceeding to June 24, in proceeding on applications of The Brooklyn Cos. (WFLD) Chicago, Ill., and granted petition by WFLD, Inc., for new fm station in Cleveland, Ohio. Action May 18.


- By Hearing Examiner Anne Neal Huntting


- By Hearing Examiner H. Gifford Iton

- By order, confirmed May 18 ruling which rejected portions of exhibit 7 offered in response to order to submit engineering exhibits in proceeding on application for new am station in Milwaukee, Wis. Action May 18.

- By Hearing Examiner David I. Kraushaar


- By Hearing Examiner Jay A. Kyte

- Continued to time to be determined hearing scheduled for May 24 pending disposition of pleadings filed by applicants and Broadcast Bureau in proceeding on application for new fm station in Boulder, Colo., and by Northern Texas Bestg. Inc., for new fm station in Dallas, Texas.


By Hearing Examiner Herbert Sharman

- Upon request by Morton Bestg. Co., and with objection by a party, extended from May 23 to May 31 time for exchange of exhibits and conferences for proceeding on application for new fm station in Morton, Tex., and Hobbs, N.M. Action May 24.

- Granted petition by Shawnee Bestg. Co., (KEX) Chillicothe, Mo., for leave to amend its application by (1) submitting for new fm station in Chillicothe, Mo., a chang- ing name to conform with name in WBEX license, and (3) redesignating exhibit numbers in application. Application is in consolidated proceeding. Action May 17.


- Granted to petition for discussion at May 23 prehearing conference, continued hearing from June 23 to July 18 and scheduled new prehearing conference for May 24 in proceeding on application of WDUL TV Corp. (WPEL). Action May 24.


- Granted petition by Wilmer E. Huffman and continued proceedings for May 24 time for informal exchange of engineering exhibits in proceeding on new fm station in Pratt, Kans., et al. Action May 17.

By Hearing Examiner Elizabeth C. Smith

- Granted petition by Bay Area Electronic Assoc. and extended to June 8 time for proceeding on application for new fm station in Santa Rosa, Calif. Action May 18.


- Granted joint motion by eleven applicants in consolidated proceeding on applications of Michigan Bestg. Co. (WBCK) Battle Creek. Mich., and the continuance group 2 hearing pending action by commission of M-L Radio Inc. (KMLW) in proceeding on application of Muskun Bestg. Co. for new am station in Muskegon, Mich., before further conference will be held; further conference will be held on July 12 at new schedule of dates and for such other matters as may seem proper to Hearing Examiner. Action May 18.


- Granted joint petition by Broadcast Bureau and continued group 3 hearing from 10 a.m. to 5 p.m., on May 29 in proceeding on applications of Michigan Bestg. Co., (WCKI) Battle Creek, Mich., et al. Action May 23.

**BROADCAST ACTIONS**

By Broadcast Bureau

**Actions of May 20**

- WYZE Atlanta, Ga.—Granted acquisition of negative control by Blanche H. Jones and Roy V. Harris through purchase of Winnie Bestg. Co.

- WEER Warren, Va.—Granted relinquishment of position of Thomas H. and Georgette E. Strohmeh (family group) through sale of stock to Laurens M. Hamilton.

- WOIO Newark, Ohio.—Granted license for new fm station.

- WCKC Providence, R.I.—Granted license covering change of ownership, location, installation DA, N & D, change in engineering exhibits, and delete remote control operation of transmitter.

- WFPD Hinspeter, Mich.—Granted license covering installation new trans., change in radio location and deletion of remote control.

**BROADCASTING**

May 30, 1960
Seattle, Wash.—Granted cp to install new station WORA-FM Monto del Estado, P.R.—Granted to change type ant. and install new type ant.

West Hartford, Conn.—Granted cp to install new station WGBK-FM with increase ERP 10 kw, change type trans., and install new type ant.

West Hempstead, N.Y.—Granted cp to install new station and auxiliary trans. and increase ERP 10 kw, change type ant.

Whitney Hickory, N.C.—Granted cp to install new station WFLB Greenville, Mich.—Granted mod. of cp to change type trans. and make changes in station location.

KGMJ (FM) Seattle, Wash.—Granted cp to install new station WMPX-FM with increase to 1.6 kw, and change type ant.; make changes in studio location.

WSPD-FM Toledo, Ohio—Granted extension of period ending July 22.

WPBQ Augusta, Me.—Remote control permitted.

Actions of May 19

WUST, WUSTL, WUSTU, Bethesda, Md.—Granted assignment of licenses to WUST Inc.

National Best Co., New York, N.Y.—Granted cp and license to make changes in type trans.; and specify studio location.

Sanders - Granted assignment of license to Sanders.

WAPI -TV Montgomery, Ala.—Granted to change type ant., make changes in studio location, and specify studio location.

WJCD-AM Mynderse, N.Y.—Granted to increase ant. height from 624 ft. to 912 ft., and change type ant.

WYAL-FM Bridgeport, Conn.—Granted mod. of cp to increase ERP 10 kw, change type trans. and establish remote control point (site of WJZC radio trans.); waived section 3235 of rules to permit studio to be located outside city of Bridgeport and not at site where trans. is located.

WYSL-AM Amherst, N.Y.—Granted mod. of cp to change type trans.

WBRH-FM Mt. Clemens, Mich.— Granted mod. of cp to increase ERP 5 kw to change type trans.; condition.

WGNC-FM Greensboro, N.C.—Granted to sign off at 7 p.m., CDT, for period ending Sept. 1.

WCIJ Chillicahoochee, Ohio—Granted authority to sign-off at 7 p.m., for period ending Aug. 31, except for special events when station may operate to licensed sign-off time each Sunday from 5:30 a.m. to 7:15 p.m., CST, for period ending May 30.

KVYW-FM Phoenix, Ariz.—Granted mod. of cp to decrease ERP 1 kw, specify station location (as trans.), change type trans. and type ant.; make changes in ant. system and delete request for remote control.

WITF (TV) Bowling Green, Ky.—Granted extension of period ending date to Dec. 7.

Actions of May 18


KVFQ Fort Dodge, Iowa.—Granted inclusion of Saturday morning positive callout by Edward Breen through death of Elizabeth Breen.

WLJJ Sheboygan, Tenn.—Granted license for new station with delete remote control request, and specify license location.

WKED (FM) Youngstown, Ohio—Granted license for fm station and change type trans.

WSJS Winston-Salem, N.C.—Granted cp to install new station, and change type trans. and location.

WAPL-FM Birmingham, Ala.—Granted cp to replace expired permit which authorized change in type of trans.; trans. location; ant. system and ant. height above average terrain (multi trans. & ant.).

WCMR Clare, Mich.—Granted mod. of cp to change ant-trans. location, specify studio location and change type trans.

KOSU-FM Stillwater, Okla.—Granted request to sign off cp (to change type trans.)

WLTV Wellsville, N.Y.—Granted authority to sign-off at 7 p.m., through Aug. 31.

WANK-FM Panama City, Fla.—Granted authority to remain silent for period ending Sep. 1.

KFAG - AM - FM Boone, Iowa — Granted authority to remain silent Monday July 4, Monday Sept. 3, from 3 p.m. until licensed sign-off time. KFAG-FM also granted authority to remain silent all day on Saturday, May 31 in addition to above.

KFCA-FM Idaho Falls, Idaho—Granted extension of completion date to Aug. 18.

Actions of May 17

KBUR Austin, Tex.—Granted assignment of cp to David R. Worley and Gerald H. Sanders (as Worley & Sanders Bro's) for station WBRH-FM in Austin, Texas.

Licensed to install new station WITX-FM with increase to 1.6 kw, and change type ant.; make changes in studio location.

WITX-FM Joliet, Ill.—Granted license for noncommercial educational fm station.

WKNX Park Ridge, Ill.—Granted license for noncommercial educational fm station.

WJUO-AM Wadesboro, N.C.—Granted license covering change in ant-trans. location; station changes in ant. system and change type trans.; operate by remote control.

WRME-Glenview, Ill.—Granted license covering change in ant-trans. location; elimination of changes in ant. system and change type trans.; operate by remote control.

WIKI Chillicothe, Ohio—Granted license covering change in ant-trans. location; station changes in ant. system and change type trans.; operate by remote control.

WCHD Youngstown, Ohio—Granted license covering change in ant-trans. location; station changes in ant. system and change type trans.; operate by remote control.

WMBO Auburn, N.Y.— Granted license covering installation new trans.

WIBR Ironon, Ohio—Granted license covering change ant-trans. location and changes in ground system.

WTOL Toledo, Ohio—Granted license covering change in ant-trans. location, ant. and ground system, installation new trans., and operate by remote control.

WBCH New Smyrna Beach, Fla.—Granted license covering change in ant-trans. and studio locations.

WINS Coshocton, Ohio—Granted license covering change ant-trans. location and make changes in ground system.

WILL Lowell Mass.—Granted license covering installation new trans. at Lowell, Mass., and operation by remote control.

WPDJ Jacksonville, Fla.—Granted license to use old main trans. as alternate main trans.

WSPD-FM Toledo, Ohio—Granted mod. of cp to change type ant., make changes in system, and increase ant. height to 812 ft.

Following stations were granted extensions of completion dates as shown; KLFL-TV Lafayette, La. to Sept. 24, and WAXU Georgetown, Ky. to June 30.

Actions of May 13

KMCQ Fairfield, Iowa—Granted authority to sign-off at 7 p.m., through Aug. 31, except for special events when station may operate up to licensed sign-off time.

KLTQ Little Falls, Minn.—Granted authority to sign-off at 7 p.m., through Aug. 31.

WCLR Lebanon, Tenn.—Granted authority to sign-off at 7 p.m., through Aug. 31.

WLBN Denham Springs, La.— Granted change of remote control authority.

WMLP Milton, Pa.—Granted change of remote control authority.

Actions of May 11

Followings were granted renewal licenses; WAPW-AM-FM, Warepath, N.J.; WYJV Springfield, Ill.; WGOO Buffalo, N.Y.; WVOX Poughkeepsie, N.Y.; WFBQ Cincinnati, Ohio; WAM-FM Islands, N.Y.; WHLD-AM-FM Niagara Falls, N.Y.


WMBQ Auburn, N.Y.— Granted license covering installation new trans.

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WLBN Denham Springs, La.— Granted change of remote control authority.

WMLP Milton, Pa.—Granted change of remote control authority.

License Renewals

Following stations were granted renewal licenses: WAWZ-AM-FM, Zarephath, N.J.; WYJV Springfield, Ill.; WGOO Buffalo, N.Y.; WVOX Poughkeepsie, N.Y.; WFBQ Cincinnati, Ohio; WAM-FM Islands, N.Y.; WHLD-AM-FM Niagara Falls, N.Y.


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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—$2.00 minimum
- HELP WANTED 25¢ per word—$2.00 minimum.
- $200 per page-AYTIONS WANTED Advertising require display space.
- All other classifications 25¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Experienced sales manager who seeks solid future in broadcasting. Opening now in Atlantic coast radio station. Submit resume and photo. Box 579A, BROADCASTING.

Wanted—Radio station general manager—sales oriented. Major eastern market, great opportunity for right young man. Must have management experience but be salesman first. Good salary plus override with tremendous opportunity at the end of one year. Write Box 613A, BROADCASTING giving full particulars.

Opportunity for assistant manager in southeast. Good station, good city, able to make 300 in one year, handle staff, relief announce. $100 week opportunity to advance to management. Send qualifications to Box 691A, BROADCASTING.

Opening for manager in New York state. Radio station for family man. Box 694A, BROADCASTING.

We have a number one rated radio property in Charlotte, N.C., a member of a growing company. We have an opening of 300 in the near future in the south. We need a top flight sales manager to take over the local sales department. Excellent opportunity for right man. Good salary and sales bonus. Send in resume of who is capable of managing one of our stations plus how long you can remain. Send immediately and resume to H. Thomas, 75 Scenic Highway, Asheville, N.C.

Sales

$100-$150 weekly guarantee plus commissi- on and bonus plan for aggressive self-starter salesman. Top station Washington, D.C. market. Box 607F, BROADCASTING.

You do very well financially in radio sales and have three month’s time for 3 years. You want to move to Florida and really live. 2/30A bid city of this year. This is your chance. Your potential in this south Florida coastal station position is 300-400. Excellent opportunity to advance to sales manager. Send resume of one of the 3 stations in the chain. Give references and tell of first letter. Box 2653, BROADCASTING.

One of New England’s best 250 watters (1 kw-650) for $5.00. Excellent city, needs go-getting, local sales manager. Salary, commission and employee stock allowance. Box 462A, BROADCASTING.

Sales manager—5 kw—network-east. AM, also fn. Must sell on local, regional, national level. Supervise salesmen. Management potential desirable. Send data to Box 614A, BROADCASTING.

University town in Wisconsin. 150,000 population. Peers in community. Excellent man. Salary and commission, all fringe benefits. Good insurance man also considered. Box 848A, BROADCASTING.

Florida station in major market will add top producer to sales staff. You will be selling new long established station with top ratings and market image. A weekly guar- antee at your disposal. Hospitalization and insurance. Housing plentiful and reasonable, fares and tell in first letter. Box 866A, BROADCASTING.

South Florida. Live in “tropical paradise” and earn top income. “Pulse” proven number one station now accepting applications for experienced, aggressive, and imagin- ative account executives. Don’t apply unless you have had a minimum of three years sales experience. Write Box 339, Hollywood, Florida.


Help Wanted—(Cont’d)

Announcers

Modern number one format station in one of nation’s top cities opening with top- paced, live-wire announcers. Key station leading chain offers big pay, big opportu- nity. Send tape to Box 864F, BROADCASTING.


Solid air salesman with first phone for ag- gressive city station in beauti- ful California medium size city, ideal cli- mate. Business is, will service to sell. Complete market and employment information in response to your resume, reference, and tape. Box 698A, BROADCASTING.

Station in top 20 market wants top-rated morning man and evening personality, voice. Send resume, tape and photo. Box 508A, BROADCASTING.

Expanding FM in open for immediate ex- pansion. Need experienced staff announcer in one of the largest markets in southwest. Bright sound, but no top rated station in good pro- duction man. Send tape, photo, and com- plete resume (including versatility and refer- ences), to Box 576A, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt independent. Adult music station for dj work plus news gathering and writing. Excellent starting salary, many extra benefits to main- tain high level of efficiency. Personal interview necessary. List age, education, family status, detailed ex- perience. Box 508G, BROADCASTING.

Need one more good announcer for chain station in western Pennsylvania. Minimum 1/2 years recent experience. No top 40, no rør, just solid commercial radio with 300-350 rating. Good salary with regular raises, good working con- ditions, free vacation, advancement, and tape and resume immediately. Box 645A, BROADCASTING.

Personality dj. Evening (til midnight) shift. First phone, no maintenance. Modified — delivery important. Regional, $1 in eastern Penn- sylvania market. Send tape, picture, salary required. Box 264G, BROADCASTING.

Chief announcer—5 kw network—east. Some experience in all types of announcing and public service. Must cooperate with and co- ordinate work of program, sales and traffic department. Management ability will be de- veloped. Mail necessary information to Box 613A, BROADCASTING.

Pleasant midwest community—2 station market needs one combination engineer-an- nouncer, two announcer-salesmen. 3 years experience required. Send resume references, photo and tape to Box 623A, BROADCASTING.

Immediate opening for experienced an- nouncer. Starting salary $70.00 for forty- four hours. Good opportunity for advance- ment. Small southern city. Also open- ing for engineer-announcer: $80.00 for forty- four hours. Immediate opening with much ex- perience for good men. Write Box 690A, BROADCASTING.

Stay there! Earn extra cash. Write for de- tails. Send audition tape. Box 10153, Tampa, Florida.

KBUD, Athens, Texas seeking experienced staff announcer.

Announcer—copywriter. $400 per month. KBRZ, Freeport, Texas.

Announcer, first phone, no maintenance, 6 a.m. shift. Good voice. Box 613A, BROADCASTING.

Have immediate opening for announcer with list phone. Maintenance with some engineer- ing required. Send resume, photo, aud- tion tape, salary requirements to KLIN, Lincoln, Nebraska.


Immediate opening for good morning man. Some news experience necessary. Fast paced, modern sound, well-known station. Send tape, photo, resumed immediately. Box 683A, BROADCASTING.

Attention young announcer with ambition and excellent voice. We will train. We have the opening you’re looking for. Personal interview with Vice President, Mar- tin, General Manager, WCONS Radio, Mur- freeboro, Tennessee.


Number one station in Wheeling-Steuben- ville area seeking fast paced modern disc jockey. Get on the first team with Chuck Dougherty. Send tape, photo, graph and resume to Chuck Dougherty, Asst. Manager, WKWR, Wheeling, W. Va. Tape cannot be returned. Send resumes and salary requirements to Clair L. Meekins, Program Director, NES, Fairmont, Ohio.


Country and gospel dj wanted. $75-60 hours pay. Write for details to Manager, WRIC, Richmond, Virginia.

California calling. If you are a versatile an- nouncer with first phone who wants to work in beautiful town of 45,000 that features network and local news plus good listenable music, then let’s exchange information. Tell us all about yourself with complete resume of experi- ence, references and send tape at 9/15 rpm with commercials, short news, music intro and ad lib. We will answer promptly with information on the most beautiful area in California, along with fringe benefits and major medical plan, send to Roy Willis, P.O. Box 1601, Salinas, California.
Help Wanted—(Cont’d)

Announcers

Technical
Experienced engineer—East coast. 5 kw daytime remote control, 15 to 11 hours. Send photo resume. Box 592A, BROADCASTING.

Chief engineer for eastern Pennsylvania, 5 kw radio station. Direct mechanical experience necessary. Reply to Box 562A, BROADCASTING.

Have opening for first-class engineer-announcer in Pacific northwest. Personal interview preferred. Write to Box 342A, BROADCASTING.

Entertaining independent station in Virginia needs engineer-announcer. First class ticket, essential, announcing secondary. Two years, salary commensurate with experience. Write to Box 344A, BROADCASTING.

Wanted, engineer with first ticket central Pennsylvania station. No experience of maintaining. Send resume and references to Box 681A, BROADCASTING.

Do you want to live in No. Calif.—So. Oregon? 24 hours, 30,000 watts day and night. Do you? Write Don Telford, KIEM-TV, Box 105, Eureka, Calif. Openings for first-time tech, production and sales.

Chief engineer-announcer—strong on maintenance and announcing for 500-watt remote. Good life and hospital insurance. Send photo, resume and first letter to RTIB, Thibodaux, Louisiana.

The south’s most modern radio station wants a first-class engineer/relief announcer from the surrounding area. Must have desire to work and have pride in his work. New station, equipped with Collins equipment, including a new Collins transmitter and Collins automatic talk-ie. Located in one of the finest towns, Statesville is ideal for the man with a family. The right man will be working with high caliber permanent radio men. Personal interview necessary. Contact: Clay Cline, WDRM, Statesville, North Carolina, Telephone: Triangle 2-5145.

Engineer—First ticket class. Summer relief engineers wanted. Must be ready to go at a moment’s notice. Muscular. Chief engineer, WEZB Statler Office Building, Boston, Mass.


Experienced radio engineer first phone. Operation and maintenance am, fm, studio, sales. Send photo, resume. Box 548A, BROADCASTING.

Immediate opening for program director or news director. Must be experienced in one or more fields. Excellent location. Top money for right man. Modern radio background or agency experience.Box 563A, BROADCASTING.

Top ten market station needs a production minded, detail control engineer. Ability to do top work. Send resume and tape of your work. Box 571A, BROADCASTING.

Top regional Texas radio station needs experienced, entry-level prom producer. No staff, dj or production work other than news. Write Box 644A, BROADCASTING.

Help Wanted—(Cont’d)

Production-Programming, Others
We have five midwest radio stations and are looking for experienced, skilled executives. Your resume and references. Must be available for immediate interview. No phone replies. Reply to Box 555A, BROADCASTING.

Situations Wanted—Management
Small market station, needs experienced manager. Apply, Box 573A, BROADCASTING.

WANTED—Announcer—Age 20-25. Excellent voice, character. Send photo, resume, references and letter for personal interview. Busy station that is growing. Reply Box 552A, BROADCASTING.

Radio Station—WBAU, Eureka. Strong market, wonderful town. Young and beautiful station. Apply Box 682A, BROADCASTING.

We need to talk to you. Send resume, references, photo and tape. Box 697A, BROADCASTING.

Top market, full time, permanent. Reply Box 628A.

Situations Wanted—(Cont’d)

Announcers

Experienced announcer, first phone, seeks permanent position with good pay. Box 652A, BROADCASTING.

Looking for pre? With good voice, production know-how, strong news that runs fast package, seek show host. Start calling. Don’t talk it over. Box 651A, BROADCASTING.

Sports-announcer—part time, 30, married, college degree. Seeks position New York City and vicinity. A little light in experience, but heavy on resume. Send tape on request. Also experienced in copywriting. Box 652A, BROADCASTING.

Experienced, versatile staff background. Experience in clear, all commercials that sell—adaptable style on radio shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Faster Midwest. Box 652A, BROADCASTING.

Versatile announcer—thoroughly trained in all phases radio, tv announcing. Inquire Box 652A, BROADCASTING.

4 colored disc jockeys, desire east, middle west, or far west. Experienced in & out, single. No clowns, no sell sponsors. Box 671A, BROADCASTING.

Announcer—six years experience, married, veteran. Experienced in news and program directing. Position desires Bally, Conn. area. Box 628A, BROADCASTING.

25, married, dependable, 2 years experience, can handle own $1,500 market, high school, and have college BA degree. Would desire full time music station, college light, on quiet, voice. Strong on news and commercials. Box 652A, BROADCASTING.

Need me? Dlj-news, Bright, happy sound, tight production. Little, but do it. Box 525A, BROADCASTING.

Announcer, production copy writer, newsman. Married, experienced. Family man. Versatile, one-job man, dependable, experienced, must move to desert climate for son's health. Box 945A, BROADCASTING.

I'm a good announcer looking for a good position. I've done everything in radio and tv including ownership. Western states. Box 943A, BROADCASTING.

Desire to settle in metropolitan area with radio future. Four years experience, two years college. Deep, warm, honest voice. Experienced disc jockey, married, children. Box 469A, BROADCASTING.

17 year old dj with teen age appeal. Go-go. One of the most air appealing, one format station. Presently employed in one locale, will relocate. Box 655A, BROADCASTING.

Personality deejay, 27, four years, experienced. McLendon, looking for swinging station. Must be production, totally employed. Box 656A, BROADCASTING.

Newscaster—experienced, mature, good voice. Currently employed in major market. Box 851A, BROADCASTING.

Country-western leadings. Pd, sales, news, dj, guitarist. Presently ca, Ohio, anywhere, available soon. Box 650A, BROADCASTING.

You need newsmen, sportsmen, music man. Don't hire three. Hire me. Eight years radio, plus college, equals adaptability to any format. I can produce each $1 million or more. I’ll reach you personally with my voice and detailed background. Box 866A, BROADCASTING.
Announcers

News, sports, deejay, eight years. Want metropolitan area. Start immediately. Box 661 A, BROADCASTING.

Announcer—2 years experience, currently employed, desires to locate permanently in new market. Adult or top 40. Experience includes heavy stints in news, tv, and major college play-by-play plus sports commentary. Available any southwest but any large west but any large town. Box 668 A, BROADCASTING.

I've done it. Reached my peak in this midwest market of 200 thousand. Currently morning man, pd and sales manager. Will try up. Far west or midwest try me. Box 670 A, BROADCASTING.

Top rated air personality in one of top seven markets. Five years experience; 26; marriage and grade. Now making over $100 per week. Box 674 A, BROADCASTING.

Announcer: Good voice. will travel. News, music, drama plus all staff work. Wide scope, interesting and personable. Box 679 A, BROADCASTING.

Announcer-dj—news; commercials. Operate own board, 3 years college. Box 688 A, BROADCASTING.

Announcer, nineteen years all phases. Best references. California-Arizona preferred. Box 689 A, BROADCASTING.


Who needs a swingin' licks? Rated number one in million market! Fifteen years radio-television-agency, first phone, ex-McClenden, will travel. Box 699 A, BROADCASTING.

Announcer: Experienced. Married. Can run tight format. Not a floater or prima donna. Box 697 A, BROADCASTING.

South only—Announcer—continuity. 11 years experience. Available now. Phone Durham, N.C. 8-4789.

An announcer I would be—if you can use a personality that's different. Salary secondary to opportunity. Background—British, Age 29. Three years in U.S. writing radio/television spots, commercials. Some on-air tv experience—previously employed agency copywriter. Write direct 9/15 Charlie, 34 E 56 St., N.Y.C.

Publisher: 32 years old. 13 years experience, presently employed at $155-dollars per week. Available soon. Desires station with future. Good standing in community, good work ethics, conditions, and quality programming. Interested in Midwest, and Arizona, but will consider all others. Married, family. Contact: John [Redacted], 250 Prospect Avenue, Beaver Dam, Wisconsin. Phone, Turner 3-6969.


Young man, talent proven, married, c.g., seeks pleasant location. SU 7-8438, N.Y.C. Mr. Flynn.


Negro disc Jockey looking for work. Will travel, could do news, commercials, and work own board. 101 West 143rd St., N.Y.C. ADironack 4-4180. Dick Wilson.

Technical

First phone, three years experience control room. Graduation and experience expected immediately. Box 548A, BROADCASTING.

Combo man, 1st class ticket, technical school grad, with experience in radio and tv production. Dependable, sober, married, two children and draft exempt. Prefer small market but see Minn. Available soon. For additional information, write Box 698 A, BROADCASTING.
FOR SALE

Equipment

5 kw tv transmitter channels 2-6, 25 kw amplifiers 2-6 and 7-13. Also sync generators, panelizers, etc. Box 855A, BROADCASTING.

Save $500.00 on your fm station installation. For sale RCA BTF 350 fm transmitter, Commercial Coax, Hewlett-Woodard 335-B frequency and modulation monitor. RCA 8309 10 kw driver, with groundline line ¾ inch diameter. Antenna RCA CF-21 Pylon, power gain 1.5, 90 foot steel tower 93 foot over all. Cost us $6000.00, yours for only $500.00. Contact Richard Tuck, KBCF, Waxahachie, Texas, W6BQS, 1-1230. Now in operation for remote work, condition excellent, suitable for installing new equipment. All new except transmitter and an amplifier less than two years old.

Vertical transmission assemblies — RCM model A-16 tone arms and equalizers—pair, complete, suitable for any fm service. RCA model 64A modulation monitor, $250. Also RCA 47B1 frequency monitor with RCA 6201B frequency deviation meter, $300. WCAR, 1433 Veedel Rd., Trenton, Michigan, O.R.G. 3-4249, J.R. Baimer.

Going into f.m.? WEAV-FM is going to higher power and will have an available July 1st the following equipment complete with existing WEAV-FM Equipment line, including: full operation and radiates 6 kw. (Our cp is for using a 10 kw field model A transmitter, $5000. 8 Bay Collins model ST-8B, good with 200 foot of 1 and 1¾ inch coax, $1200. Price for both together, $2500. First check for $1000 down payment, balance to be paid for your own equipment. Available G.E. type BC-1-A model ABC1AJ used condenser microphone, $800. We can offer 1 aircraft amplifier, $500. WEAV Evanston, Illinois. University 4-7600.

Make an offer on any of the following: Gates RCM-14 remote control unit in good operating condition. Used, but can be made good. 450 ft. of coax line terminating unit, 1 Presto disc recorder model Y 2-speed, including two table top. 1000 watt operating condition; used, but can be made good. broadcast studio—1948 Ford parcel truck set up for mobile operation in excellent condition as far as I know. For details on any of these items contact Art Caron or Harold Thoms Chief Engineer. WELO, Elmira, Phone REgent 3-5328.

Company or individual dealing in purchase of used broadcasting equipment, write to WNLJ, New York, London, Conn., for list.

250 watt Gates am transmitter, good operating condition, replaced by increased power.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. 10 years old. Price $4500. Terms. Address Radio Station WPTO, 2 West 45th Street, New York, N.Y.

RCA coaxial transmission line 1½", $100.00. Unripped. Suitable for am, fm, vhf-tv, commercial, etc. Includes 15 different models 8 thru 20", Piritol, Inc., 1090 Dione St., St. Paul, Minn.


TV video monitors. 8 Mc. metal cabinets starting at $195.00. 39 different models 8 thru 24", Miratel, Inc., 1090 Dione St., St. Paul, Minn.


Anything in broadcasting field from a tube to a complete system or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Collins 21A 5 kw transmitter maintained in original condition. Now available. Examine under operating conditions. Excellent quality. 10 years old. Price $4500. Terms. Address Radio Station WPTO, 2 West 45th Street, New York, N.Y.

U-V can own an Ampex, 351C console, floor sample, full track, 3% to 1% Ips. First check for $1000, Rek-O-Kut Imperial portable disc cutter, display model for only $250. Grafton Radio Company, 700 Fox, Houston 3, Texas.

Limiters—Gates audio amplifier—very reasonable condition. Complete. Very reasonable condition. Price $500.00. WTYN, Tryon, N.C.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible, established operator. Exceptionally lucrative offer for right station. Confidential. Box 575, BROADCASTING.

Equipment

Wanted: Used low band television transmitter, for a station in the south. Probably 5 kw. Box 531A, BROADCASTING.

Wanted, one or two Scully lathes, Presto 41A line incl. amplifiers, RCA 614A speakers with MI-11461 enclosures. Box 605A, BROADCASTING.

Frequency deviation monitor, used, in good condition, suitable for remote indication, for am station. Please reply to Box 629A, BROADCASTING.

FM 3 and 10 kw transmitters, dual consoles, turntables, frequency monitor, transmission line. Box 686A, BROADCASTING.

5 or 10 kw fm transmitter, console, monitor, remote control. Advise price, condition. Box 551A, BROADCASTING.

Studio console in good condition. Box 672A, BROADCASTING.

Wanted: Used 12 kw uhf amplifier for channel 40. Interested in any used Federal I kw uhf driver spares or complete unit. Box 882A, BROADCASTING.

Instruction Book for RCA frequency deviation monitor, model 311 A.B. MI-3211. If you have only one copy will gladly pay for photocopying. Urgently need this book. Write Box 350 C, Balmer, 21 Main Street, Laconia, New Hampshire.

WHRT would like used Gates transmitter remote control unit. Write WHRT, Hart- selle, Alabama.

Tower wanted. 150 ft. self-supporting (not guyed). Within reasonable traveling distance. WTXL, West Springfield, Massachusetts.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 78 Scenic Highway, Asheville, N.C., phone Alpine 4-4448.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Scott, Kansas City and Washington, D.C. Write for our free 45-page brochure, Grantham School of Electronics, 1121 Gilham Road, Kansas City 9, Missouri.


INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license. 5 to 8 weeks. Reservations required. Enrolling now for classes starting June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guarantee instruction. Elkins Radio License School of Atlanta, 1129 Spring St., N.W., Atlanta, Georgia.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2630 Inwood Road, Dallas 35, Texas.

The National Academy of Broadcasting, 3528 19th St., Washington, D.C. trains and places writers as announcers. Send for catalog and job list. (2th year)

MISCELLANEOUS


Comedy material for d.j.'s. Smart patter available, one-line gags, song quips, adlibs, topical. Sample $2.00. Show-Biz Comedy Service (Dept. BM) 65 Parkway Ct., Brooklyn 25, N.Y.

RADIO

Help Wanted

Production-Programming, Others

IS THERE SUCH A MAN?

RADIO STATION IN ONE OF TOP CALIFORNIA CITIES NEEDS PROGRAM DIRECTOR. MUST HAVE:

1. FIRST CLASS LICENSE
2. GOOD ANNOYING VOICE
3. PRODUCTION AND COPY EXPERIENCE

EXCELLENT PAY. SEND DETAILS AND TAPE IN REPLY:
BOX 361A, BROADCASTING.

BROADCAST SUPERVISOR

MAJOR 4A AGENCY IN CHICAGO

Increased TV advertising by new and present clients has created need for an additional Broadcast Supervisor on our staff. This person will have full supervisory responsibility for the broadcast activities of assigned client accounts, all major users of network broadcast media.

The man who will best qualify for this position will have some agency and/or network TV administrative experience. Professional experience in the theater and in TV production is highly desirable.

Send letter of application including resume and salary requirements to: Box 642A, BROADCASTING.
Help Wanted—(Cont'd)

Production-Programming, Others

ADULT RADIO WANTS A PRO
A man with a solid radio background who can do a top calibre job in all phases, including production and writing. Real opportunity for you in a nationally known Ohio station. Salary open. Write: Box 508A, BROADCASTING

PROGRAMMING
Television program syndicator needs aggressive minded contact man for N.Y. staff. Experience in local station film/programming/public service essential. Excellent opportunity for creative self starter. Salary open. Box 634A, BROADCASTING

With
Has an immediate opening
For a female continuity director with radio experience. Typing and shorthand required. Must be able to assume position immediately. Contact Bob Adams, Program Director, WITH, 7 East Lexington St., Baltimore 3, Md.

Announcers

YOUNG AGGRESSIVE ANNOUNCER
With ideas wanted for top Miami, Florida, radio outlet.
Rush new picture, bio and tape to:
Box 624A, BROADCASTING

CAREER OPPORTUNITY with SCHAFER CUSTOM ENGINEERING, Division of Textron Electronics, Inc.
If you have a strong background in the Broadcast Industry, a technical background, experience in Sales of technical equipment, you may be the man to participate in the fastest growing broadcast equipment manufacturer in the country.
Openings exist in several areas throughout the United States.
Substantial salary plus commission, with expenses paid and transportation furnished. Permanent position with excellent company benefits.
Send resume to Sales Department.
SCHAFER CUSTOM ENGINEERING, 235 South Third Street, Burbank, California

DISC JOCKEY WANTED
A full time five kilowatt south central Atlantic station looking for a really top disc jockey. Must be warm and friendly on the air. Middle of the road format. No top 40. Must do all production on board. TV work also available with TV affiliate. This is a permanent position for the right man. Salary open; commensurate with ability. Bright future with this organization. Send tape and resume to:
Box 512A, BROADCASTING

TELEVISION
Help Wanted—Sales

MAJOR NEW ENGLAND
Television station in thriving market is seeking an aggressive salesman to service local accounts. Must be personable and experienced in either radio or television sales. Highest professional and personal references required. Box 641A, BROADCASTING

Help Wanted—(Cont'd)

Announcers

Technical

WANTED
Experienced TV engineer. Exciting overseas duty U.S. Territory; top-flight international organization. Write or see John Barton, 20 East 46th St., New York. Telephone N.Y. YU 6-0820.

FOR SALE
Equipment

Want a BRAND NEW "One"?
Gates BC-IT 1 KW AM transmitters are in stock for immediate delivery. Factory tested to your frequency. Terms where desired. Want to trade? GATES RADIO COMPANY Quincy, Illinois

STEEL MICRO-WAVE TOWER
Steel Micro-Wave Tower, 250 feet, self supporting, 5x28 foot platform at top; entirely fabricated from galvanized structural angle (painted), in excellent condition. Blaw Knox construction. Dismantled and match-marked for reerection. Suitable for radio and point-to-point telephone. Inquiry and inspection invited.

A & E EQUIPMENT CO.
P.O. Box 902
Alexandria, Virginia
Phone—Temple 6-7019

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!
Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST
Free registration — Conf. Service Professional Placement 438 Peachtree Arcade
JA 5-4841
Atlanta, Ga.

TIRED OF SEARCHING?
Radio and tv, announcers, salesman, engineers, writers, directors and executive — use our placement service in eight upper-midwest states. Don't let opportunity pass you by. Employers, employees, write NOW for application.

WALKER EMPLOYMENT SERVICE
Broadcast Division C
83 So. 7th St.
Minneapolis 2, Minn.
Federal 9-0961

BROADCASTING, May 30, 1960
FOR SALE

WILT GUNZENDORF AND ASSOCIATES

8530 W. Olympic, Los Angeles, Calif.
Licensed Brokers—Financial Consultants
Phone Olympia 2-5467

CULVER CITY, CALIFORNIA.

FLORIDA

Only station in fast growing East Coast city with 30,000 population.
Excellent facilities. Principals only.

Box 669A, BROADCASTING

FOR SALE

STATIONS

SOUTHWEST. Good size market. Doing $80,000 a year. Daytimer. Absentee owned. Asking $135,000 with 29%.

ROCKY MOUNTAIN. Full time. Absence owned. Average gross of $80,000 last five years. Asking $90,000 with 29% down.

ATLANTIC COAST. Full time. Asking $75,000 with 29% down.

MIDWEST. Doing $5,000 a month. Full time. Under capitalized. Asking $100,000 with 29% down.

CALIFORNIA. Full time. Asking $55,000 with 29% down.

JACK L. STOLL & ASSOC.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.

(Continued from page 83)


Witte Broadcasting

To buy or sell Radio-TV properties contact
PATT MCDONALD CO.
Box 9266, Austin, Texas 78708
Or, Jack Koste, 60 E. 42nd, NY 17, NY
M. 2-4813

Dollars

You can’t beat a classified ad in getting top-flight personnel

(For the Record) 9
IRE is proud to present, in June 1960 Special Issue of PROCEEDINGS, the findings of a team of 271 engineers who for 2½ years conducted studies of world-wide significance for the future of television. The Television Allocations Study Organization—formed by the TV industry in 1956 at the FCC's request—has exhaustively analyzed the engineering factors underlying allocation of frequencies for VHF and UHF television broadcasting.

As the number of television services grows, a better use of TV channels becomes increasingly important. TASO engineers first drew up specifications for measuring TV field strengths; then sifted data on field strengths of VHF and UHF. They have discovered reasons for hitherto unexplained deviations, and have also sought to establish a relation between field strength and picture quality.

How good are directional TV transmitting antennas? The results of extensive field tests are analyzed. To what extent do interfering signals and noise affect picture quality? How accurately can one predict an interfering field? These and other questions are answered.

So important are the TASO findings that IRE has allocated 120 pages to them. If you are not already an IRE member, we suggest you send in the coupon below to reserve a copy, for the June 1960 PROCEEDINGS will surely remain the definitive work on VHF and UHF TV for many years to come.
OUR RESPECTS TO . . .

Charles Fredric Rabell

Fm is becoming a third air advertising medium, with astute advertisers setting up special fm budgets, distinct from and in addition to the sums allocated for advertising on am radio and television, according to Fred Rabell, president of the National Assn. of Fm Broadcasters.

"Fm may be a minority medium for a number of years yet, in the sense of competing for mass audience with am or tv," he says, "but it is already gaining recognition as an unduplicated medium whose high qualitative audience and low cost-per-thousand entitle it to a wider acceptance by buyers than it has received to date.

"For a long time, fm stood for 'frustrated medium.' Now fm can mean 'for money' to the station operator. More than half of the NAFMB member stations—and we've over 100 members—are operating in the black today."

Fm Formula • One of those prospering fm properties is KITT (FM) San Diego, co-owned by Fred and his wife Dorothy. The Rabells operate KITT with a small staff, handling much of the sales and programming themselves, even to working regular shifts at the microphone. The result is a net income larger than when they operated an am station as well, Fred says. "Now we don't have to maintain a big staff of salesmen, nor an extensive—and expensive—news operation. And with the type of advertiser who is acceptable to us—and vice versa—we've practically eliminated credit losses."

The secret of KITT's success is twofold, Fred explains. One part is stated by the station's slogan: "Fm means familiar music." The other comes from a slide-rule analysis of the San Diego population that enables KITT to program enough of their own kind of familiar music to attract listeners from each ethnic group, yet not so much as to drive away other listeners with a different kind of familiar music in their backgrounds.

"We offer an escape for our listeners," Fred explains. "They're escaping from what they don't like on am and tv and we try to give them what they do like on fm. This policy has paid off. We have set up along with am stations, and ahead of a number of them, in the regular Pulse and Hooper surveys of San Diego listening. We're sold out in the evening, when time is sold in 10-minute segments, and we're doing all right in the daytime when we sell spots."

In and out • A pioneer in fm, perhaps the first to start multiplexing home programming with a background music service, Fred Rabell was also one of the first to make a profit from fm. That was in 1951. He did it by selling his station to the city of San Diego, which ran a highway through the place where the transmitting tower had been. Three years later, when the hi-fi craze hit Southern California, the Rabells again went into fm and, in 1957 when they sold their am station, KSON, they kept KSON-FM, changing the call to KITT. It is now completely automated and is completely converted to multiplexing, although the Rabells have sold the background music service, "putting us back full-time into broadcasting, where we belong."

It was more than 30 years ago that Charles Fredric Rabell first found that he belonged in broadcasting. A native New Yorker (born Feb. 14, 1909), he was assistant advertising manager of a Wall Street brokerage firm and in line of duty he prepared and broadcast an investment counselor program. The program was shortlived, but his romance with radio had just begun. When he met John H. Perry Sr., who was trying to match his string of southern newspapers with radio stations, Fred needed no urging to go along. Starting at WCOA Pensacola, Fla., he moved to Panama City, Fla., where he put WDLP on the air, and then to WJHP Jacksonville, Fla.

He might be there yet, if World War II hadn't come along and turned him into Lt. (jg) Rabell, USN. As flight deck officer of the U.S.S. Santee he participated in the ETO invasions from Africa on up; as commander of a unit of LSTs he island-hopped in the Pacific. He was in Tokyo for the Japanese surrender and three days later was on his way home, discharged with the rank of lieutenant commander.

California to California • A group of businessmen in Asheville, N. C., where Fred had a summer home, had a permit for a radio station, third in the market, but needed a manager. Fred bought an interest, took the job, put in a formula of half local, half network (ABC) programming ("which I got from L. B. Wilson") and was so successful that the group sold the station (WNCA) a year later. Dr. John Ward Studebaker, then U.S. commissioner of education, had a grant for San Diego and, like the Asheville group, needed someone with experience to get it going. Again Fred was the man and in July 1947 KSON went on the air with 250 watts and a music and news format. Fred had a minority interest. So had Dorothy (nee Ferguson), who had sold her newspaper holdings joining KSON as office and promotion manager.

By 1951, when Fred and Dorothy were married and had bought out Dr. Studebaker to become full owners of KSON, it was one of the country's three 250-watters with top ratings in their markets. High-powered competition eventually altered this happy situation and in 1957 they sold KSON, taking KKOC Chico, Calif., as part payment. They kept KSON-FM, which had gone on the air in 1954, and Fred commuted between San Diego and Chico for six months before deciding to sell KKOC and concentrate on building the fm property. Today he's sure it's the wisest decision he ever made.

The Rabells live in a modern, mostly glass house on Point Loma, overlooking the Pacific, with their tropical kingdom: two cats (an aristocratic Siamese and a Mexican alley cat), an African parrot, a French poodle and a baby dachshund. Flying is their major hobby. They are both pilots and think nothing of running up to San Francisco for an evening of theatre or down to Mexico for a day of tropical sunshine. They also own a cabin cruiser, which could easily get to be another major hobby, but "who'd run the station?"

Fred has two sons by a previous marriage: Jack Howard Rabell, who is chief engineer at KSON (AM) and Richard Watson Rabell, an engineer at Convair. In addition to being president of NAFMB, he is a member of the fm committee of NAB and of the Fm Broadcasters Assn. of Southern California. He also belongs to the Symphony Assn., Opera Guild and Fine Arts Society, all of San Diego.

NAFMB's Rabell
Fm means 'for money'

BROADCASTING, May 30, 1960
The vital media

The critics of broadcasting will have to rise to new heights of distortion and bias if they try to find fault with television's and radio's approach to the monumental task of covering the hypertensive international developments of the past two weeks.

The magnitude of the events was matched, in its way, by the magnificence of the job done by both broadcast media in reporting them to the American people. From the shambles of the Summit in Paris through the critical, if somewhat less hysterical, debate in the United Nations Security Council, the radio and tv networks almost literally stopped at nothing in their efforts to keep the public quickly and fully informed.

Direct and taped reports from Paris were inserted as they arrived, great chunks of the UN debate were carried live, special background and interpretive programs were hurriedly put together and scheduled, regular programming was interrupted and commercial time pre-empted as necessary to keep pace with the march of events.

The worst that the critics can say is that this is no more than broadcasting should have done. Perhaps so. Certainly this is the sort of job that television and radio can do best. When news is breaking, no other media can come close to them in reporting it directly and instantly.

IT IS NOT alone a technological phenomenon that radio and television excel other media in the presentation of news. The gadgetry of broadcasting would be of no advantage if it were not put to use by air journalists of skill and ingenuity.

As a special survey of the NAB has found, the professional quality of broadcast news and broadcast newsmen has substantially improved in recent years. The survey, which is reported in detail elsewhere in this issue, showed that since 1953 there has been an emphatic trend toward more and better news broadcasting at stations of all sizes in all kinds of communities.

This is a trend that must be encouraged by the ownership and management of radio and tv. News is a vital ingredient in a democracy that can work only if its people are informed. The media that provide the most assistance in the process of informing the people are the media that must deserve the most gratitude and the most support from the public—and its elected government.

FCC's own Gestapo

The time has come for Congress to blow the whistle on the FCC. Without regard to the Constitution or the Communications Act, the FCC is heading straight down the road to program censorship.

While the FCC loudly disclaims any such intention, events prove otherwise. Chairman Fred W. Ford, who has been leading a charmed life since he assumed the helm March 15, lowered the boom last week. He asked the Senate Appropriations Subcommittee handling independent offices for $300,000 in new money to underwrite the FCC's own private police force.

This is the boldest attempt in 33 years of regulation to control program content. Mr. Ford said so, perhaps unwittingly, in seeking to justify an innovation that out-deals the New Deal in its wildest flights.

Congress can snuff out this overt effort to censor by simply denying the FCC the money it requests. As radio and television have grown in importance, the FCC and even some of the crusading members of Congress have gradually lost sight of the original intent of regulation in broadcasting. The FCC was created, as was its predecessor Federal Radio Commission, to devise orderly allocations in radio, lest there be intolerable electrical interference. That was the "traffic cop" function. A field force has been maintained to monitor technical operations, and to make certain that technical regulations were observed.

But the Communications Act, and indeed the Constitution itself, forbids the FCC to tamper with program content. The police power can operate only against broadcasts that are explicitly prohibited by law—the broadcast of obscenities, for example, or of lotteries, or false and misleading advertising.

For the FCC to try to exert influence beyond the limits already defined by law is to put the agency in the business of censorship.

Broadcasters themselves have left the censorship door ajar. They yielded on the "promise versus performance" thesis of the FCC at the recent hearings on programming. The FCC now has moved a 10-ton Black Maria through that crack, in the form of its new Gestapo.

The FCC says it is receiving 120 to 150 complaints weekly on "broadcast matters," but it does not describe the nature or believability of the complaints. Weighed against the total population, the ratio of complainers to total audience is roughly one to a million. The incidence of nuts in our society is higher than that.

Only two members of the Senate subcommittee sat last Tuesday when Chairman Ford made his $300,000 pitch. Neither was misled. Chairman Magnuson (D-Wash.) expressed misgivings about a "police" organization. Sen. Allott (R-Colo.) said broadcasting was entitled "to the same freedom as newspapers."

Several weeks will elapse before the Senate subcommittee acts on the FCC appropriation. Broadcasters owe it to themselves and their audiences to get their story to the committee and to their senators and congressmen.

Broadcasters for months have been operating under a difficult way of regulatory life. They live in fear of what will next emanate from Washington. Advertisers and agencies are in a daze over the Federal Trade Commission onslaughts. Both the FCC and the FTC have been goaded by fast-talking legislators and they have all but panicked, presumably to save their own skins.

Congress should tell the FCC, through swift denial of its sneak $300,000 fund, that it won't condone a programming Gestapo which, any way you look at it, spells censorship.
You've Seen This Picture Before...

It was carried by practically all major newspapers after Kansas City's tragic gasoline fire last summer, which injured more than 100 firemen, 6 fatally.

The epilogue: Last week WDAF News photographer Charles Campbell was awarded 1st prize, Spot News category (see cut), in recognition of his inspired camera work (and pure courage) for "Wall of Fire".

Charlie is one good example of the 15 full-time journalists who make WDAF the top news station in Mid-America.

A SUBSIDIARY OF NATIONAL THEATRES & TELEVISION, INC.
THE SOUTH'S FIRST TV STATION

WTVR
RICHMOND, VIRGINIA
CHANNEL 6

PROUDLY ANNOUNCES ITS AFFILIATION WITH . . .

AMERICA'S FINEST TV NETWORK

1049' TOWER
100,000 WATTS

WTVR
RICHMOND'S NO. 1 TV STATION

EFFECTIVE MAY 30, 1960

REPRESENTED BY BLAIR TV ASSOCIATES