Clears want radio's 24-year-old power limit raised; will ask 500-750 kw ........... 27

How to cope with the candidates: FCC gives answers to 87 problems ............. 107

A special report: how the foreign tv market is booming ..................... 75

Current trends in government regulation draw dissent from Hyde ............. 52

COMPLETE INDEX PAGE 7

We sell popcorn and paint and applesauce and drugs and shoe polish and soap. The people who make these and many other products are sold on the selling ability of the YANKEE NETWORK. (The only network that covers 96% of New England). They rely on our power to move a mountain of their goods. We deliver! We can for you! ☞ ☞ ☞ ☞ ☞ ☞ ☞

THE YANKEE NETWORK—THE ONE BUY THAT COVERS ALL NEW ENGLAND

THE YANKEE NETWORK
21 BROOKLINE AVE. ■ BOSTON 15, MASS. ■ CO 6-0800
NATL. SALES DIV. ■ TIME & LIFE BLDG., ROCKEFELLER CTR., N. Y., LO 4-8000/A DIVISION OF RKO GENERAL INC.

YANKEE MARKETS: Key Station: WNAC, Boston, Massachusetts.
MEN AT WORK

IN THE

JOHNSTOWN-ALTOONA

MARKET

Here's an area where industry is making multi-million dollar investments in plants and equipment... where major utilities are expanding... where highway construction, and school building public works programs are at an all-time high. All these factors are pumping new vitality into payrolls and purchasing power.

IT'S TIME TO PUT WJAC-TV TO WORK FOR YOU!

In this Johnstown-Altoona Market, your best salesman is WJAC-TV--the station that reaches more of the people, more of the time. And, as you well know, the more calls you make, the more sales you garner.

Get all the marketing facts from Harrington, Righter and Parsons, Inc.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV
JOHNSTOWN - CHANNEL 6

Affiliated with WJAC-AM - FM
The Johnstown Tribune-Democrat Stations
Working with the League of Women Voters in August, KTVI brought together candidates seeking the office of County Supervisor. For one prime-time hour, viewers telephoned questions to the League at our studios. The candidates replied on camera. After the program, St. Louisans were better equipped to make an informed decision.

Follow-up: This month, before November elections, six more prime-time programs in the "Call the Candidate" series. Another reason why the Spirit of St. Louis is reflected on KTVI—and why that spirit is New.
The NSI Average Week & Four Week-Cumulative Report for August, 1962, shows KRLD-TV to be 22.3% ahead of Station B in Homes Reached, 52.8% ahead of Station C, and 119.6% ahead of Station D.

Take advantage of Channel 4's domination — proven season after season, rating period after rating period. See your Advertising Time Sales representative.

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Best bet: Collins will stay

Now they're speculating about NAB President LeRoy Collins running for his old office of governor of Florida in 1964 but, at this stage, indications are he won't. In Oct. 9 Tampa Tribune, political writer Vernon Bradford said Mr. Collins "might make an unprecedented bid again for the job if there was enough pressure from friends." Gov. Collins repeatedly has said he isn't candidate and intends staying with NAB.

Gov. Collins now is winding up second year of his three-year contract as NAB president at $75,000 per year, plus allowances. Prior to NAB's winter board meeting Jan. 13-18 at Camelback in Phoenix, top-level board committee will negotiate with him on extension of his contract beyond January 1964 in keeping with provision for year's advance notice. Even though all hasn't been serene, there's no doubt that Gov. Collins can get contract extension for asking. Board committee comprises Clair McCollough, Steinman Stations, joint board chairman; and chairman and vice chairman of radio and television boards; Willard Schroeder, WON; GRAND Rapids, Ben Strouse, WWDC-FM Washington for radio; William B. Quarion, WMT-TV Cedar Rapids, James D. Russell, KKTV Colorado Springs for television.

Spinning their wheels?

Clear channel stations which plan to file applications for higher power (see page 27) will be wasting their time and money, says one highly placed FCC official. Official said applications would be unacceptable for two reasons: (1) freeze currently in force against applications for major changes in facilities of existing AM stations (which FCC last week refused to reconsider, see page 46); (2) they would entail lifting of limit on powers in excess of 50 kw—House resolution urging higher powers notwithstanding. Some clear channel outlets have discussed application proposal with FCC and were advised not to file, official said.

FCC held special meeting last Thursday on clear channels and instructed staff to draft document proposing denial of petitions for reconsideration of breakdown of 13 clear. Also discussed were conflicting Senate and House resolutions on maximum permissible powers. While applications for new stations to duplicate clears would be allowed during freeze, FCC intends to hold them in suspense until year's grace sought in House resolution has expired in July 1965.

Battle for 14, 15?

Mobile communications group leading forces seeking uhf chs. 14 and 15 from TV may not realize it but broadcast engineers familiar with their operations are all set to rebuff their contentions, i.e., 450-470 mc band, now allocated for mobile users, is not being fully used; number of circuits can be doubled if channel splitting were authorized, and some areas assigned to railroads, fire safety services, etc. are sparcely occupied and could be transferred to heavy users like taxicabs or industry systems.

Busy Telstar

Though eventual TV use of space satellites is expected to be primarily for big events, a la last week's opening of Ecumenical Council, AT&T's Telstar has been averaging TV usage about once every two days. AT&T records show it was used for trans-Atlantic black-and-white TV 37 times between July 10 launching and Sept. 28; for color TV five times and for radio six. Usage ranged from four or five minutes to well over half-hour per pass. AT&T authorities haven't developed rates and decline to estimate what this usage—provided free—would be worth in money. Meanwhile Telstar's usable periods have been gradually shortening; it is due to be out of reach for any use from Sept. 23 until early January, when it will begin edging back into range time.

Filmways proposal

Negotiations said to be underway whereby Filmways' production facilities in New York will be leased for TV commercials. Under terms, subject to approval of board and by stockholders, principal employees would lease and run facilities. Bulk of Filmways' operation now is in Hollywood, accounting for 2/5 of its gross. West coast offices direct four areas of activity: Motion picture production; TV film programs (Mr. Ed and Beverly Hillbillies on CBS-TV); co-production of TV commercials with MGM; overseas sales (TV film and commercials).

Educational politics

Staff proposed FCC directive that educational TV stations should make their facilities available for political broadcasts (CLOSED CIRCUIT, Oct. 9) has run into stiff opposition among commissioners. New directive for commercial stations was released last week (see page 107) and TV statement was on meeting agenda but passed over. Staff is still working on final draft of policy statement but officials said its chances of being released soon are no better than even.

Equal exposure

New and fresh approach to "equal time" precept evolved by WBML. Macon is arousing interest of Georgia legislators and may be emulated elsewhere. When Macon Telegraph attacked Georgia's senior senator, Richard B. Russell (D.), last Tuesday, Oct. 9 because of his stand on U. of Mississippi integration crisis, George W. Patton, general manager, offered senator equal exposure on WBML. Eight-minute taped reply was carried four times on same-day.

Senator Russell, leader of southern block, said he was pleased to be given opportunity to answer newspaper and was most favorably disposed to use of time to answer printed attack. Mr. Patton reports other stations in area have indicated they will adopt same method and Mr. Patton said he intends to pursue policy in his single newspaper ownership market.

Children and TV research

Government officials are expressing concern over delay in getting proposed long-range research project on television's effect on children underway. Plans for project, to be sponsored by Dept. of Health, Education & Welfare, were announced in July by former HEW Secretary Abraham A. Ribicoff (BROADCASTING, July 9). First step is to be series of conferences in which educators and specialists in television and child welfare will outline research projects. But steering committee appointed to make arrangements for these conferences, has been unable to agree on methods. Group has held two meetings, both largely fruitless. Another is scheduled for next month. Government official hinted if that is unsuccessful in settling "many issues" remaining, HEW may be forced to reconsider entire project.

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THIS IS NEWS
AND DETROIT GETS IT FIRST ON

WJBK-TV
DETROIT

Newest, earliest, most complete half-hour news wrap-up! That's "6 O'Clock Report," featuring national, state and local news, sports, weather, and the first and only daily editorials on any TV station in the area, all in one daily 6 to 6:30 p.m. package. One more mighty good reason why Channel 2 is No. 1 with Southeastern Michigan viewers... and advertisers!

CBS IN DETROIT

MISS FAIRWEATHER
Weather Reports

STORER TELEVISION SALES, INC., representatives for all Storer television stations.
WEEK IN BRIEF

A quarter-century power famine for radio stations desiring to raise the 50 kw maximum on transmitted signals would be broken under proposal submitted to FCC by 13 stations that want 500 kw or 750 kw. See lead story...

CLEAR'S ASK HIGHER POWER... 27

Everyone has an idea about the most dangerous hazard facing broadcasting. Commissioner Rosel Hyde, who has spent much of his life at the FCC, says too much federal control can destroy the medium. See...

ROAD TO RADIO-TV OBLIVION... 52

What does tv programming need? Less incest, says Edward H. Weiss, Chicago agency head. He feels creative people must go out in search of new ideas; commercials are often better than programs. See...

ADMIN ARISE, WEISS URGES... 30

Congress passed a bill last week on obscenity in the District of Columbia; brings protests from media who see danger in giving the police important censorship powers. President asked to veto measure. See...

ANTI-OBSCENITY IN D. C. ... 40

What to do about political candidates? The FCC has come up with some timely hints to guide broadcasters in dealing with these programs. They're designed to help stations avoid trouble in campaigns. See...

COPING WITH CANDIDATES... 107

Live tv will cover only the preliminary routine when the second Billie Sol Estes trial opens in Tyler, Tex., but silent film will be allowed during testimony; live tv will pick up summations by counsel. See...

ESTES TRIAL COVERAGE... 93

What's needed in satellites, according to Gerald Gross (ex-FCCer now heading ITU in Geneva), is a single, integrated communications system. This would be managed by the UN and avoid much confusion. See...

ONE SATELLITE SYSTEM... 92

Here's a laudable idea: "Put a dent in the dumbness of the American people." This is the plan of American Freedom Network, proposing an information program service for radio on exclusive-market basis. See...

HOW DUMB IS THE PUBLIC?... 66

SPECIAL REPORT: FOREIGN TV

U. S. investors are taking a close look at the expansion of television in other countries and backing their knowledge with investment money, according to depth study of this phase of broadcasting. See...

BOOM FOR FOREIGN TV... 75

An expanding international market for U. S. tv programs may reach a $52-million peak in 1962, judging by a close look at this market. There are signs, too, that the future holds even brighter prospects. See...

OVERSEAS SALES $52 MILLION... 78

DEPARTMENTS

AT DEADLINE .......................... 9
BROADCAST ADVERTISING .......... 30
BUSINESS BRIEFLY ................. 38
CHANGING HANDS .................... 94
CLOSED CIRCUIT ..................... 5
DATEBOOK ............................ 14
EDITORIAL PAGE ................... 130
EQUIPMENT & ENGINEERING ...... 99
FANFARE ................................ 121
FATES & FORTUNES ................. 101
FILM SALES .......................... 72
FOR THE RECORD .................. 106
GOVERNMENT ....................... 40

INTERNATIONAL ..................... 75
LEAD STORY .......................... 27
THE MEDIA .......................... 92
MONDAY MEMO ...................... 22
NEW PRODUCTS IN TV .............. 39
OPEN MIKE ........................... 14
OUR RESPECTS ..................... 129
PROGRAMMING ..................... 66
WEEK'S HEADLINERS ................ 10

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FOR THE BUSINESSMEN OF TELEVISION AND RADIO

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addresses plus address label from
front cover of magazine.

BROADCASTING, October 15, 1962
SO DETROIT ASKED ABOUT TOPEKA...

Kansas is on wheels. Automotive sales are really rolling. And, any way you check 'em, the figures add up to WIBW AIR MEDIA as the best way to cover the best of Kansas. Here is the way we sum it up—from the current Sales Management Survey of Buying Power and other reliable sources. But, use your own yardstick. You'll agree.

AND FOUND THE TURNPIKE TO AUTOMOTIVE SALES!

Automotive Sales in WIBW-Kansas in 1961 were $264,144,000. An increase of more than $12 million over 1960.

Automotive Units in WIBW-Kansas in 1961 add to the impressive total of 764,381. This includes cars, trucks, tractors, trailers and motorcycles.

Rural Highway Mileage in Kansas now totals more than 125,000 miles. Kansas is second only to Texas in this sales stimulating category.

For complete area or local Topeka coverage, schedule WIBW Radio, TV and FM. Use all three or the combination that fits your budget and your distribution. Ask Avery-Knodel or your WIBW office for rates, availabilities and case histories.
ASCAP, court to head off tv fee delinquents

STATIONS IN ARREARS WOULD LOSE MUSIC LICENSES

Television stations as much as 60 days behind in their payments to American Society of Composers, Authors & Publishers will get one-month formal notice and then, if they don't settle up, ASCAP can ask court to cancel their licenses to use ASCAP music.

This procedure, it was learned Friday, was suggested by U. S. Judge Sylvester J. Ryan in meeting earlier in week with counsel for ASCAP, networks, and All-Industry TV Stations Music License Committee. ASCAP, which had complained that 91 tv stations are in arrears, supplied list of 59 which it said were at least two months behind as of Oct. 1. Other 32, not listed, were said to be one month in arrears.

Officials of all-industry committee plan to advise stations about ASCAP charges and court-approved procedures. ASCAP tv licenses are under court jurisdiction because old licenses were extended by court order for duration of current litigation over new contracts. ASCAP counsel assured court that its 59-station list included no cases where arrears might be due to misunderstandings, disputes over accounting, etc. Judge Ryan said that if station and ASCAP disagree on amounts due, station should pay what it thinks it owes and let court, if necessary, determine balance.

Through letters from all-industry committee, first group of alleged delinquents will get closer to 60 days notice than 30, because court order specified that ASCAP shall not send its notices for 30 days, or until Nov. 10. Committee letters are expected to be mailed in next few days.

Procedures emerged from Wednesday meeting of counsel and Judge Ryan, who is presiding over current ASCAP license litigation in U. S. Southern District Court in New York. Meeting also produced these results:

- Over ASCAP's opposition, Judge Ryan granted all-industry station committee's motion to sever its case from that of networks. This move, not opposed by networks, makes it unnecessary for them to participate in stations' proposed appeal to Supreme Court on question of stations' bid for new type of license (Broadcasting, Sept. 17).
- Judge Ryan accepted proposal made by CBS and endorsed by ASCAP that rate hearing on network music licenses be delayed until after stations' appeal and then combined with hearing to set rates for stations. This has effect of avoiding two separate rate proceedings, since one will be necessary for stations whether or not they win appeal to Supreme Court.
- Judge Ryan denied CBS motion to require ASCAP to put 20% of its tv receipts into reserve fund from which to rebate broadcasters if they win rate reduction (Broadcasting, Sept. 9, 17). Judge Ryan held that ASCAP is financially responsible and that he doesn't want to pre-judge question of reduction of or increase in rates by seeming to anticipate a reduction.

Senate asked to drop policy limiting clears

Senate has been asked to reconsider its 1938 resolution recommending that FCC limit power of am stations to 50 kw.

Sen. Stuart Symington (D-Mo.), in Senate speech Thursday, cited military need for higher-powered clear-channel stations as one factor justifying reversal.

He quoted Air Force officials as stating that higher power would strengthen its system of survivable communications. System, called Brecom: (Broadcast Emergency Communications System), provides teletype communications between military posts through commercial clear-channel stations without interrupting regular broadcasts (Broadcasting, May 28).

Sen. Symington noted House resolution, approved in July, recommended higher power for clear channels (see story, page 27). He said he hopes Senate would take similar action in next session.

Bland succeeds McLean as Quality Radio head

Quality Radio Group Inc. announced election of Thomas (Al) Bland Friday as president to succeed Scott McLean, who resigned when Crosley Broadcasting Corp. transferred him to New York as tv sales manager. Mr. Bland is vice president and general program manager of Crosley. Other officers and directors continue unchanged.

FCC members plan tour of defense posts

Four members of FCC, headed by defense Commissioner Robert T. Bartley, will tour defense installations in West next week under auspices of Air Force. They will leave Washington Wednesday afternoon, Oct. 24, and return following Saturday. Also on trip will be Commissioners Frederick W. Ford, Robert E. Lee and E. William Henry.

Commissioner Henry received his first assignment from FCC last week—as second alternate defense commissioner, replacing Chairman Newton N. Minow. Commissioner Lee, who was head of defense for several years, is first alternate to Commissioner Bartley.

Newhouse transacts for Omaha properties

Negotiations for purchase of Omaha World-Herald (and its KETV [TV]) are under way with group publisher-broadcaster Samuel I. Newhouse, it was acknowledged Oct. 12.

Newspaper board met Friday but did not immediately accept offer; it will be considered further, it was said. Offer amounts to $40 million, it was understood, but newspaper is said to have cash assets of $8 million. Transaction also would include multi-story medical building owned by newspaper.

World-Herald, founded in 1885, is only newspaper in Omaha; it publishes morning and afternoon editions. Weekend circulation is over 250,000.

Acquisition of five-year-old KETV (ch. 7 with ABC affiliation) would give Newhouse group its fifth vhf television outlet; it also owns three radio outlets.

Newhouse stations: WSYR-AM-FM-TV Syracuse, N. Y.; WAPI-AM-FM-TV Birmingham, Ala.; 50% of KION-AM-FM-TV Portland, Ore.; 25% of KTVI (TV) St. Louis, Mo., and all of WPTA (TV) Harrisburg, Pa. (uhf, on ch. 27).

Mr. Newhouse earlier this summer paid $42 million for New Orleans Times-Picayune (10-10-30 am. EDT) to discuss advertising's place in U. S. economy. They are Sylvester L. Weaver Jr., president of M-E Productions; David Ogilvy, chairman, Ogilvy, Benson & Mather, and Nicholas Samstag, former promotion director of Time Inc. who now heads his own agency.
Lee Moselle has succeeded Rodney Erickson as president of Filmways Inc., New York. Mr. Moselle has been member of Filmways board and partner in law firm of Katz, Moselle & Schier, general counsel to Filmways. Mr. Moselle also becomes chief executive officer, taking over production company's administrative affairs from Martin Ransohoff, chairman of board and production chief. Mr. Erickson, whose contract with Filmways will end in November, is expected to become associated with development of broadcast properties. He also retains stock ownership in Filmways, which has four network tv shows on air— Beverly Hillbillies, Mr. Ed, Shell's Wonderful World of Golf and Make a Face.


Sigurd S. Larmom, 71, board chairman of Young & Rubicam, New York, will retire at end of this year. Mr. Larmom had been chief executive officer of Y&R until earlier this year, and served as president of agency from 1942 to 1959. George H. Gribbin succeeded him as president of Y&R, and earlier this year as chief executive officer. Mr. Larmom, who has been with agency since 1929, was elected president and chief executive officer in 1942 to succeed Raymond Rubicam on latter's retirement. He entered advertising as account executive with N. W. Ayer, Philadelphia, in 1925.

For other personnel changes of the week see FATES & FORTUNES

Visual to distribute ITA broadcast gear

Visual Electronics Corp. was appointed Friday as exclusive distributor of all broadcast equipment manufactured by ITA Electronics Corp., Lansdowne, Pa. Included in ITA line are transmitters, audio consoles and Document recording system that can be used for automatic logging. ITA is subsidiary of Triangle Publications which also owns WFIL-AM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WNHC-AM-TV New Haven, Conn.; WFBG-AM-TV Altoona, Pa., and KFRE-AM-TV Fresno, Calif.

CBS bows to U.S. plea, drops show on Berlin

CBS-TV stopped preparation of documentary on Berlin Wall when informed of U. S. "national interest" in such projects, according to Richard S. Salant, president of CBS News.

Network confirmed report published Friday (Oct. 12) but would not comment further. Mr. Salant was quoted as saying that CBS News in early August had dropped its plans when State Department made its feelings known. NBC-TV revealed Thursday (Oct. 11) it is presenting filmed documentary on Berlin tunneling operations Oct. 31 (see story page 70).

State Department official confirmed CBS account. Robert Manning, assistant secretary for public affairs, said department, after hearing of CBS plans for documentary, urged network to drop them.

He said department felt that filming of escape would involve risk for American correspondents and cameramen and, "by loosening secrecy, enhance risk of injury, capture or death for the would-be escapees." He also said such activities could "complicate the delicate Berlin problem itself."

Westinghouse Electric signs consent order

Westinghouse Electric Corp. agreed Friday (Oct. 12) to consent judgment which forbids company from engaging in any plan to restrict export of radio and TV receivers into Canada.

Order stems from 1958 complaint by Dept. of Justice against Westinghouse, General Electric and Philips of Eindhoven charging that three companies tied up Canadian rights to manufacture radio and TV sets through patent pool for past 36 years.

Previously Philips agreed to consent order; suit against GE is still pending.

Shut-down WBAI(FM) expected back on air

WBAI (FM) New York, off air since midnight, Oct. 9 because of transmission difficulties, was expected to resume broadcasting over weekend (Oct. 13).

Announcements of WBAI's condition were broadcast by stations WNYC-AM-FM, WFUV (FM) and WMCA, all New York.

U.S.-British tv drama set for co-production

New effort in producing tv dramatizations for near-simultaneous showing to American and English audiences being announced today (Oct. 15) by NBC-TV and Associated Rediffusion.

First such drama is "Shannon's Way" (by A. J. Cronin), to be cast with U.S. star in lead and British actors in all other roles. It'll have exteriors filmed in Scotland, and final taping Nov. 28 at AR's studios in London.

U.S. will see program as one of Dupont Show Of The Week presentations on Dec. 16, 10-11 p.m. EST. Show will be seen in same month in England, Scotland and Wales over AR's programming facilities. Lewis Freedman named producer; director and talent selections still to be made. Other such international co-productions are being considered, it was said.

WEEK'S HEADLINERS

Lee Moselle

Mr. Moselle

Co., approved nighttime increase probe have his antitrust subcommittee leadership of Celler of those rests and Union leans Louis Times, (Ore.) Staten Island Face.

Mr. Larmom

Times-Picayune and States Item.


Mr. Newhouse has substantial interests in Conde-Nast Publications Inc. and Street & Smith Inc.

Newhouse newspaper empire was one of those mentioned by Rep. Emanuel Celler (D-N.Y.) in discussion of newspaper investigation which he intends to have his antitrust subcommittee begin in January (Broadcasting, Oct. 1). Probe also will consider newspaper ownership of tv and radio stations.

WGBS gets night boost from 10 kw to 50 kw

FCC announced Friday that it has approved nighttime increase in power by WGBS Miami from 10 kw to 50 kw. WGBS, owned by Storer Broadcasting Co., is on 710 kc. 50 kw day, with directional antenna both day and night.
MORE

LISTENERS IN CINCINNATI THAN ANY* OTHER STATION

*CALL
robert e. eastman & co., inc. JUPITER BROADCASTING
He'll prove it to you with the latest Pulse and Hooper Figures!

Richard E. Nason, Pres.
Lee C. Hanson, Gen'l. Sales Mgr.

© Jupiter Broadcasting

Broadcasting, October 15, 1962
WSPD has faith in Toledo - just as

New colonial headquarters for WSPD-TV

WSPD-TV mirrors the face of Toledo
Toledo has faith in WSPD-TV

WSPD-TV's impressive new facilities are dramatic proof of the faith that WSPD-TV has in Toledo. WSPD-TV believes in Toledo, and Toledoans believe in WSPD-TV. Toledo's faith in WSPD-TV is the result of 14 years of imaginative and community-minded programming. Toledoans like what they see and hear on WSPD-TV. They look to WSPD-TV for leadership in thought, in news, in editorial opinion, in entertainment. When you come down to basics, isn't that what a television station is for?

The gracious lobby at WSPD-TV.

This spacious studio serves advertisers with modern technical facilities.

Conference Room.

Business office.

Represented by STORER TELEVISION SALES, INC. STORER BROADCASTING COMPANY
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

**OCTOBER**

Oct. 15-16—Joint management and engineering meeting will be held by stations of the Central Canada Broadcasting Assn. at the Royal York Hotel, Toronto. The two-day session will discuss programming, sales and technical developments.


Oct. 18—Second annual Southeast Radio-TV Seminar (SERTS), sponsored by Georgia Assn. of Broadcasters, on cavy challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta.

Oct. 18—Premium Advertising Assn. of America conference at the Henry Hudson Hotel, New York City. Association observes its 50th anniversary at its annual New York conf. held in conjunction with the four-day New York Premium Show which it sponsors at the New York Coliseum. Oct. 15-18. Featured speakers will be Bennett Cref, president of Random House; James Proud, past president of Advertising Federation of America; Dr. Kenneth D. Wells, president of Freedoms Foundation at Valley Forge, Pa.; and William Dunham, PAAA president.

Oct. 18—League of Advertising Agencies, dinner meeting at The Advertising Club, New York. "How the smaller agency can get new business in unexpected places."


Oct. 18—Southern California Broadcasters Assn. luncheon at Michael's Restaurant.

Los Angeles. Speaker will be Sol Taishoff, editor and publisher of Broadcasting and Television magazines.


Oct. 18-30—National Educational Television & Radio Center, fall meeting of station managers of affiliated stations, Park Sheraton Hotel, New York City.

Oct. 19-20—Wisconsin AP Radio-TV Assn. meeting being held in Madison, Wis.


Oct. 20—UPI Broadcasters of Wisconsin fall meeting at the Lorraine Hotel, Madison. Dinner speaker will be Prof. Vernon Suomi, U. of Wisconsin's space authority. New officers will be elected.

Oct. 20—UPI Broadcasters of Illinois fall meeting, St. Nicholas Hotel, Springfield.


Oct. 20-22—Western Region convention of American Assn. of Advertising Agencies, Hilton Hawaii Village, Honolulu, Hawaii. Phillip W. Wenig, president of Standard Rate and Data Service Inc., New York, will discuss "Missing Media Data—Its New Importance to Advertising." In an open session meeting, Joseph Maguire, president of Botsford, Constantine & Gardner, Seattle, has been added to the panel in a closed business session which will explore "How to Make a Profit."

Heart of America story

EDITOR: ... Excellent stories on Missouri and the Midwest... You have done a very good objective job.—William R. Brown, research director, Missouri State Chamber of Commerce, Jefferson City.

EDITOR: We would appreciate very much if you would give us permission to reprint the article about Topeka—"Topeka State Hub, Nation's Center"—from the "Heart of America" story. We would like to mail the article to our 1,600 chamber members.—William J. Dawson, executive vice president, Topeka Chamber of Commerce.

[Permission granted, provided proper credit is given to Broadcasting.]

EDITOR: ... Interesting and informative by one of the most penetrating observers

**TIME BUYER HAILED!**

**WHIL island* 4TH LARGEST MARKET IN U.S.—SEPARATE, INDEPENDENT AND DISTINCT MARKET**

Nassau-Suffolk (Long Island) accounts for more Food Sales than 32 states and its $334 Billion Retail sales out-ranks the following major metro markets:

Philadelphia • Dallas
Detroit • St. Louis
Cleveland • Milwaukee
Washington, D.C. • Seattle
Boston • Minneapolis
Houston • Pittsburgh
San Francisco • Kansas City
Baltimore • Atlanta

*Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

**OPEN MIKE**

who ever visited us.—Eugene S. Thomas, vice-president-general manager, KETV (TV) Omaha.

[Reprints of Broadcasting's Special Report, "Heart of America in Transition," are available for $2.50 per 100 copies; $2.25 per 500 copies; $2.00 per 1,000]

**Estes coverage**

Editor: Your [Oct. 1] editorial on the Billie Sol Estes trial is titled "Order in the Court." Personally, I think the editorial is "out of order." You have singled out live television and, without mentioning our call letters, this station as the cause prompting adverse newspaper criticism. Nothing could be further from the truth....

WFAM personnel, in cooperation with Marshall Pengra of KLTV (TV) in Tyler, began almost a month prior

**DATEBOOK**

NAB Fall Conferences
Oct. 15-18—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 24-26—Statler-Hilton, Dallas

Nov. 5-8—Sheraton-Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.

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Houston • Pittsburgh
San Francisco • Kansas City
Baltimore • Atlanta

*Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

**OPEN MIKE**

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[Reprints of Broadcasting's Special Report, "Heart of America in Transition," are available for $2.50 per 100 copies; $2.25 per 500 copies; $2.00 per 1,000]

**Estes coverage**

Editor: Your [Oct. 1] editorial on the Billie Sol Estes trial is titled "Order in the Court." Personally, I think the editorial is "out of order." You have singled out live television and, without mentioning our call letters, this station as the cause prompting adverse newspaper criticism. Nothing could be further from the truth....

WFAM personnel, in cooperation with Marshall Pengra of KLTV (TV) in Tyler, began almost a month prior

**DATEBOOK**

NAB Fall Conferences
Oct. 15-18—Dinkler-Plaza, Atlanta
Oct. 18-19—Biltmore, New York
Oct. 22-23—Edgewater Beach, Chicago
Oct. 24-26—Statler-Hilton, Dallas

Nov. 5-8—Sheraton-Dallas, Dallas
Nov. 12-13—Muehlebach, Kansas City
Nov. 15-16—Brown Palace, Denver
Nov. 19-20—Sheraton-Portland, Ore.
Build ratings 5 ways better with the big 5 from AA TV

These are the films that consistently win the top ratings* in all of these top markets: New York, Los Angeles, Chicago, San Francisco, St. Louis, Mobile, Indianapolis, Minneapolis-St. Paul, Buffalo, and many others.

Ask your Allied Artists TV sales representative for the fabulous facts and figures about: (1) Bomba, The Jungle Boy (2) Cavalcade of the 60's Group I (3) The Bowery Boys (4) Science Fiction Features (5) Cavalcade of the 60's Group II.

*Source ARB
УЧИСЬ КАК УЧИЛСЯ
Lesson for Americans

You’re looking at sixth graders at work in a Moscow classroom.
They were photographed by five ABC-TV men who went to the Soviet Union to film a report on Soviet education for the much-praised Bell & Howell Close-Up! series.
They were the first American television crew to film this key aspect of Soviet society.
And they returned with a superb television story—Meet Comrade Student.
The program, presented on ABC Television, September 28th, was called by the New York Herald Tribune “an unprecedented service in acquainting us with the challenge evident in the Soviet drive for mass education.”
A challenge it is. And a lesson. And clearly a triumph for American television in the crucial area of public affairs.
Meet Comrade Student advances most notably Bell & Howell’s responsibility as a corporate citizen in a democracy. A responsibility well served by such previous Close-Up! programs as Cast the First Stone and Walk in My Shoes.
Meet Comrade Student is also very much in keeping with ABC’s bold, honest approach to reporting the great issues of the day.
Such programs as Editor’s Choice, Adlai Stevenson Reports, Issues & Answers soundly document the merits of this approach.
Here then is a forthrightness, a new creative ferment characteristic of ABC’s total communications effort. In entertainment, in enlightenment. In hard news, in soft music. In comedy, in commentary.
People like it. And advertisers—being people—likewise.

ABC Television Network
to the September trial making arrangements to be on hand with our live equipment to televise this activity of nationwide importance. Many trips, almost daily, were made to Tyler. Numerous discussions were held with Judge Otis T. Dunagan. We had no way of knowing what the judge's decision would be with respect to cameras in his courtroom, but we were given his permission, through thoughtful cooperation and work, to have our cameras positioned in the courtroom to televise the court's decision on whether the cameras could remain. Judge Dunagan was consulted as to the number of cameras, the position of those cameras, the remote unit, the lighting requirements. We even went so far as to black out the red lights on the cameras themselves.

It was thoroughly understood from the beginning that we were to make our coverage available to any and all that were interested. A pooled broadcast was suggested to the judge, but he was not interested at the time. Now he wishes he had considered it. We took precautions within our control to prove once and for all what television could do in a courtroom.

The problems that existed, which were blown up out of all proportion, were not created by live television but by unnecessary sound-on-film cameras from the newsreel companies, still photographers from the newspapers, to mention just a few.

I will agree with you 100% on the importance of cooperation and understanding on the part of all if we go back to Tyler. I understood it before we went to Tyler in the first place.

Mike Shapiro, general manager, WFAA-AM-FM-TV Dallas.

[The editorial intended no singling out of live tv or any station in criticizing the presence of excessive equipment at the court session. It suggested that if television were to cover the trial after it resumed (it was postponed for reasons not involving tv coverage), a coordinated effort among broadcasters was needed to make equipment as inconspicuous as possible. For further developments see story in Programming, this issue.]

EDITOR: Your story on the Estes trial [Programming, Oct. 1] lists several stations on hand, but omits any mention of KTAL-TV Shreveport, even though the picture used shows Paul Meighan, news editor... and Steve Alexander with sound camera.

KTAL also had a crew of one to ten people on the scene throughout the entire incident at Oxford, Miss. Our cameraman, Fred Deckard, was one of those attacked by the mob; his station wagon, movie camera and lighting equipment were totally destroyed, but the film he had just taken survived and provided a dramatic highlight to our extensive coverage. —Walter M. Windsor, general manager, KTAL-TV Shreveport, La.
Blair-TV is pleased to announce that it is now the exclusive national representative for Dick Fairbanks' WAII-TV—serving Atlanta—the nation's 23rd market. Blair has long been associated with Mr. Fairbanks and is proud of a pleasant and successful representation of his top Indianapolis radio property—WIBC—for over 20 years. Blair-TV's dynamic growth and outstanding service to its clients continues to attract an increasing number of top properties to television's most influential list of stations and markets.

Blair-TV-A BLAIR TELEVISION CO.
717 FIFTH AVE., NEW YORK 22, N.Y.
FIRST SALES: WNBC-TV, New York—KRCA-TV, Los Angeles
WNBQ-TV, Chicago—WMAL-TV, Washington, D.C.
WANE-TV, Ft. Wayne—WBRE-TV, Wilkes-Barre

Now available for local programming
Bachelor Father

starring

John Forsythe

with

Noreen Corcoran

and

Sammee Tong

157 laugh-packed half-hours
How Mister Magoo lights bulb sales for General Electric

Mister Magoo, UPA Pictures Inc.'s famed cartoon character, is at work for General Electric light bulbs once again—selling for us right now on tv stations in about 175 markets, placed through BBDO here.

Obviously we think he's done a good job for us and we want to keep him working in his nearsighted but effective way for GE bulbs. But just why Magoo?

When we first selected Mister Magoo for our merchandising campaigns, we had been looking for a new program which would meet these criteria:

1. It had to be flexible, able to peak in key selling seasons without loss of overall continuity or impact;
2. It had to be fresh and excite general sales enthusiasm;
3. It had to provide a cohesive element for our total point-of-purchase bulb selling plans, had to have solid retail tie-in possibilities, and
4. It had to have a different marketing approach and provide some extra values and still reach the most consumers at the lowest look cost.

Before Magoo = Before adopting the Mister Magoo spot tv format, we used many combinations of network tv, radio and space advertising. Although we were able to peak our efforts during key periods for bulb sales, often much of the ad expense was spread generally throughout the year. We peaked, but we really never could saturate a market during short, key buying periods.

There is some merit to every timing pattern, but in the new Mister Magoo spot tv approach we wanted to try short-period, concentrated promotions that would create maximum interest and enthusiasm—from GE salesman to retailer to housewife. In 1959 we tried a series of spot commercials in test markets (without Magoo) running up to 30 per week. The reaction looked good.

Then we signed Mister Magoo to sell bulbs and started the first saturation program in the spring of 1960. Our idea was to concentrate the campaigns in four-week periods in spring and fall, the two major bulb-buying times.

The fumbling, bumbling Mister Magoo is a real asset in building consumer and retailer interest. To keep the Magoo spots fresh, we build each promotion around a different theme for each four-week period. The theme coincides with a current event or subject of general interest.

For example, railroadoting holds a natural interest for most of us from our first electric train set. This fall's campaign has Mister Magoo doing his humorous sales job in a railroad theme with a promotion called the "GE Value Line." The railroading and "Value Line" approach also lets us coordinate our light bulb advertising with the company-wide "Accent on Value" promotion for all GE products.

In past campaigns, Mister Magoo has kept sales interest high with episodes set in political, football and space travel themes.

The 'POPS' Approach = When you gain salesmen's enthusiasm, you're on the road to good tie-ins. And such salesman-retailer approval is our "POPS" marketing approach. This POPS "Point-of-Purchase-Selling" concept recognizes that all marketing, advertising, manufacturing and other activities must dovetail at the point of purchase—since it's only there that the bulb can be sold. POPS involves five elements: product, packaging, merchandising, displays and advertising.

The cohesive factor we sought and found in our Magoo theme introduces the advertising elements into the other categories at the point of purchase. For instance, we feature Mister Magoo on special display merchandisers for light bulbs which retailers put up to tie in with current campaigns. In addition there is a wide assortment of store streamers, display cards, banners, signs, badges for personnel and special attention-getters.

The Mister Magoo spot tv approach is obviously helpful and it offers a few extra values in this effort and in increasing our overall effectiveness. For example, timing is important. We and the retailers want to coincide with the peak selling seasons. The spot approach, with its timing flexibility, lets us concentrate efforts in those seasons. It lets us pinpoint specific markets, for with few exceptions the spots are placed station by station.

In addition, by concentrating most of our spots in daytime periods we reach our major customer, Mrs. Housewife, more efficiently. Indeed, non-prime-time spot broadcasting presents more opportunities for minute-spots and greater selection of times to further broaden our choices of day or time of day.

We don't stop just with two spot tv campaigns a year. We back up the spots with Mister Magoo space ads in top circulation publications.

You will also find Mister Magoo at work for us at other times of the year, selling consumers on GE bulb values through a variety of media. We've no doubt that Mister Magoo has laughed the way to continued interest and enthusiasm, so necessary for successful sales programs.

Award Winner = Last year alone, Magoo's efforts in tv and in our other POPS activities earned such recognition as these: two firsts from men and a first and third place from women as best-read ads in issues of Saturday Evening Post and Life; an International Broadcasting Award for the "Soup Bowl" commercial as one of the best of the year; a fourth award from the Cleveland Advertising Club for outstanding merit; citation as one of the top 27 television commercials by Advertising Age; a second "Vaspa" award for merchandising from Chain Store Age; and an award for merchandising excellence from Food Topics.

The combination of Mister Magoo, POPS and our sales force works. They sell light bulbs and that, simply, is "why Magoo."

Martin R. King, manager of advertising and sales promotion for GE's Large Lamp Department, has been with that company since 1946, his duties ranging from news bureau work to publicity, public relations and advertising, and Including assignments at Schenectady and New York before his present post. He became advertising manager in 1955. Mr. King is a graduate of Dartmouth College. He served in the Marine Corps during World War II. He is married and father of five.
Only the sunshine covers South Florida better than WTVJ
WZZM-TV
The Station 1,500,000 People Have Been Waiting For!

8:45 AM
WEATHER/FARM-NEWS/NEWS
JACK LALANNE

9:00 AM
TRIKAIDEKOPHILISM THEATRE

9:30 AM
TENNESSEE ERNIE FORD

11:00 AM
HOURS FOR A SONG

11:30 AM
JANE WYMAN
CAMOUFLAGE

12:00 PM
DIVORCE COURT

12:30 PM
SEVEN KEYS

1:00 PM
QUEEN FOR A DAY
WHO DO YOU TRUST

1:30 PM
AMERICAN BANDSTAND

2:00 PM
LITTLE RASCALS

2:30 PM
SUPERMAN
THE SEARCH FOR ADVENTURE

WEEKLY FREQUENCY ANNOUNCEMENT RATES
(EFFECTIVE 11/1/62)

CLASS "A"
7:00-8:30 PM Daily

Minutes
20 Seconds $350 $335 $320 $305
10 Seconds $55 $50 $45 $40

CLASS "A"
8:30-9:30 PM Daily

Minutes
20 Seconds $225 $220 $215 $210
10 Seconds $22 $20 $18 $16

CLASS "B"
5:00-6:30 PM Daily

Minutes/20 Seconds $150 $145 $140 $135
10 Seconds $75 $70 $65 $60

CLASS "C"
Sign-off 5:00 PM Daily

Minutes/20 Seconds $70 $65 $60 $55
10 Seconds $35 $30 $25 $20
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<th>SUN.</th>
<th>MON.</th>
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<th>WED.</th>
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<th>FRI.</th>
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<td>7:00 PM</td>
<td>The Valiant Years</td>
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<td>McKeeve &amp; The Colonels</td>
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<td>7:30 PM</td>
<td>Father Knows Best</td>
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<td></td>
<td>Don't Call Me Charlie</td>
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<td>8:00 PM</td>
<td>The Jetsons</td>
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<td>8:30 PM</td>
<td>Sunday Night Movie</td>
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<td>9:00 PM</td>
<td>The Rifleman</td>
<td>Hawaiian Eye</td>
<td>Going My Way</td>
<td>Leave It To Beaver</td>
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<td>9:30 PM</td>
<td>Stoney Burke</td>
<td>Untouchables</td>
<td>Our Man Higgins</td>
<td>McHale's Men</td>
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<td>10:00 PM</td>
<td>Voice Of Firestone</td>
<td>Ben Casey</td>
<td>Naked City</td>
<td>Alcoa Premiere</td>
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<td>10:15 PM</td>
<td>Howard K. Smith</td>
<td>Close-Up / Sid Caesar</td>
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<td>11:00 PM</td>
<td>News / Weather / Sports</td>
<td>News / Weather</td>
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<tr>
<td>11:15 PM</td>
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<td>Steve Allen</td>
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**NIGHT TIME SCHEDULE • SUNDAY–SATURDAY**

**YOUR PGW COLONEL IS NOW SELLING CHOICE**

* Programs
* Announcements
* Participations

Represented nationally by

**PETERS, GRIFFIN, WOODWARD, INC.**

Pioneer Station Representatives Since 1932
WJR UNCOVERS THE AUTO SHOW

We’re giving Detroit’s 44th National Automobile Show the full WJR treatment! Why shouldn’t we—the way our Great Lakes audience lives, breathes, eats and sleeps automobiles!

Between October 20 and 28, hundreds of thousands of them will be seeing the ’63’s at Cobo Hall. And hearing about them from their favorite people on WJR. Rest assured, Jim Wood, Automotive Editor Ray Engle, Bud Guest, J. P. McCarthy, Lee Murray, George Kendall, and Jack Harris (left to right) won’t leave a celebrity uninterviewed or a bolt unturned.

While we apply this task force coverage to all the big events in these parts, the automobile is still our favorite subject. We have most of the adult listeners in a 100-county area—an area that buys 10% of the nation’s cars. So it’s no wonder that automotive manufacturers favor us as an advertising medium.

Naturally, this 5th richest market buys a lot of other things, too. Why not your product? Your Henry I. Christal representative will be happy to make the necessary arrangements. Or you can write to us directly.
CLEAR TO ASK FOR HIGHER POWER

- 13 1-A radio stations expected to apply for 500 to 750 kw
- House resolution of July gave clear channels go ahead
- Other clears, not members of CCBS, considering same move

A 24-year-old ceiling on the power that standard radio broadcast stations are allowed to use is going to be attacked next week.

The first move to break out of the 50 kw limitation imposed on radio stations in 1938 is expected to take place Oct. 22 when the first group of applications asking for 500,000 to 750,000 watts are due to be filed with the FCC. The applications will be filed by a number of clear channel stations. They are expected to be followed in a matter of weeks by a second group of Class 1-A stations now weighing the move.

In all, 13 Class 1-A radio stations are expected to ask for higher power, ranging from 500 kw to 750 kw.

High Power Resolution • The action is pinned on the resolution passed by the House last July which called on the FCC to permit AM radio stations to use power higher than 50 kw if found in the public interest (Broadcasting, July 9).

The same House resolution asked the FCC not to duplicate any of the 24 clear channels for at least one year. In 1961 the FCC issued a final order in its clear channel proceedings, begun in 1945, breaking down 13 of the 1-A channels. This order has not been put into effect pending commission resolution of a petition by the clear channel stations to reconsider the duplication.

Stations due to file for higher powers soon are:
- KFI Los Angeles (640 kc), WSM Nashville (650 kc), WLW Cincinnati (700 kc), WGN Chicago (720 kc), WSB Atlanta (750 kc), WJR Detroit (760 kc), WHAS Louisville (840 kc), WHO Des Moines (1040 kc), KSL Salt Lake City (1160 kc).

Others having power boosts under serious consideration:
- WBAP Fort Worth and WFAA Dallas (820 kc), WHAM Rochester (N.Y.) (1180 kc), WOAI San Antonio (1200 kc).

All of these stations are members of the Clear Channel Broadcasting Service (CCBS).

Plans of the other Class 1-A clear channel stations not members of CCBS were not known, but it is known that they, too, have higher power under study. These include network-owned stations and Westinghouse Broadcasting Co. stations.

Network clears are: WNBC New York (660 kc) and WMAQ Chicago (670 kc), both NBC; WBBM Chicago (780 kc), WCBS New York (880 kc), KMOX St. Louis (1120 kc), WCAU Philadelphia (1210 kc), all CBS; WLS Chicago (890 kc), ABC.

WBC stations are: KDKA Pittsburgh (1020 kc), WBZ Boston (1030 kc), and KYW Cleveland (1100 kc).

ABC's WABC New York (770 kc) is also considered a Class 1-A station, but last year the FCC made permanent a 20-year temporary arrangement whereby KOB Albuquerque, N. M., also operates on 770 kc. Both stations now, however, are protecting each other with directional antennas.

Some stations intend to propose the use of directional antennas.

Million Dollar Costs • It is estimated that the move to higher power will cost each of the stations making the plunge at least $500,000 for the transmitter alone. Additional expenses, which may bring these totals for each broadcaster to $1 million or even higher, would be incurred if new antennas, towers and transmitter building are required.

Higher power is required, the clear

Trouble with candidates? FCC has answers to 87 problems

Radio and television stations were presented a new political broadcasting primer by the FCC last week with the expressed hope that it will eliminate the need for agency rulings on Sec. 315 (equal time) of the Communications Act during the present campaigns.

The 28-page policy statement, titled “Use of Broadcast Facilities By Candidates for Public Office,” is in the process of being mailed to all licensees. It includes prior rulings made by the FCC on Sec. 315 questions, including several made since the Senate 1960 policy statement.

New problems undoubtedly will arise, the commission said, but experience has shown that previous rulings will help broadcasters and candidates to understand their rights and obligations under Sec. 315. In this way many complaints to Washington can be avoided. “We do not mean to preclude inquiry to the commission when there is a genuine doubt,” the FCC said.

The document lists 87 prior rulings by the FCC, Sec. 315 of the act and commission rules on political broadcasting. Just 24 hours after the statement was issued, Sen. Ralph Yarborough (D-Tex.) took the floor of the Senate to express “regret” that the FCC had not amended its political broadcasting rules.

Last spring, the Senate Freedom of Communications Subcommittee (of which Sen. Yarborough is chairman) had urged the FCC to amend its rules in this area (Broadcasting, April 23). The senator inserted the FCC document into the Congressional Record and urged “those candidates who are subjected to unfair treatment under these rules” to bring their complaints to his subcommittee.

Full text of FCC primer, page 107
CLEAR TO ASK FOR HIGHER POWER continued

channel stations will say, to provide better radio signals at night to rural areas now underserved by nighttime broadcast services. The CCBS has estimated in documents filed with the FCC in the clear channel proceeding that there are over 25 million people in 1.7 million square miles who receive their

Roy Battles
Director CCBS

only usable nighttime broadcast service from clear channel stations.

By using higher powers the 1-A stations will claim that millions of people in the so-called “white” areas will, for the first time, receive not only a better single broadcast service, but will be able to receive two and even three usable broadcast signals.

Another need for higher power, according to the clear channel stations, is the fact that in the last 20 years the use of electricity on farms has quadrupled. This has created more man-made noise and has deteriorated the rural radio service. Higher power will help overcome this obstacle to clear reception, it is contended.

Defense Aid • A major argument in favor of greater power, the clear channel stations declare, is the work they are doing for civilian defense and emergency military communications.

A major defense requirement, it is pointed out, is for saturation broadcast coverage of the entire United States in the event of an atomic attack. This is a necessity, it is said, not only for warning, but also for post attack information and instructions.

The clear channel stations have been participating in emergency communications tests with civilian defense and military officials. Successful demonstrations have shown that point-to-point telegraph communications can be accomplished by multiplexing the am carrier. This has been done successfully in three projects sponsored by the Department of Defense: “Restore,” “Brecom” and “Seacom.” All of these involve the use of clear channel stations to establish teletype communications links, in one case from SAC headquarters in Omaha to the east coast, and in another from San Francisco to a radar picket plane several hundred miles offshore.

So significant does the military consider this ability for emergency communications that the Department of Defense testified in favor of higher powers on the clear channels during hearings before the House Commerce Committee earlier this year.

In its battle against any duplication, the clear channel group has stated that notwithstanding the growth in the number of full-time radio stations (from 723 in 1938 to 1,963 as of July 2 of this year), the number of people receiving their only usable signal via skywave service has remained almost

WLW broadcast with 500 kW power for four years

Only one commercial radio station ever used more than 50 kw power. This is the Crosley Broadcasting Corp.'s WLW in Cincinnati, which operated with 500 kw from 1934 to 1938.

Under an experimental grant from the FCC, the Cincinnati Class 1-A station invested almost $400,000 in equipment (transmitter, tower, antenna and building and land) and saw its technical operating and maintenance expenses shoot up from roughly $80,000 a year as a 50 kw station to over $220,500 a year with 500 kw.

According to testimony placed in the record in 1938 during the FCC's hearings on higher power, the WLW primary contour remained relatively the same, although there was some increase in secondary coverage. At night, however, with its stronger signal intensity via skywave, listeners in remote areas received much better reception than they received from the same station using only 50 kw.

James D. Shouse, now chairman of Crosley Broadcasting Corp., was then vice president and general manager of WLW. At that time, Crosley also owned WSAI Cincinnati.

In recommending denial of WLW's request for renewal of its 500 kw operation, a special FCC board of commissioners found in 1938 that the station had no further need for the higher power operation in order to experiment along proposed lines, that there was some interference from WLW on 700 kc to WOR New York on 710 kc, and that WLW's wider coverage was a significant factor in some loss of business to other radio stations blanketed by the 500 kw signal (although the commission pointed out these stations did make a profit).

The commission's action came after the Wheeler resolution had passed the Senate, recommending that 50 kw be the ceiling on all radio stations in the country.
fighting increased power 24 years ago was E. B. Craney, until recently a multiple broadcaster. Mr. Craney sold his stations last year but retains other broadcast interests.

Duplicate 13 • In its 1961 report (Broadcasting, Sept. 18, 1961), the FCC decided to duplicate 13 of the 24 clear channel frequencies, leaving the other 11 untouched. It also said that because of the 1938 Senate resolution, it could not at that time decide on the question of higher power.

Stations proposed to be duplicated are: WMAQ, WGN, WJR, WABC, WBAM, WCBS, WLS, KDKA, WBZ, KYW, KMOX, WHAM and WCAU.

In its final decision, the commission said that by adding 13 new stations, a first nighttime groundwave service would be brought to more than 600,000 people. CCBS disputes this. The clear channel group maintains that only 250,000 people will receive a first nighttime groundwave service. This means, CCBS contends, that the FCC is derogating these 13 frequencies to bring a nighttime groundwave service to less than 2.5% of the 25 million now relying on the nighttime skywave signals of the clear as their only usable nighttime service.

### CLEARS TOPS FOR 20 YEARS

Protected channels, skywave gave 60 stations vast audience; only service to much of rural America

Advertisers and agencymen may have forgotten but for two decades radio was the prime and only broadcast medium in the country. And, during that time 60 clear channel stations were the giants of broadcasting.

From 1930 to 1950—give or take a few years on either side—the clear channel stations reigned supreme. They were the big voices of the air. With 50 kw power, their programs and commercials rang loud and clear during the day, and rose to a roar at night. The shout at night resulted from the fact that these were the only stations on their frequencies during those hours, and with the skywave phenomenon occurring after dark the clear were heard 1,000 and more miles away. During the day their voices ranged 100 miles or more from the transmitter.

It was these stations that carried the most popular programs, the national advertising—both network and national spot—that brought to the 25 million listeners in rural America their only nighttime service.

Only 700 Outlets • Of course at that time there were only 700-odd stations.

By the time tv arrived on the scene, this number had grown to 900-odd.

These 60 clear channel stations are divided into two parts. Twenty-five stations operate on 24 Class 1-A frequencies; they are the only stations on that particular frequency at night. Two stations, WBAP Fort Worth and WFAB Dallas, share one of these Class 1-A frequencies.

Thirty-five stations are Class 1-B outlets; only two of them are permitted on each of the 21 1-B frequencies at night and these two are widely separated.

Over 1,500 other stations operate on the clear channels also, but except for about 100 all are daytime stations required to cease broadcasting at local sunset. The 100 remaining must reduce power and use directional antennas at night to protect the clears whose frequencies they are using.

The purpose of the clear channel operation in the early days of broadcasting, and today, is to furnish nighttime service to rural and remote areas where local stations are minimal at night.

Night Phenomena • Radio waves travel through the ether in two ways. During the day they travel along the ground. Signals going upward pass on through the atmosphere and are lost in space. At night, they also travel along the ground, but a phenomenon occurs about 30 miles up that acts as a giant radio mirror reflecting radio waves for vast distances. This is the ionosphere, a layer of electrically charged particles. It is this “skip” activity that permits clear channel stations to be heard thousands of miles away.

Obviously if all of today’s 3,600 radio stations were to remain on the air at night, the resulting skywave reflections would rain a cacophony of radio signals down on the listener that would be as intolerable as unregulated traffic on the Los Angeles freeways.

Review board makes its first am grant

Nell N. Levitt was placed in a small niche of FCC history last week as the beneficiary of the first grant of a new am station (960 kc, 1 kw daytime in Roswell, N. M.) by the commission’s new review board.

A unanimous board finalized an April 6 initial decision recommending a grant to Mr. Levitt, an action taken several months earlier than is customary under former procedures which would have required action by the full commission. The Levitt application had been opposed by KSEL (950 kc) Lubbock, Tex., on interference grounds.

The decision was drafted by board member Joseph Nelson with Chairman Donald Berkemeyer and Horace Slone concurring. The review board was established last summer to lighten the work load of FCC members and is empowered to make such grants. An appeal may be taken to the full commission, however.
ADMEN ARISE, URGES WEISS

Agency head assails television program producers for skimpy ideas, urges revolt by agency creators

Edward H. Weiss, board chairman of the Chicago advertising agency bearing his name, challenged creative writers and producers of television commercials last week to fight for the acceptance of new ideas which they can contribute to improve tv programming. He said a trend toward creative in-breeding among program producers is stifling tv.

Speaking Tuesday before the Broadcast Advertising Club of Chicago, Mr. Weiss charged there is today “a shameful waste of talent in the whole structure of originating, writing, producing and presenting television programs.” He said the wall between agency commercial creative talent and the program creative talent must be knocked down and the free exchange of ideas encouraged.

Mr. Weiss pointed to his agency’s success with its Purex specials for women as an example of what can occur to the benefit of all concerned. The program idea came from an agency copywriter.

Mr. Weiss criticized the frequent aloofness of those who create and produce tv’s programming. He called them a “relatively small band” of writers, artists and directors who work for the network or package producing groups and who too often feel they themselves are the “serious talents” while the agency people are “mere commercial hacks.”

Better Than Programs • The irony, he said, is that in many cases “the commercials on tv and radio are better than the programming itself. They are more imaginatively written, more skillfully presented and more artistically unified.”

The agency executive considered it a “ridiculous state of affairs that the men and women capable of creating these commercials are not called upon to lend their minds and talents to the programming end of the industry.” Mr. Weiss said he is not suggesting that present programmers relinquish their present roles, but he does feel “it must not be, it cannot be, a closed corporation.”

Television lags behind all other mass media in soliciting and encouraging fresh material from new sources, Mr. Weiss observed; yet, it is as important as any of them.

“Tv should encourage new idea sources, he said, and stop being almost “a private preserve of those writers and creative people who belong to the ‘in group’ and who have no interference with their methods, who seem to resent what they consider any ‘infringement’ of their prerogatives to turn out the same programs with a different title each season.”

Leo Burnett adopts computer processes

Another major broadcast agency, Leo Burnett Co., Chicago, is adopting electronic computers to speed up media buying and accounting processes.

Burnett disclosed Thursday that its new IBM 1401 RAMAC system has taken most of the clerical routine out of broadcast buying and billing. It is the climax of an experimental system initiated nearly two years ago.

Earlier, Young & Rubicam and BBDO, both New York, unveiled details of their new computer systems (Broadcasting, Oct. 1).

Burnett’s system automates much of the clerical functions of television and radio spot buying but does not of itself make media judgments, the agency said. The system has completely eliminated the staff position of broadcast estimator, a job which normally has a high turnover because of the tedious routine, the agency said.

Tom Wright, vice president and media director of Burnett, said tv and radio spot schedules are the natural selection for the initial automation be-
Round one: WRAL-TV announces change to ABC Television, effective August 1. Round two: Switch is made and ARB study of Raleigh/Durham metro audience is authorized. Round three: WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

Two area stations split what's left. Ringside comment: Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market...Channel 5/Raleigh-Durham/North Carolina

WRAL-TV

Data Source: Raleigh-Durham ARB Nightline Telephone Coincidental August 15-21, 1962
365 DAYS' LOGS IN THIS EXACT SPACE
LOWEST COST WAY TO COMPLY
WITH FCC'S AUTOMATIC LOG RULE

Only the Documentor (pat. pend.) provides the lowest cost, most efficient system for implementing FCC's new rule authorizing automatic logging. For less than $150.00 Documentor records 365 days of sound, 24 hours around the clock. Stores a year of programming in only 4 inches of shelf space!

$1,395.00 for console, portable or rack-mounted model. Exclusive MicroDiscs, a year's supply shown here, costs only $40.00 per hundred.

Documentor is the long-awaited management control which can record your station's entire output for only 1½¢ an hour. Provides a permanent record of everything that goes out over the air! Fool-proof insurance for every broadcaster.

For an immediate demonstration of how Documentor can be applied to your station operations write, wire or phone ITA Electronics Corporation, Henry E. Rhea, President.
Coca-Cola calls double-TV formation against soft drink rivals

Coca-Cola and Pepsi-Cola led the way to greater soft drink TV billings in the first half of 1962, according to a study released Friday (Oct. 12) by the Television Bureau of Advertising.

Soft drink advertising on TV has increased 48.3% this year. Gross time TV billings in the January-June period were $15,733,348, compared with $10,607,385 in the '61 period. "TVB's" report puts billings for spot TV at $11,409,030 in the first half, up 47.3% from last year's $7,747,050.

Network billings went up 51.2%, $4,324,318 vs. $2,860,335.

Coca-Cola, which has doubled its TV expenditures this year, again was the leading advertiser in the bottled or canned soft drink category. Pepsi's TV billings rose by more than $1.3 million this year. TV's share of all measured advertising from the category topped the 50% level for the first time in 1961, when total network and national spot billings from companies and bottlers for the full year were $21,529,427.

<table>
<thead>
<tr>
<th>Bottled/Canned Soft Drinks Only</th>
<th>First Half</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>1962</td>
</tr>
<tr>
<td>Coca Cola Co.</td>
<td>$1,839,413</td>
</tr>
<tr>
<td>Pepsi Cola Co.</td>
<td>1,360,818</td>
</tr>
<tr>
<td>Seven-Up Co.</td>
<td>995,988</td>
</tr>
<tr>
<td>Royal Crown</td>
<td>891,810</td>
</tr>
<tr>
<td>Canada Dry Corp.</td>
<td>208,640</td>
</tr>
<tr>
<td>Dr. Pepper</td>
<td>119,461</td>
</tr>
<tr>
<td>Cott Beverages</td>
<td>276,200</td>
</tr>
<tr>
<td>Schweppes, Ltd.</td>
<td>240,680</td>
</tr>
<tr>
<td>Category</td>
<td>$4,324,318</td>
</tr>
<tr>
<td>Spot Total</td>
<td>$11,409,030</td>
</tr>
<tr>
<td>Total</td>
<td>$15,733,348</td>
</tr>
</tbody>
</table>

Sources: Spot—TvB-Rorabaugh; Network—TvB/LNA-BAR

Blair TV sales arms become Blair Television

DAVE LUNDY APPOINTED PRESIDENT, OPERATIONS HEAD

Blair-TV and Blair Television Assoc., television sales divisions of John Blair & Co., New York representation firm, have been "unified" under the name of Blair Television, it was announced last week by John Blair, president.

Dave Lundy, executive vice president of Blair Television Assoc., was appointed president of the new sales arm and will be its active operating head. Ed Shurick, executive vice president of Blair-TV, is leaving the firm to go into cattle farming, a long-time interest. (Mr. Shurick owns Nutmeg Farms, Bridgewater, Conn., and heads Shurick Research Foundation, which specializes in cattle research.)

Frank Martin, sales manager in the New York office of Blair-TV, will be executive vice president of Blair Television. Jim Theis will continue as vice president and sales manager of Marketing Div. stations.

Mr. Blair also announced plans to expand Blair Television offices in New York and Philadelphia with additional sales specialists.

Industry-U.S. unit to study advertising

The impact of advertising on the growth of the nation's economy is to be explored by an industry-government task force. The project was approved at an Oct. 5 meeting of the Advertising Committee of the Dept. of Commerce, including members from the industry and department officials. The committee serves in an advisory role to Secretary of Commerce Luther H. Hodges.

The need for a joint study of advertising's relationship to the economy has been under consideration since early in the summer. Peter Allport, Assn. of National Advertisers, is committee chairman. He said the project should move ahead rapidly when the task force is formed. Both committee and department members will select members of the group.

Two key topics are being considered—the relationship between advertising investment and the gross national product, and the connection, if any, between advertising investments and business cycles.

Mr. Allport said the advertising committee feels the relationship between advertising and the government will be improved if industry segments can present their views on pending legislation or inter-governmental plans to the department for study in the early stages of policy formulation. Daniel L. Goldy, administrator of the Business & Defense Services Adm., said advertising industry views would be welcomed and suggested viewpoints be supported with substantive data.

Members participating in the Oct. 5 meeting were Mr. Allport; William K. Beard, Associated Business Publications; Charles B. Burkhart, Outdoor Advertising Assn.; John Crichton, American Assn. of Advertising Agencies; Robert F. DeLay, Direct Mail Advertising Assn.; Emerson Foote, Advertising Federation of America; William Heimlick, Assn. of National Advertisers; John G. Jones, Direct Mail Advertising Assn.

and there’s 27% more of it (on the national average) in Ohio’s Third Market—and no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM.
Ask George P. Hollingbery

Additional morsel for thought:
Dayton has been Ohio’s fastest growing major metropolitan area during the past 20 years.

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina

DAYTON, OHIO · WHIO · AM · FM · TV
RKO General acts as host to 15 agencies

Key executives of some 15 major advertising agencies were the guests of RKO General Oct. 4 at an exhibition in New York that illustrated the past, present and future of General Tire & Rubber Co.'s 12 divisions.

All were featured during the five-day (Oct. 1-5) presentation to leaders representative of the various divisions. The exhibition in the Sherry-Netherland Hotel introduced General Tire's corporate "Big G" logo as it has been adapted to each division.

Shown in the photo are (1 to r):

Sidney P. Allen, director of agency/client relations for RKO General National Sales; S. Heagan Bayles, board chairman and chief executive officer of Sullivan, Stauffer, Colwell & Bayles; and Hathaway Watson, vice president of RKO General in charge of the Broadcast Division. Stations in the ownership group are: WOR-AM-FM-TV New York, KJHL-AM-FM-TV Los Angeles, CKLW-AM-FM-TV Detroit, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, KFRC-AM-FM San Francisco and WGMS-AM-FM Washington, D.C.

KABC listeners hit by kayo commercial

The right commercial for the right product on the right station at the right time is a good buy, no matter what it costs.

That truism was proved anew last month, when a one-minute radio spot was purchased by Ray Brown Automotive Inc., through Walker-Saussy Advertising of Los Angeles, for $1,000, making it one of the higher-priced commercials in local radio history.

The station was KABC Los Angeles.

The time was 7:30 p.m. PDT, Sept. 25, immediately preceding the broadcast of the Patterson-Liston heavyweight championship fight on ABC Radio and KABC, the only running account available to the general public because television coverage was restricted to closed circuit telecasts in theaters with high admission charges.

The product was Impact, an auto seat belt manufactured by Ray Brown Automotive.

The commercial made the point that referees always tell fighters before a fight to protect themselves at all times but protection is even more important to people driving or riding in automobiles. It noted that Ray Brown, which has been making Impact seat belts since 1951, designs and builds them, not to the minimum 3000-pound test requirement, but to the maximum 5000-pound requirements of the U.S. government. "In fact, they are used by the U.S. government and armed forces."

The spot concluded: "So don't go into the ring — that 'four-wheeled, square-circle' car you drive, without Impact seat belts in your corner. In fact, in every corner of the car. You can get them from new car dealers or your neighborhood Sure-Fit stores."

The Los Angeles area listeners — totaling just about 1 million according to a special Pulse survey, heard the commercial and, having heard, acted on its advice, Robert Anderson, president Walker-Saussy Advertising of Los Angeles, said, "There was an immediate reaction from new car dealers, several placing prompt calls to wholesalers to order a supply of Impact belts," he said, "and the Sure-Fit cash registers began ringing the very next morning, with Impact belt sales to motorists who said they'd heard about these belts on the radio the night before."

Summer tv viewing sets record in '62

Summer television viewing set a new record during 1962, according to Television Bureau of Advertising. So did the amount spent by advertisers during the summer on network tv. At the same time, the network cost-per-thousand declined for the fourth consecutive year.

Daily viewing per TV home

<table>
<thead>
<tr>
<th></th>
<th>JUNE - AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F</td>
<td>4 hrs. 20 min.</td>
</tr>
<tr>
<td>M-S</td>
<td>4 hrs. 17 min.</td>
</tr>
<tr>
<td>M</td>
<td>4 hrs. 10 min.</td>
</tr>
<tr>
<td>M-F</td>
<td>4 hrs. 9 min.</td>
</tr>
<tr>
<td>M-S</td>
<td>4 hrs. 10 min.</td>
</tr>
</tbody>
</table>

Change 1962/1958—viewing up 10 min. per TV home per day
Source: A. C. Nielsen

Network TV Cost per 1,000

<table>
<thead>
<tr>
<th></th>
<th>JULY - AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1962</td>
<td>$2.30</td>
</tr>
<tr>
<td>1961</td>
<td>2.32</td>
</tr>
<tr>
<td>1960</td>
<td>2.38</td>
</tr>
<tr>
<td>1959</td>
<td>3.04</td>
</tr>
<tr>
<td>1958</td>
<td>3.59</td>
</tr>
</tbody>
</table>

% Change 1962/1958 —35.9%
Source: A. C. Nielsen

Homes Using TV—During Average Minute

<table>
<thead>
<tr>
<th></th>
<th>JUNE - AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F</td>
<td>5,553</td>
</tr>
<tr>
<td>M-S</td>
<td>5,675</td>
</tr>
<tr>
<td>M</td>
<td>4,927</td>
</tr>
<tr>
<td>M-F</td>
<td>4,791</td>
</tr>
<tr>
<td>M-S</td>
<td>4,343</td>
</tr>
</tbody>
</table>

% Change 1962/1958 +27.9%—+25.0%

*August only
The A. C. Nielsen Co. changed their reporting procedures August 1958.

Source: A. C. Nielsen

Network Gross Time Billings

<table>
<thead>
<tr>
<th></th>
<th>JUNE - AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>M-F</td>
<td>$122,357,400</td>
</tr>
<tr>
<td>M-S</td>
<td>167,543,100</td>
</tr>
<tr>
<td>M</td>
<td>159,616,100</td>
</tr>
<tr>
<td>M-F</td>
<td>142,271,800</td>
</tr>
<tr>
<td>M-S</td>
<td>126,397,100</td>
</tr>
</tbody>
</table>

% Change 1962/1958 —52.2%
Source: TWB/LNA-BAR
Comedy from 20th-Century Fox in:
BELLES ON THEIR TOES — starring Jeanne Crain, Debra Paget, and Myrna Loy
LET’S MAKE IT LEGAL — starring Claudette Colbert, MacDonald Carey, and Marilyn Monroe
DOWN AMONG THE SHELTERING PALMS — starring William Lundigan, Jack Paar, and Mitzi Gaynor — and many more top comedies all contained in Volume 4’s 40 great “Films of the 50’s”.

Comedy from Warner Bros. in:
TOP SECRET AFFAIR — starring Susan Hayward, Kirk Douglas, and Jim Backus
ONIONHEAD — starring Andy Griffith, Walter Matthau and Joey Bishop
THE GIRL HE LEFT BEHIND — starring Natalie Wood, Tab Hunter, and James Garner — and many more top comedies all contained in Volume 5’s 53 great “Films of the 50’s”.

AND... SUSPENSE... BROADWAY... SCIENCE FICTION... ACTION... DRAMA...
Seven Arts Volumes 4 & 5 have everything — everything to please your audiences— top stars — top stories — top directors — they’re all in Seven Arts’ “Films of the 50’s”, “Money Makers of the 60’s” Volumes 4 & 5 now available from Seven Arts.

What’s in volumes 4 and 5 of Seven Arts’ “Films of the 50’s”?
COMMERCIAL PREVIEW: Putting squeeze on production problems

Two problems faced Mogul Williams & Saylor in the creation of its first network TV commercial for Pak-nit, a new shrinkage control treatment for knitwear. The agency wanted, first, a memorable TV debut in terms of audience identification of a completely new concept, and second, circumvention of the taboo against showing men’s underwear worn by a live model.

The completed one-minute Pak-nit spot, which appeared for the first time Tuesday (Oct. 2) on NBC-TV’s "Tonight," demonstrates the agency’s approach to both problems — squeeze action technique. G. Emerson Cole, associate creative director of the agency, said audience impact was achieved with a light, airy touch in keeping with the “not overly serious aspect of men’s underwear.” The technique also allows for simulation of movement without violating the taboo.

The spot utilizes fast-moving vertical and horizontal lines as a visual device to suggest shrinkage and non-shrinkage. An original musical track written by Jerry Jerome provides a strong pace-setting rhythm. Announcer Bill Nimmo offers a voice-over commentary that is verbally linked to the musical beat.

Pak-nit was developed by Compax Corp., a division of Tubular Textile Machinery Corp., Woodside, N.Y. The "Tonight" schedule is complemented with print drives by Pak-nit licensees, including leading brand-name manufacturers of men’s underwear. The commercial was produced for Mogul, Williams & Saylor by Paul Kim & Lew Gifford Productions, New York.

Business briefly ...

Buick Motor Div., General Motors Corp., and Celotex Corp. have purchased sponsorship of ABC Radio’s new weekend sports commentary shows featuring Sam Huff and Robert Bragen. The new weekend shows are heard at 12:25, 4:25, 9:25 and 10:25 p.m. Advertising agency for Buick is McCann-Erickson, Detroit, while MacFarland, Aveyard & Co., New York, represents Celotex.

Reynolds Metals Co. through Lennen & Newell Inc., New York, and Clinton E. Frank Inc., Chicago, have purchased sponsorship of the 44th National Automobile Show over NBC-TV next Sunday (Oct. 7) (6-7 p.m. EDT). The color TV special will take a tour of the automobile show at Detroit’s Cobo Hall for a preview of the 1963 cars and other advances in the auto industry.

Reddi-Wip, through McCann-Erickson, Los Angeles, today (Oct. 15) starts the most intensive 10-week advertising and promotion campaign in the history of this aerated dessert topping, with the offer of a free pumpkin or mince pie to consumers. Offer will be advertised in one-minute commercials on CBS-TV’s daytime programs: "Calendar, I Love Lucy, Petticoat Justice, and The Real McCoy," as well as in magazines and newspapers.

Libby, McNeil & Libby has purchased one-sixth sponsorship of NBC-TV’s coverage of the November election returns.

The Libby buy, through J. Walter Thompson Co., completes sponsorship of NBC-TV’s coverage (At Deadline, Oct. 1).

Kitchens of Sara Lee Inc., Chicago, has bought one-half sponsorship of a Bob Hope special on NBC-TV Nov. 29. All six of Mr. Hope’s NBC-TV specials are now sold out. Sara Lee agency: Hill, Roger, Mason & Scott Inc., Chicago.


American Dairy Assn., Chicago, has approved new increased operating budget for 1963 of $7.4 million, of which over $4.85 million will be spent in consumer advertising, including TV and radio. Ad budget is 10% increase over current year. ADA is sponsoring "Adventures of Ozzie and Harriet" on ABC-TV. ADA
agencies are Campbell-Mithun and Compton, both Chicago.

**Morton Manufacturing Co.,** Lynchburg, Va., for Chap Stick and Chap-ans, has bought network tv for the first time. In addition to a schedule on NBC Radio and spot radio and tv, products will be advertised on seven ABC-TV daytime participation shows. Agency: Lawrence C. Gumbinner, New York.

**Also in Advertising...**

**New in Austin, too -** Read-Poland Inc., advertising-public relations agency, Fort Worth, has opened an office in Austin at 1410 Lavaca St. Marla Pratt is in charge.

**Air Force Procurement Office, Oilmstead (Pa.)** Air Force Base, has renewed a three-year contract for recruiting advertising with MacManus, John & Adams Inc., New York. Billing is estimated at $2 million. Included in the recruiting activities are one tv show and several radio programs. Stations that carry the shows donate the time.


**Agency moves -** Guild, Bascom & Bonfigli, San Francisco, has moved its New York office to new quarters at 575 Lexington Ave. Phone number remains the same: Plaza 1-3979. Henry L. Buccello is manager of the New York office.

**Ratings guide -** Advertising Research Foundation, New York, has issued a free booklet, "The Intelligent Man's Guide to Broadcast Ratings," by Martin Mayer (author of Madison Avenue, U.S.A.). The 25-page booklet, which suggests areas for industry-sponsored research and offers condensed versions of present rating methods, was underwritten by ABC, CBS and NBC. Copies are available from ARF at 3 E. 54th St.

**Cooke/Irwin agency opens**

A new national advertising agency, Cooke/Irwin Inc., has begun operations at 9465 Wilshire Blvd., Beverly Hills, Calif. An eastern office will be opened Nov. 1 at 145 E. 52nd St., New York. Ralph Kent Cooke, president, is the nephew of Donald Cooke, New York station representative and owner of KRLA Pasadena-Los Angeles, and has himself been in the broadcast field in Canada and the U.S. George W. Irwin, vice president of Cooke/Irwin, is a veteran of Southern California advertising. He has been most recently with Eisamen, Johns & Laws, Los Angeles. The new agency's telephone number in Beverly Hills is Crestview 1-7213.

**Rep appointments...**

- **KMED-AM-TV Medford, Ore.:** George P. Hollingbery Co., Chicago, as national representative, effective Oct. 1.
- **KLYD-TV Bakersfield, Calif.:** Blair Television Assoc. as its national sales representative, effective Nov. 1.

**Agency appointments...**

- **Airtemp Division of Chrysler Corp., Detroit,** transfers its account from Grant Adv. to Cunningham & Walsh, New York.
- **Edward Dalton Co.** has appointed Kenyon & Eckhardt as agency for Metrcel in Brazil.

**Space half-hour on tv to launch new fabric**

"Universe," a documentary on space, will be shown for the first time on tv to support the retail introduction of J. P. Stevens' new fabric Hockanum Plus-X. Stevens will sponsor the 30-minute special on WPIX (TV) New York, WGN-TV Chicago, and WJBK-TV Detroit. The program will be shown twice on each station between now and Nov. 14.

According to Fletcher Richards, Callkins & Holden Inc., New York, Stevens' agency, the program will include two 15-minute commercials in each presentation.

**New products testing television**

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for Broad casting each week.

**Monitored during period ended Sept. 28.**

**Product:** Hawaiian Punch frozen bars. **Company:** Pacific Hawaiian Products Co.

**Agency:** Atherton-Privitt, Los Angeles.

**Schedule & Markets:** Daytime minutes in New England.

**Product:** Seamist cleaner. **Company:** Battelle Mfg. Co.

**Agency:** Bauer, Tripp & Foley, Philadelphia.

**Schedule & Markets:** Daytime minutes, 10's and 15's in the mid-Atlantic area.

**Product:** Prestopop Popcorn. **Company:** Stevens-Popcorn Co., subsidiary of American Snuff Co.

**Agency:** Victor & Richards, New York.

**Schedule & Markets:** Daytime minutes in Southcentral states.

With the 1963 auto lines emerging, Humble Oil Co. is using this motif in commercials on the Saturday NCAA football telecasts on NBC-TV.
ANTI-OBSCENITY IN D. C.

Bill passed by Congress would empower policemen to close down newspapers, stations, say critics

District of Columbia Broadcasters and newspapers, supported by NAB and the American Civil Liberties Union, were up in arms last week over congressional approval of a bill to outlaw the publication or distribution of obscenity in the District.

WTOP-AM-FM-TV, WWDC, the Washington Post and Times Herald, and the Washington Daily News editorialized against it and urged a Presidential veto. WMAL-AM-TV planned to take the same editorial stand on Sunday (Oct. 14).

LeRoy Collins, president of NAB, and Lawrence Speiser, director of the ACLU Washington office, also recommended a veto in separate letters to the President.

Opponents of the measure (HR 4670) said they are afraid it will endanger the freedom of communications media in Washington, and give police unrestricted power to restrain broadcasters, commentators and newspapers.

The bill, which had aroused no previous controversy although the original versions of the proposal were introduced in the Senate (as S 1426) and House more than a year ago, passed both chambers with little debate on Oct. 4. President Kennedy has until Oct. 19 to sign or veto it. With Congress expected to adjourn Friday (Oct. 12), he could also "pocket veto" the bill by not signing it.

Main Objections • A chief target of the bill's critics is a section authorizing any policeman to seize all money, vehicles, fixtures, equipment or stock "used or to be used" in the sale, showing, manufacture or distribution of obscene material, or the advertising of obscene material or exhibitions.

The ACLU letter said this would give every local policeman authority to disrupt and close down any newspaper, broadcasting station, motion picture or "live" theatre he feels has given rise to the proscribed behavior.

Some surprise at the furor was expressed by staff members of the Senate District Committee who worked on the measure. Fred L. McIntyre, a committee counsel who has had experience as a prosecutor for the District court, said the bill won't make "one iota" of difference. He said it would give police no power they are now without in criminal matters. The purpose of the bill, he said, is to clarify these powers and prescribe procedures for District court disposal of confiscated property.

Present District law prohibits the sale, distribution, or exhibition of anything that is "obscene, lewd or indecent," or the advertising of such material. But it doesn't specify police authority for making seizures or the court procedures for disposing of the confiscated property.

Law Broadened • The bill also would broaden the existing statute to make it a crime to televise, edit, write, publish, or perform in anything that is "obscene, lewd or indecent," as well as to distribute, exhibit or advertise such material. The penalties for these offenses would be the same—a fine of $50 to $500 or a maximum of one year's imprisonment, or both.

The bill approved by Congress omits one section of the original House version that critics said would have banned such classics as "Romeo and Juliet." The discarded language would have prohibited "publication of scandals, worthing, lechery, assignations, intrigues between men and women, and immoral conduct of persons."

Mr. McIntyre said it would have been more helpful to Congress if criticisms had been voiced earlier. He said the seizure provision was in the original bills introduced last year but that neither communications media representatives nor the ACLU testified at the hearings held by the Senate and House District Committees.

The bill is the result of a compromise worked out in conference by Reps. John Dowdy (D-Tex.) Fernand J. St. Germain (D-R.I.) and William J. Harsha Jr. (R-Ohio), and Sens. Vance Hartke (D-Ind.), Benjamin J. Smith II (D-Mass.), and Jack Miller (R-Iowa).

WTVW petition opposed by Broadcast Bureau

The Broadcast Bureau has asked the FCC to ignore a plea by WTVW (TV) Evansville, Ind., calling for termination of deintermixure proceedings which would shift WTVW from ch. 7 to ch. 31, and reallocate ch. 7 to Louisville, Ky. (Broadcasting, Sept. 24).

In promising a moratorium on the deintermixure to Congress, in exchange for all-channel set legislation, the FCC specifically exempted four long-pending cases, among them Evansville, the bureau said.

The reason for continuing the Evansville proceeding is not merely because it "has gone this far," as WTVW claimed, the bureau contended, but to complete "a voluminous record" which shows the need of Louisville for another vhf channel and the competitive disadvantages of two uhf stations in the area to WTVW. Although the FCC has no mandate from Congress ordering termination of the Evansville proceeding, the agency may consider evidence from WTVW on loss of service to listeners in making a final decision, the bureau said.

In a separate action, the commission ordered WTVW to submit supporting affidavits to clarify a June petition asking that the record be reopened and containing allegations concerning the operation of WLKY (TV) Louisville, Ky., (ch. 32). The FCC further asked that ABC, which rebutted WTVW's allegations, submit, through the Broadcast Bureau, affidavits supporting its position by Oct. 9, with WTVW to reply with its supporting evidence by Oct. 19.

NCTA blasts Cox 'persuasion'

The National Community Television Assn. charged last week that Kenneth A. Cox, chief of the FCC's Broadcast Bureau, persuaded the FCC to reverse its earlier decision that it had no jurisdiction over community antenna systems.

In a "friend of the court" brief filed with the U. S. Circuit Court of Appeals for the District of Columbia in the Carter Mt. case, NCTA charges that Mr. Cox urged the FCC to interpose consideration of economic impact on existing tv stations because that was the position he took when he was special counsel to the Senate Commerce Committee during its tv investigations several years ago.

Before he became Broadcast Bureau chief in 1961, the NCTA claims, neither the Broadcast Bureau nor the Common Carrier Bureau objected to an examiner's initial decision recommending the grant of the Carter Mt. application. It was only after Mr. Cox joined the FCC, the NCTA brief relates, that the Broadcast Bureau reversed its position, argued against the grant and the Common Carrier Bureau, and convinced the commission to adopt its views.

Over the years, the NCTA brief maintains, the commission has held it had no jurisdiction over catv; its reversal of this policy at the urging of Mr. Cox, it says, makes the decision arbitrary and capricious, a "government of men rather than of laws."

The NCTA also asked the court to permit it to participate in argument. Under the rules it has no such authority as amicus curiae.

Impact on TV • The Carter Mt. case
THE ASSOCIATED PRESS
Proudly Announces
the Election of
136 Broadcasting Stations
to AP Membership

AT ONE TIME!

This is the largest number of membership applications approved at a single time since AP first offered membership to broadcasters.

All 136 stations applied for membership since the election of 41 stations on April 17th of this year.
IN 6 OF AMERICA'S TOP 10 MARKETS ALL SIGNS POINT TO

SELL STRAIGHT
SELL HARD
SELL FAST
SELL DEEP
SELL BIG
SELL WIDE
With a fluid flexibility, RKO-General delivers the right audience, in the right places and in the right frame of mind for your specific message. Whatever your product or sales approach, RKO-General can build a made-to-order combination radio and TV audience in six of the top ten markets plus one of the South's richest areas.

Want breadth? RKO-General blankets regions where 70 million consumers live, work and buy. Want depth? RKO-General’s imaginative and adult programming brackets the areas of affluence to reach the people most likely to reach for your product. Your message hits hard because it doesn’t have to fight listener apathy. It goes straight to big-buy, big-wallet audiences that react fast in the RKO-General target markets.

That's why RKO-General stations are basic to any national advertising buy.

Facts, figures and effective results await you when you call your local RKO-General station or your RKO-General National Sales Division man. Call now . . . you'll be that much ahead.

NATIONAL SALES DIVISION OFFICES
New York: Time & Life Building . . . LOngacre 4-8000
Chicago: The Tribune Tower . . . . 644-2470
Hollywood: 5515 Melrose . . . . HO 2-2133
San Francisco: 415 Bush St . . . YUkon 2-9200
Detroit: Guardian Bldg . . . WOodward 1-7200
Atlanta: 1182 W. Peachtree N.W., TR 5-9539
Dallas: 2533 McKinney St . . . . RI 2-5148
Denver: 1150 Delaware St . . . TAbor 5-7585

NEW YORK WOR-AM/FM/TV
DETROIT CKLW-AM/FM/TV
BOSTON WMAC-AM/FM/TV
SAN FRANCISCO KFRC-AM/FM
LOS ANGELES KNJ-AM/FM/TV
MEMPHIS WHB0-AM/TV
WASHINGTON, D.C. WGMS-AM/FM
involves a private common carrier, Carter Mt. Transmission Corp., which sought FCC permission to establish a microwave relay system to deliver Billings, Mont., Casper, Wyo., and Idaho Falls, Idaho, tv programs to a catv system in Riverton, Lander and Thermopolis, all Wyoming. This application was originally granted, but was postponed when KWRB-TV Riverton, Wyo., protested. A hearing followed and a grant was recommended by the hearing examiner. The commission last year, however, reversed the examiner and turned down the application on the ground that Carter Mt.'s operations would have a harmful impact on the Riverton station.

Carter Mt. has appealed, and NCTA's filing last week was in support of the attempt to overturn the commission's decision.

**KEYC-TV spanked with short renewal**

KEYC-TV Mankato, Minn. (ch. 13), received a reprimand from the FCC last week: a one-year renewal, prompted by a sharp reduction in KEYC-TV's staff and local live programming.

Last May KEYC-TV proposed to cut its staff, become a complete satellite of KGLO-TV Mason City, Iowa, and move its main studio to Mason City. Another proposal by KEYC-TV, promptly scotched by the FCC, was to shut down its Mankato studio pending the commission's decisions on its other requests. The commission said it was deluged by letters from Mankato protesting KEYC-TV's cutback in local live programming, staff reductions and proposed abandonment of the Mankato studio.

Since 1960, KEYC-TV has reduced its staff from 35 to 16; its local live programs from 107 to approximately 20 hours per week; and its production staff from 17 to 5, according to the FCC. KEYC-TV failed to notify the FCC of these reductions, the commission charged.

"The Commission believes that your actions in reducing local live programming and staff substantially, without prior notification to the Commission, and during a period when requests were pending before the Commission for authority to operate as a satellite of station KGLO-TV Mason City, Iowa, fall far short of the degree of responsibility which the Commission has a right to expect of its licensees, and also raise a question as to whether your proposals for local live programming now before the Commission have been made in good faith." The renewal granted by the FCC stipulates a broadcast schedule approximately the same as that originally employed by KEYC-TV. Commissioners Rosel Hyde and T. A. M. Craven preferred a three-year renewal, though they concurred.

**O'Konski seeks ch. 12**

Rep. Alvin E. O'Konski (R-Wis.) has applied to the FCC for a new tv station on ch. 12 in Hurley, Wis. The new station has a proposed power of 1.698 kw.

Rep. O'Konski has no broadcast interest at present, but he formerly owned WOSA Wausau and WLIN (FM) Merrill, both Wisconsin. He also held a construction permit for WOSA-TV Wausau, which was later deleted.

Rep. O'Konski represents the Tenth Congressional District of Wisconsin.
NOW ON **WMAL-TV**

A NEW CONCEPT IN LATE NIGHT PROGRAMMING!

**Audience-tested ONE HOUR action, adventure, mystery SHOWS**

**Plus Hollywood's FINEST FIRST-RUN FEATURE FILMS, and**

**BROADWAY'S FINEST PLAYS**

**SUN. 11:15 P.M.**
**PLAY OF THE WEEK**

**MON. 11:30 P.M.**
**THRILLER**

**TUES. 11:30 P.M.**
**SURFSIDE 6**

**WED. 11:30 P.M.**
**CHECK HATE**

**THUR. 11:30 P.M.**
**ADVENTURES IN PARADISE**

**FIRST RUN MOVIES**

FRI. 11:30 P.M.
SAT. 11:15 P.M.

“Mogambo,” “Don’t Go Near the Water,” “Summer Stock,” “Bhowani Junction,” “Above and Beyond,” etc.
SURGE AM FREEZE WAS NO WHIM

FCC justifies stand, denies reconsideration pleas

Surprise was the intent of the FCC last spring in ordering a freeze on the acceptance of any more applications for new am stations or major changes in existing stations.

Lack of advance warning was necessary, the commission said last week in denying 28 petitions for reconsideration and/or waivers of the freeze order (Broadcasting, May 14). "It was concluded that if a freeze were to be put into effect, it must be done without delay since, on the basis of past experience, it was expected that any substantial postponement would result in a flood of several hundred hastily prepared applications," the FCC said.

A footnote to the commission's order, which has not as yet been released, pointed out that the agency could have simply withheld any action on am applications pending the planned study of am broadcasting. The freeze and suspension of past procedures was far from "arbitrary and capricious" as claimed by the petitioners, the FCC said, "but, in the present context, a completely necessary measure directly linked to the discharge of our statutory obligations."

Several prospective applicants affected by the order immediately said they planned to appeal the decision to the courts.

Commissioner Rosel H. Hyde issued a strong dissent, as he did at the time the freeze was imposed, in which he accused the majority of violating the Administrative Procedures Act.

Substantive or Procedural In denying the pleas for reconsideration, the FCC ruled that the am freeze constitutes a procedural change rather than a substantive amendment of rules and therefore an opportunity to file comments is not required. It is clear, the majority opinion maintained, that the purpose of the freeze was not the establishment of new allocation standards but, to the contrary, simply the creation of "conditions under which formal rulemaking proceedings can be effective, efficient and meaningful."

A formal rulemaking proceeding is necessary to "correct the deteriorating situation in standard broadcast allocations," the FCC said, and such a study "possibly of extended nature could have little meaning if we continued to allocate new stations under old rules, thus intensifying the very problems which we seek to remedy."

The FCC order denied pleas for reconsideration by the Federal Communications Bar Assn. and over two dozen prospective applicants for new stations or changes in existing stations. The commission also returned 10 tendered applications and dismissed eight which were inconsistent with present interim criteria.

Standing alone, many of the requests for waivers appear to have merit, the FCC said. But all must be denied because to grant wholesale waivers would obviously destroy the purpose of the freeze, the majority ruled.

In his dissent, Commissioner Hyde pointed out the prospective applicants had prepared their proposals under FCC rules and procedures in existence for many years. Yet, after spending considerable sums of money, they were denied without notice or an opportunity to comment, he said.

Disputing the majority, he maintained the new criteria does prescribe new allocations principles and therefore constitutes a substantive change in FCC rules. Therefore, he said, the commission should reconsider its freeze order and act in compliance with the Administrative Procedures Act.

The am freeze was imposed as the first step in an all-inclusive study of am broadcasting, first set out at the NAB convention last spring (Broadcasting, April 9).

Exempted from the freeze are applications for (1) new Class II stations on the 13 clear channels broken down by the FCC a year ago; (2) an increase in power for existing Class IV stations up to 1 kw; (3) new stations (except 100 watt Class IV's) which would bring a first primary service to at least 25% of the proposed coverage area and which would not cause objectionable interference to an existing station.

In addition, application now pending will be carefully screened "to avoid unnecessary aggravation" of the am problem, the commission said. Eight such conflicting applications were dismissed by last week's order.

At the time the freeze was imposed, the FCC also announced plans to adopt a nationwide table of allocations for fm and urged prospective applicants for am stations to instead consider fm. The am rules now being re-evaluated have been in existence virtually unchanged for over 20 years.

Channel switch tying up KERO-TV renewal efforts

The FCC has advised KERO-TV (ch. 10) Bakersfield, Calif., that its application for renewal of licenses will be returned should the courts deny its appeal, seeking a stay of the commission's decision to delate ch. 10 (Broadcasting, July 23).

In a deintermixture case the commission substituted ch. 23 for ch. 10 in Bakersfield and gave KERO-TV until Dec. 1, 1962, the expiration of its license, to shift. However, the FCC said that until the courts make a decision on KERO-TV's appeal it will take no further action on the applications.

KERO-TV is owned by Transcontinental Television Corp. which is also licensee of WGR-AM-FM-TV Buffalo, N. Y., KFMB-AM-FM-TV San Diego, Calif., and has 60% interest in WNEP-TV Scranton-Wilkes Barre, Pa., and WDFA-AM-FM-TV Kansas City, Mo.

Hill okays REA plan to finance c-c etv

The Rural Electrification Administration would be permitted to finance construction of rural closed-circuit educational television systems under legislation approved by Congress.

The bill (HR 10708) broadens the definition of "telephone service" in the Rural Electrification Act to permit the federal agency to lend money to rural telephone companies to provide such television service. Under present law, "telephone service" means only voice transmission.

The bill, however, expressly prohibits loans for catv systems, television service other than that intended for educational purposes, and radio or television broadcasting services.

REA telephone company borrowers had requested the legislation to enable them to provide closed-circuit television service to rural schools in their areas.
In growing Jacksonville

WFGA-TV IS THE STATION TO WATCH

What a busy, growing place Jacksonville is these days! And what a hold WFGA-TV is taking on metropolitan Jacksonville's television audience! The March, 1962 ARB gives WFGA-TV a big 50% share of audience in this $1,400,000,000 North Florida-South Georgia market. Get the full story of WFGA-TV's latest gains in popularity and dominance from your PGW Colonel. Contact him today.

WFGA-TV
JACKSONVILLE

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
WHN JOINS MUTUAL!

WHN has moved to Mutual, bringing a brand new, brand-conscious audience in 7 key Eastern states! It's an adult, affluent audience, attracted by enlightened radio programming. Only WHN presents Total Information News — complete coverage of local and world events with comment by such outstanding personalities in their field as: Fulton Lewis Jr., Bill Stern, George Hamilton Combs, Whitney Bolton, Leo Jurocher, Tony Marvin and more. As well as Mutual's award-winning program "The World Today"!

And WHN plays The Sound of Music your audience likes to hear. Only the most listenable music presented by Bob and Ray, Dick Shepard, Hans Andersen, Lonny Starr and Dean Hunter.

So remember WHN — all 50,000 watts of it. Your station to reach the best of New York City and beyond. Remember Mutual, too. It's the largest radio network in the world. It's your road to Main Street, U.S.A.
A warning on log classification errors

A one-minute spot announcement on school safety preceding an hour-long music show does not mean the time may be logged as educational, the FCC warned last week, and such logging imprecisions in the future will be "viewed as serious violations."

In a stern reminder to all licensees, the commission noted that "an increasing number" of renewal applications are being submitted to the FCC which contain logging figures improperly computed. All too often, the FCC says, non-commercial spot announcements are being logged as program material in direct violation of commission rules.

In addition to the mistake mentioned above, the commission noted other errors occurring with ever-increasing frequency: one illegal practice is to include the total amount of time devoted to non-commercial spots in the "Talks" category or to a special "Public Service" category; another maneuver specifically outlawed by the FCC is the computation of the total time of non-commercial spots according to their subject matter, including the time in their respective categories (Religious, Agricultural, Educational, etc.).

The commission emphasizes that the ruling against such practices does not constitute a denigration of non-commercial spots, only that such spots may not legally be computed as "programs." The FCC warns that renewal applications provide for an accounting of the number of non-commercial spots and non-entertainment programs of short duration that are not non-commercial spots should be separately logged.

The commission also emphasizes that it expects its licensees to be candid in their representations with respect to programming..." and that pending applications with logging violations of the types described above should be amended.

Sponsor omission inadvertent, say stations

MINNEAPOLIS TV OUTLETS, NAB TAKE ISSUE WITH FCC

All four of the Minneapolis-St. Paul TV stations cited by the FCC for failure to identify the sponsor of a one-minute announcement have told the Commission the omission was inadvertent and due to special circumstances. The FCC citation, issued Sept. 5, said the stations are liable for $500 each (Broadcasting, Sept. 10).

Replies were submitted to the commission by KSTP-TV, WTCN-TV, KMSP-TV and WCCO-TV.

NAB formally objected to the FCC charge in a letter Oct. 11 from Douglas A. Anello, general counsel. The association asked permission to take part if oral argument is held, basing the request on the significance of the case to all of broadcasting.

The four replying stations took the same position as NAB in contending the main issue is wether the conceded violations were willful or repeated, bringing them within the scope of the forfeiture provisions of the Communications Act.

Each station explained that an order for a taped one-minute spot to be broadcast the evening of Feb. 22, 1962, had arrived around 5 p.m. or later when supervisory and/or daytime personnel had left for the day. Nighttime personnel had been of the opinion the identification was inherent in the spot, which arrived shortly before broadcast time.

WTCN-TV said its program director, monitoring at home, had noted the omission of sponsor identification the third time it was broadcast and added that the station had broadcast explanatory announcements at approximately the same periods the following day. The sponsor was the Downtown Council of Minneapolis.

KSTP-TV and WCCO-TV carried the spot twice; KMSP-TV telecast it only once.

UHF reservations sought by three etv groups

The FCC has received petitions from three educational broadcasters to make several channel changes for the sake of non-commercial television in different sections of the U. S.

The Bay Area Educational TV Assn., licensee of Kqed (TV) (ch. 9) San Francisco, asked the commission to reserve ch. 38 in that city for educational use. Bay Area pointed out that the channel is the last available UHF in the area which is not only the sixth largest market in the U. S., but one of the fastest growing areas as well.

The Board of Education of School District No. 10 of Tacoma, Wash., requested that the commission amend its rules to reallocate ch. 20 to that city from Seattle. The petition further stated that if the allocation is made the organization would make application to change the facilities of its KTPS (TV) to ch. 20 from the present operation on ch. 62.

A third petition, by the National Educational TV & Radio Center, requested that the commission institute rulemaking proceedings to realign ch. 14 to Chattanooga from Athens, both Tennessee, and reserve it for non-commercial educational use. NET said that ch. 55 in Chattanooga should be retained for educational use when the need arises.

At the present there are no commercial applicants for ch. 38 in San Francisco or for chs. 14 and 55 in Athens and Chattanooga respectively.

Broadcast spokesmen ask Sec. 315 repeal

The broadcast rights of political candidates do not need special legal protection but would be safeguarded by the general "fairness doctrine" that applies to all broadcast operations, R. Peter Straus, president of WMCA New York and Radio Press International, said last week.

Mr. Straus and Leon Brooks of the Washington legal department of CBS argued for repeal of the equal-time provisions of Sec. 315 of the Communications Act in a debate with counsel for the American Civil Liberties Union and an officer of the Conservative Party of New York State.

Allen Schwartz, ACLU counsel, advocated a modification of Sec. 315 to insure that minority parties get broadcast opportunities "commensurate with their stature" but not necessarily equal to the opportunities granted to major parties. Prof. Charles Rice of Fordham U., vice chairman of New York State Conservative Party, contended that Sec. 315 is necessary and should be retained.

The debaters appeared in a program transcribed for presentation last night (Sunday, Oct. 14) on WKCR-FM New York, the radio station of Columbia U.

Land mobile radio help asked

Land mobile radio operators have been called to a meeting in Washington for this Thursday (Oct. 18) to support the petition filed two weeks ago with the FCC asking the reallocation of chs. 14 and 15 to land mobile use (Broadcasting, Oct. 8). The invitation was issued by William J. Weisz, Motorola, chairman of the land mobile communications section of the Electronic Industries Assn.

"If the petition [for reallocation] is to be successful," Mr. Weisz said, "concerted, active support is necessary from all land mobile user organizations."
O-VATION MUSIC—Programatic's sparkling new adult music with a new, audience-building format is now available through Telesynd, international distributor of outstanding television films.

Telesynd's national distributing organization makes it possible for broadcasters everywhere to enjoy the many benefits of O-VATION Music. You will get quality adult music at minimum cost, reduce studio overhead and enjoy a new dimension in local programming flexibility. O-VATION is available to only one station per market. Make it yours.

Automated For Economy

Precision-automated O-VATION Music features 8-hour tapes of new and exciting instrumental and vocal arrangements, programmed to today's adult audiences, performed by top talent and reproduced in true tonal quality. Programatic start-stop automation provides for pre-selected news breaks, commercials, local broadcasts—lets you inject your own "personality" into every program.
Tough government, docile industry

THE COMBINATION, SAYS HYDE, CAN LEAD RADIO-TV TO OBLIVION

The FCC's senior member in years of service is fed up with the government's accretion of power over broadcast programming. Last week he let go a free-swinging attack on present FCC policy and on broadcasters who are acquiescing to it.

In a speech prepared for delivery Oct. 13 to the Utah Broadcasters Assn. FCC Commissioner Rosel H. Hyde issued his dissent to the current trends in government regulation and laid open the fallacies of the arguments supporting them. For the usually mild Mr. Hyde, an FCC member since 1924, it was an unusually strong presentation. He went so far as to suggest that if present trends continue, radio and television can easily become the kept mouthpieces of whatever political leaders happen to be in power.

In the present policy of broadcast regulation Mr. Hyde has found "amazing conflicts and contradictions."

The integrity of government can be maintained only if government actions are subjected to examination by free media of journalism, said Mr. Hyde. Yet there is strong sentiment in government for suppression of the programming freedom of radio and television.

Among the intellectual elite, said Mr. Hyde, there is a demand for government intervention "in the name of better programs" to elevate public tastes. To this elite a program that the public likes is by definition an inferior program, for it cannot meet the level of taste that the elite has prescribed as its ultimate goal for the public.

Good Questions * "Should the public have the right to make controlling judgments as to broadcast program content and quality," asked Mr. Hyde, "or should this be a function of the Federal Communications Commission?"

"Should the decisions in this area be made through the process of public acceptance or public rejection; or is this an area for the application of authoritarian power?"

"It might be supposed that it would be impossible to employ both of these opposing concepts. However, the commission, in considering applications for new stations and for renewal of station licenses, undertakes to pass judgment on your over-all program performance with due attention to spots and categories while at the same time disavowing any interest in particulars."

"And the industry, in general, although there are some who object, seems to acquiesce in the practice."

Broadcasters, Mr. Hyde suggested, are showing a docility that is unique among the media.

"What do you suppose would happen," he asked, "if similar authority were asserted with respect to publication of newspapers, magazines and the production of plays and movies? No such interference with the public's right to make its own choices would be tolerated."

Counter-Arguments * Those who believe in government influence over television and radio programming justify their aims by saying that broadcasters use frequencies that are part of the public domain. Said Mr. Hyde: "I think this argument tends to overlook the fact that the frequencies as such would be useless without substantial investments in plant and the still larger investments and risks involved in the production of a product whose value in the market is generally fleeting and always subject to many uncertainties."

"It seems to me," Mr. Hyde continued, "that the argument that the government must intervene in program matters because the frequencies belong to the public is another illogical combination of opposing concepts. Wouldn't it be more reasonable to urge that the right of choice should go with the ownership?"

Another argument for authoritarian control, said Mr. Hyde, is that the public is in no position to make a choice of programs and that the government must assume the duty of assuring that the public gets what it ought to have. Aside from the conflict between that argument and "Jefferson's confidence in the judgment of the people," said Mr. Hyde, the practical problems involved in government, program surveillance are hopelessly complex.

There are good reasons to question whether any administrative agency, however large its budget, could actually examine and pass upon the appropriateness and quality of the program services of some 5,672 stations in over

OPERATOR RULES

Stations favor relaxations; engineers oppose proposals

FCC proposals to change requirements for on-duty operators at certain types of radio stations met mixed reaction in comments submitted to the commission (Broadcasting, Aug. 6). Generally, those stations which would be affected by the change favored the proposals and engineers and operators opposed them.

NAB favored the FCC's plan to allow licensees of non-directional am stations which have power up to 10 kw and fm outlets which have power up to 25 kw the option of employing a part-time first-class operator or a full-time one as under present rules. But the trade group opposed a provision for complete inspection of such stations' transmitters six days a week as unnecessary and a financial hardship for some stations.

The Birmingham local of Radio Broadcast Technicians & Engineers (IBEW) expressed the sentiment of many operators in saying the proposals offer no improvement in radio service, and make likely further degradation of service.

One FCC proposal would upgrade the person making routine transmitter inspections from permit holder to third-class operator (a license requiring a written test). The union said permit holding in the past has not been restricted to experienced operators and has been merely a means for "unscrupulous" licensees to get around FCC rules. Under the new rule, such holders could simply take out a third-class license, the union local said.

On relaxation of the fulltime first-class operator rule, the union said an operator could contract with a dozen or more stations have a rubber stamp made, and go from station to station stamping logs, timing and signing them.

The West Virginia Broadcasters Assn., agreeing in essence with NAB, supported the proposals but suggested that a weekly transmitter inspection would suffice.

One engineer said the new rules would increase the "off air" time of many stations, particularly those with old equipment. Another said the plan would put high power or directional stations at a financial disadvantage.

KITN Olympia, Wash., said a first-class license does not insure competence and that this type operator cannot be justified by the average small station.

BROADCASTING, October 15, 1962
2,200 communities," said Mr. Hyde. Futility and frustration are the inevitable results of a serious effort to appraise the programs of so many stations. Yet the process has been going on since the FCC issued its program policy statement of July 1960. 

**Pressure to Conform** In its 1960 statement the FCC spoke of program balance and listed 14 categories of programming it said were usually necessary to be represented in a broadcast schedule if the public interest is to be served. As licensees reshape their programming to fit the FCC's specifications, Mr. Hyde sees these questions being raised:

*Do you think that schedules designed to please Washington would necessarily please the local community?*

*Do you think that encouraging members of the public to look to Washington for an answer to their program wishes rather than to the stations, sponsors and other producers will give desired results?*

"Would surveillance even in a limited supervisory sense conduce to the freedom of expression, the exercise of imagination, and in general the stimulation of creative results; or would it rather conduce toward repetition, imitation of what has been accepted, and in general to dull conformity?"

**Protection Policy** The process of conformity that has already been generated, Mr. Hyde thinks, may be one reason why some influential radio broadcasters have asked the government to provide protection against competition. Distinctions among stations diminish in the "look-alike and hear-alike results" of the broadcasters' programming "with an eye toward the licensing authority," said Mr. Hyde.

The NAB and FCC will soon begin conferences to look for ways to solve what the NAB has already decided is the "overpopulation" of radio stations. To Mr. Hyde it is "disturbing" that a free enterprise like broadcasting should be seeking economic protection through limitations on competition.

"I can understand objections to overcrowding or overabundance of like services," he said last week. "But what has become of the old assertion that there is always room at the top?"

**Price of Subservience** What troubles Mr. Hyde most of all is the danger that radio and television will be corrupted in their function as "an electronic press."

"It has been recognized," he said, "that an unsubservient communications service can be a bulwark of democracy . . . In a society which looks toward the public as the final authority it is, of course, essential that the public be as fully informed and advised as possible. Historically it has been considered a function of the press to provide this service uninhibited and uncontrolled."

"In those societies which exist under dictatorships you always have exactly the opposite situation. As everyone knows, control of sources of information is an essential characteristic of all such systems."

"I think it is appropriate to ask whether it is possible to reconcile any degree of program subservience to government with the duty of maintaining an alert, constant watchfulness with complete reporting of matters favorable and unfavorable as to the doings of government. It might be suggested that there is an inherent conflict or opposition as between representatives of government who are naturally interested in maintaining the best possible image before the public and the observer whose function is to obtain and report matters as they are, favorable or unfavorable."

Broadcasting, said Mr. Hyde, must be uninhibited, and its messages "amenable only to the judgment of the public."

"Seek not what your government can do for you in terms of setting guidelines and prescribing program elements," he told the broadcasters, "but rather seek what you can do for your government and do for your country in terms of providing unsubservient communication of truth."

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**Ad people worry about drug bill**

The drug control bill signed into law by President Kennedy last week has some advertising industry people worried about the possible consequences of the section on prescription-drug advertising.

The act, intended to assure the distribution of better and safer medicines, will affect only advertising directed to physicians—material contained in medical journals or direct-mailing pieces. But advertising association representatives fear it might set a precedent for other products.

As passed by Senate and House, the act requires that an advertisement of a prescription drug carry "in brief summary" the properties of the product, including side-effects, contra-indications and effectiveness.

This provision is more acceptable to the advertising industry than a version in the original Senate bill which would have required disclosure of all such properties in detail.

But such organizations as the Assn. of National Advertisers had urged that advertising be exempted from the full-disclosure requirement provided it informs readers they can get data about a drug's properties upon request to the maker.

The House bill, as originally reported by the House Commerce Committee, carried the ANA proposal. But it was defeated in a floor fight, and the compromise amendment providing for disclosure "in brief summary" was adopted. It prevailed in the conference that reconciled differences with the Senate bill.

Another provision in the House bill that remains in the final version forbids regulations requiring prior Food and Drug Administration approval of advertising content "except in extraordinary circumstances."

The ANA, in opposing the Senate version, said there is not time nor space enough in broadcast or print media for an advertiser to give "extensive dissertations concerning his product." To require him to do so, the ANA said, is to forbid him from advertising at all.

As signed by the President, the act is still not satisfactory to advertising representatives. As one of them has expressed it, "We don't like the government saying what's supposed to go in an ad."

---

*FCC's Hyde Cites contradictions in present policy*
10 million people could hear a pin drop!

... if everybody in WLW-land tuned in WLW. Because it's the Nation's Highest Fidelity Radio Station—capable of broadcasting the softest pianissimo to the loudest crescendo with incredible clarity, thanks to the revolutionary WLW-AM transmission developed by Crosley Broadcasting engineers.

Just another example of the many WLW advancements which have made WLW a leader in the industry for 40 years to consistently rank among the top leaders of the more than 4400 U.S. Radio Stations in audience, programming and technical accomplishments.

WLW offers the best from the NBC and ABC Networks, plus power-packed local personalities, helicopter traffic reports, radar weather reports, Comex news system, farm coverage from its own farm, and many more attractions built on long-range planning and achievement...not on here-today-gone-tomorrow promotions and gimmicks.

So when selecting Radio time, call your WLW Representative first. You'll be glad you did.

And listen for that pin dropping!

WLW RADIO
CINCINNATI

covers over 2,500,000 radio homes in 212 counties

Crosley Broadcasting Corporation
HARTFORD PAY-TV FOES LOSE AGAIN

The FCC's right to approve pay tv operations under limited test conditions was confirmed last week when the U. S. Supreme Court refused to review a lower court ruling upholding the FCC's grant to RKO Phonevision Co. to broadcast Phonevision pay tv over its ch. 18 WHCT (TV) Hartford, Conn.

The court rejected without comment a petition for review by a group of Connecticut theatre owners who have opposed the Hartford proposal since it was first filed with the FCC.

RKO has been operating WHCT as a subscription tv station since June. Feature films are the basic program offerings in prime evening hours. The programs are broadcast in scrambled form and subscribers must have decoding equipment which rights the picture and sound.

The FCC grant to RKO Phonevision, a subsidiary of RKO General Inc., was made in February 1961, following a full-scale hearing before the full commission in October 1960. Opposing the grant were the Connecticut Committee Against Pay Tv and Stanley Warner, Loew's, Connecticut Theatres, Manchester Drive-In Theatre and Outdoor Theatres Corp.

The theatre group appealed the commission's grant to the U. S. Court of Appeals in Washington. Last March, the three-judge court unanimously upheld the FCC's action (BROADCASTING, March 12).

It was this decision that the theatre owners asked the Supreme Court to review.

Second Test - It was only two weeks ago that the FCC granted the second application for a pay tv test. It gave permission for ch. 2 KTVR (TV) Denver to test out the Teleglobe system of pay tv for the same three-year period granted to RKO Phonevision.

In the Teleglobe system, the picture is broadcast as usual, but the sound is piped to subscribers via telephone lines.

The system in Denver will be operated by Teleglobe Denver Corp., owned two-thirds by Macfadden-Bartell Corp. and one-third by Teleglobe Pay Tv Inc. Macfadden-Bartell, which has agreed to pay $350,000 into the test, is also the owner of the Bartell group of stations.

Bill Daniels, Denver broker specializing in community tv systems and also a principal in catv management, holds an option to purchase KTVR for $2 million. He has agreed to continue the pay tv test when and if he takes over the station. Mr. Daniels also owns KFML-AM-FM Denver. KTVR is now owned by J. Elroy McCaw.

Tax ruling on translators

Non-profit corporations that operate tv translators are exempt from federal income taxes under a ruling issued last week by Internal Revenue Service. Translators provide tv service to communities remote from tv stations (see translator special report, BROADCASTING, Oct. 8).

IRS held such translator operations are tax free because they are civic and their signals are available to the entire community and supported by voluntary memberships and gifts. It was explained that organizations charging regular payments such as community antenna operations are operated solely for the benefit of members or subscribers and are not civic leagues entitled to tax exemption.

Translator groups must file Form 1024 with a district revenue office to be entitled to tax exemption.

Move to Indianapolis denied to WTTV (TV)

WTTV (TV) Bloomington, Ind. (ch. 4), lost its attempt to shift to Indianapolis when the FCC last week denied rulemaking which proposed to authorize the reallocation of ch. 4.

The commission said it would not be justified in adding a fourth commercial vhf station to Indianapolis at the expense of Bloomington, which would lose its only local outlet and its only Grade A tv service. The FCC majority, Chairman Newton N. Minow and Robert E. Lee dissenting, also said the record does not justify the reservation of ch. 4 (or another Indianapolis channel) for educational tv "at this time." (When the rulemaking was announced, the FCC also invited comments on whether ch. 4 or another commercial vhf should be reserved for etv in Indianapolis [BROADCASTING, Dec. 11, 1961].)

But, the commission said, a city the size of Indianapolis needs an etv station and if ch. 4 were moved to Indianapolis "it might very well be that the public interest would require its reservation... All we conclude here is that—as compared to the value of ch. 4 as a local outlet for a commercial operation in Bloomington—we would not be justified in moving the channel to Indianapolis and reserving it for educational purposes."

Atlantic trading suspended

The Securities & Exchange Commission last week temporarily halted all trading in the common stock of Atlantic Research Corp., Alexandria, Va. Atlantic Research owns Jansky & Bailey consulting engineering firm which it bought in 1959 when it acquired General Communications Corp. The SEC claims that Atlantic's report to stockholders showed a net income of over $1.4 million, whereas consolidated financial statements filed with the commission show a loss of $1 million. The suspension is in effect for 10 days.

Arlington station has war plan of action

The threat of the cold war turning hot means more than digging fallout shelters; it also means that broadcasters must have a plan for action.

One broadcaster who has done something about this is Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va.

In a "Nuclear War Plan," issued to station employees, Mr. Arundel lists the activities and responsibilities of all members of his staff under two conditions: (1) nuclear warfare in another part of the world or a land battle breaking out between U.S. and Soviet troops, or an otherwise critically dangerous situation between the U.S. and the Soviets, and (2) any attack on the continental United States.

Under the first condition, WAVA goes on a "war alert" basis, broadcasting a "calm format of total hard news facts interspersed only with brief, relaxing Americana musical selections." News, it is emphasized, will be broadcast only from UPI (the news service to which WAVA subscribes) and recognized official sources. Commercials will be cut to sponsor identification only. Executives of the station will rotate 24-hour duty, with two men on duty at all times (an announcer-engineer and a news director).

Under an attack condition, WAVA will proceed into a Conelrad position, with the WAVA president and chief engineer only to remain at the station throughout the duration of the attack. The announcer on duty at the time will remain at his post; all other employees are excused to follow individual or family civil defense plans and to report back to the station after the attack is over and there is no danger of radioactive fallout.

"Payday will be Friday as usual," Mr. Arundel states.
Don’t forget to keep an eye on your supply of short subjects. They add spice and interest to any schedule—fill out uneven spots—create fresh formats and new audiences. Flexibility at low cost. Take a long look at these interesting short subjects from MGM Television:

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FCC donates uhf antenna to City of New York

The FCC has formalized its gift of the commission's uhf test antenna atop the Empire State Building to the City of New York.

In a letter to Mayor Robert F. Wagner the commission stated, "We are pleased, of course, that your great city is the beneficiary of these circumstances (that the antenna has been declared unusable surplus by the government) and that some great good may still flow from our investment therein."

The "great good" will be the operation of a noncommercial tv station, WNYC-TV, on ch. 31—the assignment used by the FCC for experimental WUHF (TV). The test antenna was built especially for that channel and would cost the government more to dismantle than it would bring as scrap. WNYC-AM-TV is licensed to City of New York Municipal Broadcasting System.

The FCC granted permission to the city Sept. 17 to modify a previous construction permit to operate on ch. 31, and thus make possible the use of the antenna when available. The new operation began Oct. 1.

The FCC's use of ch. 31 was a $2 million operation to test uhf television reception in that area.

Congress tightens USIA purse strings

BUT VOA, INTERNATIONAL TV SERVICE DO WELL

The Voice of America and the International Television Service fared well at the hands of congressional appropriations committees in the second session of the 87th Congress. But their parent organization the U. S. Information Agency, ran into difficulties in requests for funds to build transmitters to carry VOA broadcasts. The Congress last week passed a bill containing $146,725,000 for the USIA. This was $11,235,000 less than the agency asked. But if USIA follows the recommendations of the House Appropriations Committee, it will not reduce any of the expenditures it had proposed for the Voice of ITV. The agency had requested $22,999,600 for VOA and $3,782,600 for ITV activities.

The same bill contained $8,750,000 for modernizing radio transmitters in Dixon and Delano, both Calif., and Bethany, Ohio, and for engineering research. The agency had requested $11,260,000 for this purpose, but didn't object to the cut, largely because the government has already entered the fourth month of its 1963 fiscal year, when it began July 1.

A supplemental appropriations bill approved by the House and expected to be passed by the Senate late last week contains $9,600,000 for 10 250 kw shortwave transmitters to be built either in the Philippines, if site negotiations with that government are successful, or the Ryukyu Islands.

The amount is $13,059,000 less than the agency requested for the project, but the House Appropriations Committee said the sum would provide all that USIA plans to obligate during the current fiscal year.

USIA had also asked for $7,375,000 to build a million-watt shortwave transmitter in Thailand. But this request, contained in the foreign aid bill, was slashed to $1,600,000 in the compromise bill passed by Senate and House.

WRVB-FM faces fine on transfer charges

WRVB-FM Madison, Wis., faces a $1,000 fine, the FCC announced last week, because of an unauthorized assignment of license.

Paul A. Stewart, owner of the station, filed in Wisconsin for incorporation in 1960 without notifying the FCC, although as early as 1959 the commission had told Mr. Stewart the proper procedure for assignment of license.

The formal change in assignment of license is from Stewart's original company, Paul A. Stewart Enterprises; to Paul A. Stewart Enterprises Inc.

WRVB-FM has 30 days to reply to the notice of forfeiture. Commissioners Rosel Hyde and Robert Bartley dissented, the latter issuing a statement of his belief that a revocation order should be released.

Congressmen propose to cut tv set tax

Two congressmen propose to ask their colleagues next year to cut the manufacturers' excise tax on television sets from 10% to 5%, if they survive the elections.

Rep. Silvio Conte (R-Mass.) and James A. Burke (D-Mass.) introduced such proposals Oct. 5, too late for consideration in the 87th Congress. But both said last week that, if re-elected, they would reintroduce their proposals next year.

Rep. Conte's bill (HR 13362) applies to radios, phonographs and other entertainment equipment, as well as tv sets. But he said its purpose is to bring down the cost of the vhf-uhf receiver that set makers will begin producing exclusively in 1964 under the all-channel-set legislation enacted this year. He said the all-channel set would cost $25-$60 more than the vhf-only receiver.

Rep. Conte said it would be several years before the all-channel-set law could have its intended effect of spurting the growth of uhf television. As a result, he added, the excise tax on sets should be reduced to prevent the new law from having "an unfavorable effect on consumers" and from posing "a serious threat" to set makers.

He also said his proposed 50% tax reduction would bring the tax rate on tv sets and radios in line with that on other electrical appliances.

Rep. Burke, a member of the tax-writing House Ways and Means Committee, is opposed to manufacturers' excise taxes in general. He said they are unfair to businesses that also must pay the federal 52% corporation tax. Besides his bill dealing with tv sets (HR 13361), Rep. Burke has introduced excise-tax-cutting measures affecting other industries.

Another measure pending would eliminate the excise tax on all-channel sets but retain it on vhf-only sets. That bill (HR 12745), introduced by Rep. John B. Anderson (R-III.) last summer (Broadcasting, Aug. 6), was intended to equalize the cost between all-channel and vhf-only receivers.

NAB-FCC talks cover on-air editorials

Ways of promoting on-air editorializing by broadcast stations were discussed Oct. 9 at an NAB-FCC luncheon where commissioners were briefed on long-range broadcast plans to develop new voluntary guidelines for stations that would include the handling of political issues.

Representing NAB at the luncheon were Daniel W. Kops, WAVZ New Haven, Conn., chairman of the association's editorializing committee; Frank J. Abbott Jr., WWGP Sanford, N. C., and Frederick S. Houwink, WMAL-AM-FM-TV Washington. Appearing for the FCC were Chairman Newton N. Minow and Commissioners Robert T. Bartley and Frederick W. Ford.

The conference was held as part of an Oct. 8-9 meeting of NAB's Editorializing Committee, held in Washington. Other committee members who attended were A. Louis Read, WDSU New Orleans; Rex G. Howell, KRAX-
Always the Winner
In the Central New York Market!

WSYR-TV
Best Programming
Best Facilities
Best Coverage
Best Talent

Delivers 50% more homes than Station "B"

There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.

Get the Full Story from
HARRINGTON, RIGHTER & PARSONS

WSYR・TV
NBC Affiliate
Channel 3・SYRACUSE, N.Y.・100 KW
Plus WSYE-TV channel 18 ELMIRA, N.Y.
**FCC reorganizes counsel’s office divisions**

Two divisions of the FCC’s Office of General Counsel were reorganized last week along lines recommended last winter in a management survey of the commission.

Both divisions — Administrative Law & Treaties and Regulatory (changed to Enforcement & Defense) — are headed by assistants general counsel. Both jobs are vacant now. Paul McDonough and John O’Malley are acting chiefs of administrative law and regulation, respectively.

The general counsel’s rulemaking and coordination functions were reassigned to the Law and Treaties Division, which will interpret and research the rules and draft proposed changes. The Regulatory Division was renamed the Enforcement and Defense Division because of the increased scope of national defense activities within the office, the FCC said.

John Harrington, chief of FCC’s Complaints & Compliance, is scheduled to become assistant general counsel for enforcement and defense (CLOSED CIRCUIT, Sept. 24).

**Did Theriot divest? FCC asks question**

Has Leo J. Theriot — who had his license as a broadcaster revoked — really divested himself of all interests in KLFT Gold Meadow, La.? This question and several others were raised by the FCC in enlarging the issue in the controversy between two applicants for that station.

John A. Egle and KLFT Radio Inc. (Clerville Keif Sr. and Edward T. Diaz), are mutually exclusive applicants for the Gold Meadow frequency following the revocation of Mr. Theriot’s license for violating FCC rules (BROADCASTING, March 19).

In enlarging the issues the FCC wishes to determine if there are any agreements or understandings between Mr. Theriot and KLFT Radio which have not been disclosed to the commission. KLFT Radio and Mr. Theriot have made an agreement whereby the former shall purchase the physical assets of the station for $30,000, but there has been no agreement made concerning collateral or default of payment provisions, according to the FCC. Mr. Egle said he had unsuccessfully sought to purchase the station’s equipment (BROADCASTING, April 23) for $27,500, but the price was suddenly raised to $53,125 without explanation.

Further, the FCC wants to know if any agreements between Mr. Theriot and KLFT Radio were designed to make the former an undisclosed principal in the corporation.

KLFT has not filed an opposing petition to Mr. Egle’s charges and hence the commission stated that it must accept the allegations concerning the business relationship of Mr. Theriot and the opposing applicant as correct pending a hearing.
Likes Everything About the All New "BIG G"...

Mr. Don M. Lidenton, Owner-Manager of Station KLID, Poplar Bluff, Missouri, Reports on the New Gates BC-1G 1 KW AM Transmitter:

"I like everything about my new Gates BC-1G. I especially like the fact that it uses triodes in the final and modulator, and that the RF driver is modulated, too. I am also very pleased with the cathode follower, direct coupled driver in the audio circuit and the audio feedback circuit."

This all new BC-1G transmitter -- the "BIG G" kilowatter from Gates -- combines rigid day-in and day-out dependable operation with the most satisfying fidelity of transmission ever achieved in a 1 KW transmitter.

It's new from top to bottom, inside and out -- with big features that give full-time top performance. For instance: Silicon rectifiers used in all power supplies for lifetime reliability without tube change, 833A tubes -- the most reliable power tube available -- used in both R.F. and modulator circuits, and a new convectional cooling system designed to greatly lengthen component and tube life.

And to make your dial spot light up with that "million dollar sound," Gates engineers have concentrated on low intermodulation distortion. The combination of a cathode follower audio driver, an unusual over-all feedback system, low leakage reactance in the modulation transformer and modulating the R.F. driver as well as the power amplifier has resulted in an unusually rich, "clean" fidelity of transmission that will make your listeners sit up and listen.

Other special features make a BIG difference in the new "BIG G". For the complete story -- write for Brochure No. 112 today.

Our 40th Year, 1922-1962
SUPREME COURT REFUSES N.J. CASE

Won't review denial based on lack of program study

If the FCC wants an applicant to make a survey of the community he's applying for, there's no way out. It's got to be done.

This is the obvious result of last week's decision by the U. S. Supreme Court refusing to review the FCC's action last year when it turned down an application for an fm station in Elizabeth, N. J.

The Supreme Court refused to disturb a lower court ruling upholding the FCC's right to require that a study be made and that failure to do so permits the commission to deny the application. The lower court ruled last March (BROADCASTING, April 2).

Some see the Supreme Court ruling as giving the FCC more power over programming. It was the programming proposals by Suburban Broadcasters that tripped up the applicant last year when it applied for the New Jersey fm. Reversing an examiner's favorable initial decision, the commission voted to deny the application because it said no study had been made of the community by the applicants.

A key factor in the case was the commission's contention that the proposed programming for Elizabeth was similar to programming proposals by the same group for Alameda, Calif., and Berwyn, Ill. The group received a grant for Alameda, but withdrew its Berwyn application.

The FCC action was taken on 4-2 vote, with Commissioners Roel H. Hyde and John S. Cross dissenting. Commissioner Frederick W. Ford did not participate.

This FCC decision was unanimously upheld by the appeals court in the District of Columbia. The court turned down both major arguments by the applicant: that the FCC does not have the statutory authority to require a survey of the community, and that in doing so the commission violated the First Amendment.

Flairs Anew * Meanwhile at the FCC last week an intramural dispute erupted between the agency's Review Board and Broadcasting Bureau on the issue of whether an applicant had surveyed local programming needs. The bureau appealed to the full commission the review board's refusal to add such an issue in a hearing on the application of Boothel Broadcasting Co. for a new am station in Kennett, Mo.

KBOA Kennett also appealed the board's decision to the FCC. The bureau charged the board's decision (on a 2-1 vote) modified FCC policy on a matter "which is being raised more and more in hearing cases." The bureau and KBOA charge that the Bootheel (100% owned by William L. Miller) programming proposals are virtually identical to those of KHSJ Hemet, Calif. Mr. Miller was a 50% owner of the KHSJ application.

Both the appellants also want an issue added to determine whether Mr. Miller misrepresented the facts in his Bootheel application.

It's a greenlight for Crosley, WIBC

Two conditions laid down by the FCC in approving an agreement between Crosley Broadcasting Co. and WIBC Inc. for ch. 13 Indianapolis have been met, the commission said last week in terminating the case.

In so doing, the FCC finalized its September grant of ch. 13 (WLWI [TVI] to Crosley (BROADCASTING, Sept. 17) and the dismissal of the WIBC Indianapolis application. The commission said that it had received (1) notice that the purchase of Crosley's WLWA (TV) Atlanta by WIBC has been finalized and (2) a WIBC request that its ch. 13 application be dismissed.

Crosley reimbursed WIBC $100,000 for expenses incurred by the latter in processing its ch. 13 application and WIBC in turn purchased WLWA (now WATT [TVI]) for $3.3 million. A year ago, the FCC had reversed a 1957 Indianapolis grant to Crosley and awarded ch. 13 to WIBC.

Chairman Newton N. Minow and Commissioner Robert T. Bartley, who along with Commissioner Frederick W. Ford dissented to the Crosley-WIBC agreement, abstained from voting in last week's action.

Army looks for agency

The Secretary of the Army has announced that the national advertising contract for the Army Recruiting Service covering the period July 1, 1963, to June 30, 1964, is under consideration. The contract will be awarded next February and will include two renewable one-year options.

The Army's Office of Personnel Operations in Washington says that the scope of the account and the variety of services required make it desirable to limit competition for the contract to nationally recognized agencies with an annual domestic billing of $10 million or more.

Agencies interested in the contract will be required to complete a questionnaire which will provide data on their organization, experience and ability.

The current account for promoting Army recruiting, scheduled to expire June 30, next year, has been held by Dancer-Fitzgerald-Sample Inc., New York, since July 1960.

The amount of the contract during the current fiscal year is approximately $1 million.

NBC plea questions atheist's standing

Atheist Robert H. Scott is not a party of interest and has no standing to protest the renewal application of KNBC San Francisco, NBC (licensee of the station) told the FCC last week in urging that Mr. Scott's request for a hearing be dismissed.

Mr. Scott had asked for a hearing because KNBC had refused him time to give the atheist viewpoint in reply to religious programs broadcast by the station (BROADCASTING, Oct. 1). Even if the protestant did have standing, NBC said, his petition is without substantive merit and should be dismissed for this reason.

He failed to show that KNBC broadcast any programs directed personally against Mr. Scott or that the station was wrong in its judgment that atheism is relatively insignificant as an issue in San Francisco, NBC said. "Mr. Scott desires to create a controversy and there is no basis in law or sound public policy requiring a licensee to accommodate anyone's desire to create a public controversy," NBC told the commission.

The reasons for denying Mr. Scott time on KNBC "were completely consistent with its obligations as a broadcast licensee," the network maintained.

$3 million for etv approved by Senate

Supporters of the new federal educational television project were heartened last week by the Senate approval of an appropriations measure providing $3 million to get the five-year, $32 million program started.

The figure, contained in a supplemental appropriations bill the Appropriations Committee reported to the Senate last week, is $1,989,000 less than requested by the Department of Health, Education & Welfare, which administers the program. But it is $1 million more than approved by the House (BROADCASTING, Oct. 8).

HEW officials said the amount allowed by the House for the matching grants authorized by the etv statute would have provided for grants for
STANDS FOR PUBLIC SERVICE AT WHEC-TV

In every Television community there is ONE station that seems especially conscious of its civic responsibilities.

In Rochester, New York, that station is WHEC-TV.

Highlighting our extensive and continuous Public Service programming are TWO MONTHLY PUBLIC SERVICE FEATURES produced and directed by the WHEC-TV Public Affairs Department, Warren Doremus, Director . . .

"ROCHESTER REPORTS"

A documentary series dealing with important social, economic and cultural matters—employing sound film, videotape and live techniques. Programs have embraced such subjects as:

- A Day in the Life of a TV News Department
- Behind the Scenes of a Modern Police Bureau
- Wheels, Wings and Rails—city transportation crisis
- The Graduate—the future facing the class of '62
- Adventure—SCUBA Diving

"FACE THE COMMUNITY"

A discussion series with subjects of current interest and importance to people of the Rochester area, ranging from panels and interviews to political debates in the traditional form. Subject matter has included:

- Integration in a Northern City
- Medicare for the Aged
- The High School Drop-Out
- Emotionally Disturbed Children
- Current Elections—National, State, Local

Among the guests: Governor Rockefeller, Ambassador Lodge, Supreme Court Justice Douglas, Governor Brown of California, Eleanor Roosevelt and local civic leaders.

To reach deep into the prosperity of Rochester, New York, you can not choose a more responsible voice than . . .
only 10 new tv stations. The department's request of almost $5 million was intended to finance a total of 35 grants for new and existing tv stations.

The Senate acted on the supplemental bill on Thursday (Oct. 11). Senate and House conferences were scheduled to meet Friday (Oct. 12) to iron out differences between the figures approved by each chamber.

False statements charged to Davis

Licenses of KMACKISS (FM) San Antonio should not be renewed because the owner, Howard W. Davis, "wilfully" made false statements to the FCC in a 1954 tv comparative hearing, the Broadcast Bureau charged last week.

The bureau statement came in proposed findings following a three-year proceeding on the KMACKISS renewal applications. The hearing was ordered to determine Mr. Davis' character qualifications because of FCC findings in the contest for ch. 12 San Antonio (awarded to KONO-TV over Mr. Davis).

There is a question whether Hearing Examiner Walter Guenther will accept the bureau findings, however, as last summer he refused to extend the deadline for their filing (BROADCASTING, July 9). The findings were due June 25 and in submitting them last week the bureau asked that they be accepted.

During the tv hearing, Mr. Davis "demonstrated that he was lacking in credibility and candor, that he wilfully made financial misrepresentation," the bureau charged. This included ballooning his assets, creating non-existing assets, concealing his liabilities and otherwise withholding vital information, the bureau said, "all of which formed a pattern of deception designed to deceive the commission . . .”

Senate fails to act on space firm nominees

The 13 men nominated by President Kennedy two weeks ago to be the incorporators of the proposed communications satellite corporation (BROADCASTING, Oct. 8) will probably have to settle for recess appointments from the President. Congress adjourned last week before their names could be submitted to the Senate for confirmation.

The effort by the Senate Space and Commerce Committees, which handled the nominations, to send them to the Senate before adjournment collapsed Wednesday night. Sen. Robert S. Kerr (D-Okla.), Space Committee chairman, notified President Kennedy that the pressure of the closing days made it impossible for the committees to act on the nominees.

As a result, the President is expected to give the 13 nominees recess appointments, and then to resubmit their names to the Senate after Congress reconvenes in January. The incorporators will set up the private corporation authorized by Congress to own the U.S. portion of the proposed communications satellite system.

Broadcast Connections • Five of the nominees have broadcasting interests. They are Edgar F. Kaiser of Kaiser Industries, which owns KHVII-TV Honolulu and KHJK (TV) Hilo, both Hawaii; Philip L. Graham, publisher of the Washington Post and Times Herald, which, along with Newspaper magazine, WTOP-AM-FM-TV Washington and WJXT (TV) Jacksonville, Fla., is owned by the Washington Post Co.; Leonard H. Marks, a member of the Washington communications law firm of Cohn & Marks; George L. Killian, president of American President Lines and chairman of Loew's Inc. (GMG), which owned WHN (later WMGM but now WHN again) New York for many years until selling it to Storer Broadcasting Co. this year; and Bruce Sundlun, secretary and general counsel of The Outlet Co., which owns WJAR-AM-FM-TV Providence and which is a 50% stockholder in Salt City Broadcasting Corp., one of the applicants for ch. 9 Syracuse, N.Y.

The other nominees are David M. Kennedy, chairman of the National Bank and Trust Co., Chicago; Sidney J. Weinberg, of New York, a partner in Goldman, Sachs & Co., a Wall Street investment firm, and director of a dozen companies; A. Byrne Litchg, a former Washington attorney now with the Tampa, Fla., firm of Coles, Himes and Litschgi; Beardsley Jackson, president of the board of The Mastan Co., of Hilo, one of the applicants for ch. 13 Hilo, Hawaii; Robert A. Cohn, former Washington attorney and director of the Rio Algom Mines Ltd., and Callahan Mining Co.; George J. Feldman, counsel, vice president and member of the board of The Mastan Co., of New York; and John T. Connor, president and director of Merck & Co., of Rahway, N.J.
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**BROADCASTING**, October 15, 1962
Dent for 'dumb' public new network aim

PROGRAM SERVICE FOR RADIO OPENS IN CALIFORNIA

The American Freedom Network, an information programming service "dedicated to the broadcasting industry" is soliciting U. S. radio stations with an offer of market exclusivity.

The organization describes itself as "a strictly non-profit, non-political, but informational" radio service, "most of which will be suitable for local sale."

The policy of the American Freedom Network follows a "positive approach, as opposed to irresponsible denunciation," its introductory brochure states.

Located in Bonita, Calif., the new organization says it will provide taped programming to broadcasters on a weekly basis for the price of a station's open, hourly one-time rate.

"I want to see if I can put a dent in the dummness of the average American who is too apathetic to see what's going on," said Morris C. Allen, a San Diego businessman who is chairman of the firm's board of directors and apparently the man who is backing the venture. "The FCC insists we give both the right and the left but we will emphasize right field and try to bring out stuff that the ordinary news channels give the silent treatment to," Mr. Allen said.

Supporters * The venture's brochure lists congratulatory comments from Dr. Fred Schwarz, president of the Christian Anti-Communism Crusade; Rep. Bob Wilson (R-Calif.), who is also a partner in Champ, Wilson and Slocum Advertising Agency, San Diego; and Thomas J. Anderson, publisher of Farm and Ranch With Southern Agriculturalist, Nashville.

Jonathan Kirby, executive director, was news director at WAVI Dayton, Ohio, for 15 months prior to his departure in July to set up the Bonita organization. The average station lacks the facilities to provide provocative discussion programs on the air in prime time, Mr. Kirby contends. His firm's programs fill this gap, he said.

H. K. Crowl, president and general manager of WAVI, who is the service's first subscriber, said last week that Mr. Kirby is "basically a conservative," but that in repeated efforts to offer balanced viewpoints on controversial issues while at WAVI, he sent copies of editorials to "the known opposition" and asked their comments for use in later broadcasts. Mr. Crowl said he thinks it is important for the venture's success that it offer opposing views.

The John Birch Society tried to identify itself with Mr. Kirby when he was at WAVI, but was rejected, Mr. Crowl claims.

Mr. Kirby was given an "Americanism Award" by the American Legion Third District of Ohio in June.

Others * Other persons the firm lists in its brochure include Mr. Allen, a 73-year-old Bonita real estate broker active in civic and patriotic affairs; Keith G. Allen, director of research and programming, and a former radio continuity and editorial writer; William R. Richards, a member of Hayworth, Erickson & Richards, a San Diego law firm; and James S. Dubeg, an attorney practicing in Chula Vista, Calif., "well known for his participation in public and civic activities."

American Freedom Network offers each week: Viewpoint, a 15-minute commentary by Mr. Kirby; a 15-minute report by Mr. Kirby containing materials from political newsletters and other sources; five vignettes, each about 5 minutes long and two featurettes, each longer than 15 minutes.

This is some of what was heard on an audition tape furnished by the organization:

* Excerpt from a news conference in which President Kennedy stated an invasion of Cuba would not be in the country's best interests.
* Jonathan Kirby reading comment on the Berlin situation from Washington Report, a bi-weekly newsletter published by the American Security Council, described by its Washington editor as a business league.
* An excerpt from a speech by Dr. Schwarz.
* An assurance that the new service doesn't "overlook the viewpoints of the liberals and conservatives."

The service also offers personalized ID's. Many features are tagged with reminders that reprints are available.

Research seeks why of 'pay' in pay tv

Research in the Hartford (Conn.) pay-tv experiment is aimed at finding what sort of programs people will pay money for, not what kind they will merely sit still for, John J. Henderson told the Yale School of Drama in a
In Los Angeles:

**THE BIG SHOWS HAVE MOVED TO KHJ-TV.**

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<td>Formerly &quot;General Motors Presents&quot;</td>
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<td>Los Angeles' highest rated program for over 8 years!</td>
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...AND SO HAVE THE VIEWERS!

According to ARB®, KHJ-TV is now THE NUMBER ONE INDEPENDENT IN LOS ANGELES IN PRIME TIME! During the very first week debut of the big new shows, Channel 9 reached more viewers than any other local station!

KHJ-TV 9

NATIONAL SALES DIVISION

G & G GENERAL

Time & Life Building
Rockefeller Center
New York 20, N.Y.
LONGACRE 4-8000

Tribune Tower
Chicago
Illinois
TEL: 644-2470

5515 Melrose Avenue
Hollywood 38
California
HOLLYWOOD 2-2133

415 Bush Street
San Francisco 8
California
YUKON 2-9200
speech last Wednesday night.

Mr. Henderson heads John J. Henderson & Assoc., New York, a research firm hired by RKO General and Zenith Radio Corp. to conduct studies as part of their pay-tv test in Hartford.

Pay television is not involved in "the race for boxcar numbers," he said, and added: "We are not so much concerned with what the most people are willing to watch night after night. Pay television, because it is pay television, will never have that kind of bland popularity. It will never be viewed because the viewer has nothing better to do.

"We are researching to find out what is so intensely interesting to people that they will be willing to lay out money to have it in their living rooms... specific tastes, interests and needs of the people in Hartford which are not now being satisfied by other media. We are not researching to find program ideas that everybody will watch [but] program ideas that will meet the interests and tastes of various segments and... satisfy the unfulfilled needs."

WESTINGHOUSE CLINIC
New radio shows disclosed; managers discuss techniques

Westinghouse Broadcasting Co. announced eight new radio programs at an all-day radio programming seminar in New York last week. They consist of four continuing series and four one-hour specials and will be broadcast on all Westinghouse-owned radio stations in evening time starting Oct. 20. The shows will also be syndicated to other stations.

The seminar also presented four panel discussions: talks by radio critics about what they want to hear and what's wrong with radio; by agency and advertiser executives on "Which Programming Makes Sound Business?" program directors "What Do Programmers Want?" and three station managers—Steve Labunski of WMCA, Harold Neal Jr. of WABC and Elliot Sanger of WQXR, all New York City—on their management methods.

Mr. Labunski said he attempts to reach, appeal to and stimulate his station's audience by staying abreast of or ahead of broadcast trends. Citing the "public interest and necessity" provisions of station licenses, Mr. Neal said he aims in his activities to make his station "a necessity" to its audience by serving the public interest through entertainment and the public necessity through information. Mr. Sanger strives to preserve individuality in his station's approach to programming. There's too much imitation in radio, he said, and though his station has used the same basic "good music" formula for 26 years, it has "constantly changed" its methods of presentation.

The managers' panel was moderated by Mike Wallace.

Poor Promotion * The radio industry has done a "poor job of promoting many of its exciting new concepts of programming," according to Miles David, Radio Advertising Bureau vice president and moderator of the panel on "Which Programming Makes Sound Business?"

He noted there is more documentary and informational material on radio than broadcasting "has made clear."

Also on the panel were Carl Schuele, president of Broadcast Time Sales; Wilmot Losee, president of AM Radio Sales Co.; Daniel Whitney, vice president and creative director of Reidl & Freede Inc.; Leslie Dunier, vice president-director of radio-tv for Mogul Williams & Saylor, and Clark Sutton, director of advertising for First Federal Savings & Loan Co., Pittsburgh.

Mr. Schuele cited two basic methods of using radio—"mass programming," for broad exposure, and "select programming," for on-target exposure. He indicated that agencies tend to traduce radio stations alike with little regard to individual markets and audience composition. To reach specific audiences, he said, agencies should provide more commercials for the same product.

The Critics * Newspaper and magazine writers criticized radio programming for not "involving" the audience, ignoring "responsible programming" and appealing only to a "mass audience."

Members of the panel were Maybelle Joyce, Christian Science Monitor; Berenice Connor, McCaull's; Terry Turner, Chicago Daily News; Win Fanning, Pittsburgh Post-Gazette; and John McMillan, Sponsor Magazine, who served as moderator.

Participating in the panel on what programmers want were George Skinner, programming consultant, The Katz Agency Inc.; William Schwarz, program manager, WNBC New York, and Robert Whitney, Mars Broadcasting Inc., Stamford, Conn.

The new Westinghouse radio series announced at the seminar are: America Sing, with Eddie Bracken; Words in the News, with Dr. Bergen Evans; Africa: Peace Corps Plus One, an examination of the Peace Corps on its first anniversary, and The Voices and Sounds of World War II, written and produced by Bud Greenspan.

The new specials: Chickie, the Cop!, a study of crime on both sides of the law; Prison Riots Plus Ten, a comparison of penal institutions 10 years ago and today; Man of the Century, a biography of Sir Winston Churchill,
BUT... WKZO Radio Is Heard Most
in Kalamazoo-Battle Creek
and Greater Western Michigan!

Count the decibels!—NCS '61 credits WKZO Radio with more circulation than any radio rival; with 40.4% more than all other Kalamazoo stations put together.

More: Pulse (Sept. '61) shows WKZO Radio outrating all competitors in Kalamazoo-Battle Creek and Greater Western Michigan in all 360 quarter-hours surveyed.

Still more: Greater Western Michigan is growing fast. Sales Management has predicted that Kalamazoo alone will outgrow all other U.S. cities in personal income and retail sales between 1960 and '65.

Let your Avery-Knodel man tell you the rest of the story.

*When Krakatoa (Indonesia) erupted in 1883, the explosion was heard loudly 3,000 miles away.
Jose, can you see?

Spanish-speaking viewers will be able to watch baseball from Puerto Rico on TV this season and hear the Spanish-description via radio.

Baseball from Puerto Rico will be presented in condensed taped versions for the first time in broadcasting as a regular feature on radio over WHOM New York and on TV over WPIX (TV) in the same city. The games will be an attraction on the year long Schaefer Circle of Sports series, sponsored by F & M Schaefer Brewing Co.

While TV will do an English version of the ball games, the radio commentary will be in Spanish.

The games will be heard on radio on Fridays at 10 p.m., Saturdays at 5 p.m. and Sundays at 1:30 p.m. They will be seen on TV on Sundays only from 1:30 to 2:30 p.m. There will be 60 games on radio and 13 on TV.

and Twisted Minds, a study of schizophrenia.

The TVB-C radio stations are WIND Chicago, KDKA Pittsburgh, WOWO Ft. Wayne, KYW Cleveland, WBZ Boston and WINS New York.

Felton's sixth series based on Mead book

TV rights to the Sheppard Mead book, The Four Window Girl, or How to Make More Money Than Men, have been purchased by MGM-TV, to be produced by Norman Felton, director of programming, as a half-hour comedy series. This gives Mr. Felton six new projects being developed for his Arena Productions, in addition to serving as executive producer of two series now on NBC-TV, Dr. Kildare and The Eleventh Hour. The projects he has in preparation include: Ship's Doctor, half-hour comedy drama with Arthur Rose writing the pilot; The Lieutenant, with Gene Roddenberry writing; Time of Decision, Howard Rodman writing; Sister Mike, John T. Dugan writing; and The Mosaic, Jerry McNeely writing. The past four are all 60-minute programs.

'Lawman' in syndication

Warner Bros. Television Division simultaneously has announced the release for syndication of 156 half-hour episodes of Lawman and sale of the package to six stations. According to Joseph Kotler, vice president, Warner Bros. Television Div., the series has been sold to WNEW-TV New York; KTLA (TV) Los Angeles; WWJ-TV Detroit; KHDU-TV Houston; KPTV (TV) Portland, Ore.; and KFDX-TV Wichita Falls, Tex.

Skelton asks $500,000

What is believed to be the highest re-run price in TV history ($500,000) was asked of NBC last week by Red Skelton. In a suit filed Monday (Oct. 8) in Los Angeles Superior Court, Mr. Skelton alleged that his guest appearance on NBC-TV's Jack Paar Show of Nov. 13, 1961, was rebroadcast March 12, 1962, not only without his permission but after he had expressly refused a request to authorize the re-broadcast. The comedian asks $250,000 damages from NBC for disregarding his rights and repeating his taped performance for its own benefit. He asks the second $250,000 as punitive damages and for the "sake of example."

Program notes...

Aviation and the economy = "Mr. Withers Stops the Clock," a 16-mm sound, color film demonstrating how aviation is related to the economy, has been released by Association Films, New York. The 28-minute film was produced by Paul Alley Productions in association with Air Transport Assn. of America.

Discussion programs = The Center for the Study of Democratic Institutions is offering radio stations programs resulting from meetings of the group on such areas as the economic order, political process, science and technology, communications, law, labor and war and peace. The programs may be purchased at a special introductory offer of $5 per tape or $60 for a series of 13. Some of the titles are "Democracy and the Emerging Nations," "The Technological Order," "Britain vs. the Common Market," "Capitalism and Democracy and Ghana: A Case Study." For information, write to the center, Box 4068, Santa Barbara, Calif.

New production firm = Pinafore Productions, a new television producing company, has been formed by Jean Dailymple. The company has secured the rights to books by Emily Post and is producing a TV program called Emily Post Says, on etiquette and good taste. Pinafore Productions is located at 130 W. 56th St., New York. Telephone: JU'dson 2-0514.

Agency named again = Marcus Advertising Inc., Cleveland, has been appointed sales representative for all foreign and domestic sales of the Bishop Fulton J. Sheen television series. Marcus has handled the series in the Cleveland area for their client, Womens' Federal Sav-
ings & Loan Assn., for over six years.

Tape for "show-me" state = Missouri Forum, a weekly series on state and national political topics aired on KOMU-TV Columbia, Mo., is audio-taped for replay each week on 32 Missouri radio stations. The program features the governor of the state with his "Governor's Report" once a month, and national officials and dignitaries in intermittent weeks.

West German episodes = Wolper Productions will produce two programs of the documentary The Story of . . . series in West Germany. Alex Grasshoff will leave for there within the next week to scout for subjects.

Infringement suit = Shapiro, Bernstein & Co. and new World Music Corp., both members of American Society of Composers, Authors & Publishers, have filed suit for copyright infringement against KOOS Inc., owner of KOOS Coos Bay, Ore. It's alleged that two songs were performed by station without permission.

Hour of news = WABC-TV New York joins the growing list of TV stations with daily one-hour news round-ups, beginning next Monday (Oct. 22). The 6-7 p.m. time period will be called The Big News and will include the 15-minute ABC-TV Evening Report with Ron Cochran moved from 6 to 6:30 p.m.

BERLIN TUNNEL TV SAGA

NBC-TV goes underground, records escape of 59 refugees

A special 90-minute NBC-TV documentary about the digging of a 450-foot tunnel into East Berlin to deliver 59 men, women and children from behind the Berlin Wall will be presented Wednesday, Oct. 31 (7:30-9 p.m. EDT). "The Tunnel," will be sponsored by Gulf Oil Co. and will pre-empt The Virginian on that date.

Reports that costs of digging the tunnel were borne by NBC were denied by Reuven Frank, who supervised the coverage. At a news conference describing the program last Thursday (Oct. 11), Mr. Frank pointed out that NBC "paid only for the privilege of taking pictures."

"If we hadn't paid, the tunnel would have been dug," he added. NBC said it learned of the tunnel after it had been under construction for about a month.

The special will show films of the underground work by a group of West Berlin students as well as pictures of the first escapes to come out of the passageway into a factory cellar in West Berlin.

Mr. Frank was assisted by Piers
EUREKA!

You'd think that a local businessman who is getting outstanding results from his investment in KRNT-TV advertising would keep it to himself, like a gold prospector who had hit a rich mother lode.

But, it seems, one man can't keep from exclaiming to another "Eureka! I have found it." Result? Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station. Amazing? It's a true testimonial by FCC figures! It's been true since KRNT-TV signed on more than 7 years ago.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on our station. Been doing it for years, too.

The best salesmen we have are satisfied local sponsors, who spend "the critical dollar" that must come back many fold the next day in profit from added sales.

Like we've been telling you in these pages for a long time, Think—'tis the till that tells the tale.

If you're not selling like you should in Iowa's capital and biggest city, you ought to be selling on KRNT-TV. We sell results. People believe what we say.

KRNT-TV
Des Moines Television
Represented by the Katz Agency
An Operation of Cowles Magazines and Broadcasting, Inc.
How an advertiser go about capturing a market that's 73,496 square miles big?

Through what magic, short of Telstar, can a tv commercial be projected so that it will be viewable at the same split-second in every city, town and tv home of such a vast area — the Sioux Falls-103 County trading zone? Through KELO-LAND TV.

How does KELO-LAND TV — and only KELO-LAND TV — do the job? Your sales message placed on KELO-tv SIOUX FALLS whips out automatically simultaneously through KDLO-tv and KPLO-tv (our electronically connected stations) to cover every tv home in all 103 counties. 327,700 to homes. More than 1,148,100 men, women and children. They call their heartland KELO-LAND, because KELO-LAND TV serves them all.

Big as it is, this husky slice of America is one market entity. Its distribution flow, shopping habits, product preferences and trademark loyalties are economic characteristics held in common. Yet because of its extraordinary size, no one medium existed for selling it as a single market until engineering skills (and a barrel of money) created the KELO-LAND TV Hookup. To tackle this market piecemeal through so-called "packages" of unrelated stations results merely in your leaving choice portions of it untouched — whole counties free for your competitors to take unopposed. Only KELO-LAND TV delivers the KELO-LAND Market to you intact!

And at the cost efficiency of a single buy!

Seven Arts announces new series on boxing

A new half-hour series of boxing programs has gone into production for tv. Seven Arts Assoc. Corp., New York, has announced the start of production on The World's Amateur Boxing Championships, which include bouts in 10 weight divisions sanctioned and supervised by the Amateur Athletic Union of the U. S.

Les Keiter, sportscaster and recently appointed sports director of WFIL Philadelphia, was named host and ring announcer for the video-taped series. Participating boxers will be appointed by the AAU from among Golden Gloves, Olympics, AAA and local boxing champions from weight divisions approved by the International Olympic Committee.

Film sales...

True Adventure (Teledynamics Corp.): Sold to WPIX (TV) New York, WLWT-TV Cincinnati, WGN-TV Chicago and WAVE-TV Louisville. Now in 33 markets.


United Artists Features (United Artists Assoc.): Sold to KPIX (TV) San Francisco. Now in 212 markets.
Doubleday bases book on White House tv tour

A new book based on CBS-TV's award winning "A Tour of The White House with Mrs. John F. Kennedy" has been released by Doubleday & Co.

The book, bearing the same title as the broadcast, was written by Perry Wolff and includes large portions of Mrs. Kennedy's dialogue with CBS news correspondent Charles Collingwood as well as 150 black and white and eight pages of full color photographs by William Warnecke.

In addition to re-creating the pattern of the tv tour, the book also has extensive annotations, anecdotal materials and short essays giving background to Mrs. Kennedy's remarks.

Chosen for distribution by the Better Homes & Gardens Book Club, the book contains 256 pages and will retail at $7.95.

BOOK NOTES


This new book will provide a vast reservoir of children's television programming ideas that broadcasters can adapt to local needs and facilities.


Editors of the book were Ralph Garry, professor of educational psychology, Boston U. (chairman of committee of editors); Frederick B. Rainsberry, national supervisor of school broadcasts, Canadian Broadcasting Corp., and Charles Winick, consulting research psychologist, Columbia U.

A special paperback edition of For The Young Viewer is being distributed by TIO to tv stations, libraries, universities and other educational institutions, and community, government and religious leaders. The hardbound edition will be available to the general public at $5.95.


A collection of some 4,000 short stories, ad libs, gags and jokes arranged in easy-to-find order, collected and compiled by one of the nation's busiest after-dinner speakers. Stewart Harral gives here some of his secrets for winning an audience and keeping them laughing. A valuable book for amateur or professional speakers.

WAVE-TV gives you
28.8% more MOTORISTS

- 28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have never given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the superiority during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!

Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives
THE
FUTURE
OF
WORLD TELEVISION
BELONGS TO
WARNER BROS. TV

CURRENT
ON NETWORK TV: ■ 77
SUNSET STRIP ■ THE CHEYENNE
SHOW ■ HAWAIIAN EYE ■ THE GALLANT
MEN ■ JACK WEBB's "TRUE" ■ NEW SERIES IN
PREPARATION ■ THE KEY—dramatic insights into life behind the walls of a major penitentiary ■ READY FOR THE PEOPLE—based on exclusive file material from the offices of America's District Attorneys ■ BLACK CAT—the adventures of a PBY Navy Patrol Bomber in the Pacific from Pearl Harbor to the Japanese surrender ■ REBEL WITH A CAUSE—the conflicts of a dedicated but unorthodox high school teacher ■ G 18—the Jack Webb production based on records of a Los Angeles receiving hospital ■ TROUBLE ALONG THE WAY—the trials of a Protestant football coach at a Catholic College—a Jack Webb Production ■ BRING 'EM BACK ALIVE—based on the Frank Buck movie series, featuring new authentic footage shot in Africa ■ NINE TO FIVE—the excitement and glamour of the gleaming skyscraper world of the career executive ■ JETPORT—a series based on the inside stories of operations at the world's busiest international airport ■ A COMEDY SERIES—as yet unnamed, to be co-produced with Red Skelton's Van Bernard Productions, under the supervision of Guy della Cioppa.

New brilliance in preparation that will all but eclipse the outstanding network successes of yesterday's and today's offerings from Warner Bros.
BOOM FOR FOREIGN TELEVISION?
Optimistic U.S. investors see speedy profits, conservatives expect slower payoff, but most are hunting additional buys

Foreign television looms more and more as a major investment market for U.S. broadcasters. They now have money and knowledge invested in stations and/or supporting services in some 25 countries dotted all of the world’s continents but one—Antarctica.

The current size of this market is suggested by two statistics: There are currently approximately 40 free-world countries offering some sort of commercial television, and these countries have close to 44 million television sets. The countries include those with government-operated systems—Iraq, Colombia, Italy, Austria—which permit some degree of limited commercial tv.

By the standards U.S. broadcasters are accustomed to, the average tv market in most foreign countries is still far from big. Market set counts as low as 5,000 homes are unusual, perhaps, but not unique. Except in Canada, Britain and Japan, saturation is at best some distance away.

Thus it’s clearly a market with much growth potential. The biggest question comes in trying to forecast the probable rate of growth.

The Big Investors: Thus far, the chief U.S. investors in the foreign broadcasting market have been the three tv network and, more recently, Time Inc.’s Time-Life Broadcast International. But the field also includes such others as Screen Gems and Bartell Broadcasting (MacFadden-Bartell), both of which own stations outside the U.S.; ex-NBC executive Al Capstaff, who has a community antenna set-up in operation in the Virgin Islands, and Warner Bros., which is among the owners of ABC Television, the British programming contractor.

There seems little doubt that foreign tv, as an investment market, is on the way up. There are some clear differences, however, as to how fast it will move.

“We’re sitting on the edge of a real boom,” says one knowledgeable investor.

Another export takes a much more conservative, long-range approach: “The development of television throughout the world is more or less falling into a pattern of satellite operation rather than private operation. This leaves, broadly, a strictly minority—a very minority—position from which you hope to gain benefit by identification and some small income in terms of dividends while you’re making some contribution to the more rapid development of television throughout the world.”

A More Optimistic View: Whether it has any significance in terms of their respective outlooks, the more optimistic viewpoint represents a company which is approaching the break-even point on its foreign investments; the more cautious view comes from one that already is making a profit (but has been an overseas investor somewhat longer). Both companies are currently examining prospects for further investments.

Some investors feel that, with the FCC’s limitations on station ownership in the U.S. and at the prices currently commanded by tv stations here, their best profit potential lies overseas.

The reason that they can get a quicker pay-out on their money by investing in a number of carefully selected foreign stations than by putting the same amount into a U.S. station—even though in most cases they limit (or are required by local laws and regulations to limit) their foreign-station investments to relatively small minority interests.

One authority estimated that pay-out on carefully screened foreign station investments may be achieved in five or six years as against perhaps 20 to 25 years in the case of the multi-million-dollar prices involved in U.S. television station sales today.

Others, again taking the more cautious approach, warned specifically and clearly against expecting short-term profits.

The Gambling Element: Even the most optimistic experts appeared agreed that in foreign investments there are elements of gamble, some serious, that are not normally present in television investments in this country. These include:

* The absence of any real assurance of (1) political and (2) economic stability in many countries. These often depend on each other; when political stability fails, economic stability falls—and vice versa.
* The extreme importance in many countries of being on the right side

Radio-Tv City on the outskirts of Osaka contains four tv and eight radio studios.

Time-Life owns a minority interest in CLT Beirut, Lebanon, which telecasts on channels 7 and 9.

(SPECIAL REPORT: INTERNATIONAL TV) 75
Foreign broadcasting interests of U.S. firms

Here are the principal foreign broadcasting interests of leading U.S. broadcasters and programmers, as compiled—in most cases—from the companies involved. One exception is the data on NBC: NBC officials declined for competitive reasons to give detailed information on their foreign interests and activities; the information shown here was compiled from an article in the spring issue of Electronic Age, a publication of NBC’s parent, RCA. All companies are reluctant to give figures on the extent of their interests; in the case of investments in foreign stations, however, most are minority interests, many reportedly in the 10 to 20% area.

ABC International Television Inc. Owns minority interests in and represents:

- TG-BoI-TV Guatemala City, Guatemala (ch. 3).
- YSEB-TV and YSDR-TV San Salvador, El Salvador (chs. 6 & 8).
- HRTG-TV Tegucigalpa, Honduras (ch. 5) and associated relay station (ch. 9), covering San Pedro Sula.
- YNSA-TV Managua, Nicaragua (ch. 8).
- TI-TVCR San Jose, Costa Rica (ch. 7).
- HCPTE-2 Guayaquil, Ecuador (ch. 4).
- Venevision TV Network in Venezuela, consisting of ch. 4 in Caracas; ch. 9, Central Coastal Region; ch. 9, Valencia and Maracay; ch. 6, Barquisimeto; ch. 9, Lake Maracaibo, and ch. 4, Metropolitan Maracaibo.
- DZBB-TV Manila, Philippines (ch. 7).
- JOEX-TV (network) Tokyo, Japan (ch. 10).
- JOOR-TV Osaka, Japan (ch. 4).
- Tele Orient in Beirut, Lebanon (ch. 11).
- NWS-9 N. Adelaide, Australia (ch. 9).

Three radio stations in El Salvador: YSEB San Salvador, YSDR Santa Ana and YSDM San Miguel, which make up Cadena Radial Salvadorena.

ABC International also has invested in Telerama S. R. L., a production company in Buenos Aires. In addition it represents but owns no stock in Teledoce, ch. 11 in Buenos Aires; TV-2 Panama City, Panama (ch. 2) and CFTO-TV Toronto (ch. 9) and CICH-TV Halifax, Nova Scotia (ch. 5), the last named including satellite stations at Annapolis Valley, Digby and Amherst.

CBS Inc.

Is one of the leading owners of Producciones Argentinas de Televisión (Proartel), program production company in Buenos Aires which serves the ch. 13 station there and a number of other South American stations, and in Panamericana Television (Pantel), a production company in Lima, Peru, which serves ch. 13 in Lima, among others.

Owns a minority interest in Trinidad & Tobago Television Co., owner of the new ch. 2 station in Trinidad, West Indies.

Has a mutual assistance agreement with Italy's RAI Network under which CBS furnishes engineering aid in return for help in programming.

MacFadden-Bartell Corp.

Owns Telecaracoo at Curacao, Netherland Antilles (ch. 8) and is building a station at Aruba, also Netherland Antilles (channel to be assigned).

NBC International

Has “financial arrangements and associations” with ch. 9 in Buenos Aires and in Mar Del Plata, Argentina; “arrangements” with the Tapatia station in Guadalajara and with Television Del Norte in Monterrey, Mexico; “an equity investment” in Radio Caracas, radio-tv network in Venezuela; “a 10% investment” in TQT Brisbane, Australia; a contract as managing agent for the Nigerian Television Service; a license to invest in radio and tv stations being planned in Kenya; a management and representation contract with TWW, independent British program contractor; a “representation agreement” with Regie No. 1, advertising representative of French commercial interests, and “an arrangement” with Italy's RAI Network involving “plans for the development of a second RAI Network.”

Screen Gems

Owns WAPA-TV San Juan, Puerto Rico (ch. 4) and has an interest in A. I. C. Dubbing Company in Sao Paulo, Brazil.

Time-Life Broadcast International

Owns minority interest in CLT Beirut, Lebanon (ch. 7 & 9). The station is slated shortly to acquire Advison, a separate company which handles its sales, as a subsidiary.

Owns half interest in DuMont-Time Production Co. in Cologne, Germany.

Last week acquired minority interest in Producciones Argentinas Televisión (Proartel), production company, in Buenos Aires.

Virgin Islands TV Cable Corp.

Owns and operates cable system at St. Thomas, V. I. Company is headed by Albert L. Capstaff, former programs vice president for NBC Radio, who is associated with Bob Hope in plans for a radio station in San Juan.

Warner Bros.

Has about 25% interest in ABC Television, British commercial programming contractor.

politically. The alternative may be severe restrictions or even expropriation. The most outstanding victim in this respect probably was Goar Mestre, former Cuban broadcaster now associated with CBS in the ownership of production companies in Buenos Aires and Lima. When the Castro government came to power in Cuba it confiscated Mestre radio-tv properties reportedly valued at $15 million.

- The danger of programming without sufficient knowledge of the customs and cultures of the country and the needs and desires of the audience. To avoid this risk—and also, no doubt, to steer clear of official complaints—U. S. investors usually seek local partners and let them take charge of programming.

- The temptation to “run things” too much from U. S. headquarters. This not only gives the nationals the impression that they are not trusted, but frequently results in mistakes.

- Drawing "too sharp" a contract with the nationals—making their guarantees to you so high, for instance, that the terms cannot be met or can be met only with the greatest difficulty. In their non-film activities overseas the three networks have taken different approaches.

Large ABC Holdings • ABC appears to have by far the most extensive holdings, claiming interests in some 20 tv stations in 11 countries and associations with at least four other tv stations in three other countries, plus some radio and production-company interests (see company-by-company breakdown above).

In addition to handling the company's foreign investments, ABC International Television Inc., headed by president Donald W. Coyle, offers a program-buying service which is used by all stations on its list except those

76 (SPECIAL REPORT: INTERNATIONAL TV)
A cure for uncommon cold

Dunk an orange into liquid oxygen, then drop it on the floor and it will shatter like glass. A vital component of missile propulsion, liquid oxygen is so cold that it crystallizes many substances on contact, and embrittles some metals used for normal liquid storage vessels. But because both industry and national defense are using more and more liquefied gases at hundreds of degrees below zero, there was an urgent need for a constructional alloy steel that would retain its strength at extremely low temperatures. United States Steel worked with Chicago Bridge & Iron Company and The International Nickel Company to demonstrate the suitability of a remarkable new steel for cryogenic applications. Developed by International Nickel, it's called 9% Nickel Steel and is the most economical material available for pressure vessels that hold liquefied gas as cold as minus 320°F. It is easily fabricated into the storage vessels, intermediate containers, pipes and production equipment for America's growing industrial requirements. America grows with steel.
in Australia and Canada, and serves as international sales representative for all except its Australian station. The sales representation is handled by an organization of four salesmen headed by Charles Dwyer.

ABC emphasizes—as the other networks emphasize about their own operations—that associated foreign stations are not and cannot be used as a "captive market" for network-distributed film programming. ABC says that actually it's bought more programming from the NBC and CBS film arms than from ABC Films in its purchasing for overseas stations.

ABC International is reported to be making money now—2½ years after it was set up and about 2½ years before it had been expected to reach the break-even point.

CBS Conservative • CBS, through president Merle S. Jones' CBS Television Stations Div., appears to be taking a much more conservative approach than either ABC or NBC—but its foreign investments, too, are believed to be well inside the black-ink columns of the ledger.

CBS is a partner with Goar Mestre in the ownership of a program production company in Lima, Peru, and with Mr. Mestre and Time Inc. in a production company in Buenos Aires. CBS also owns a minority interest in the new ch. 2 station in Trinidad, West Indies, and has a "mutual assistance" pact with RAI, the Italian network.

NBC, while declining to give detailed information, is reported to have financial interests in Mexico, Argentina, Australia, Venezuela and Peru, with management contracts in England and Nigeria. The English contract is with TWW, independent program contractor, and runs to 1964. The Nigerian contract is with the Nigerian Television Service's new ch. 10 station.

NBC "Management Services" • NBC puts the emphasis on "management services" ranging from design layout to installation of equipment, training of personnel and, if the client wishes, direction of the station's operation.

As a "by-product of management," authorities report, NBC will make a minority financial investment if this is needed and desired.

NBC International, under director Joe Klein, is a division of NBC Enterprises, which is headed by George A. Graham Jr. There appears little doubt that it is a profitable operation; qualified sources indicate that it has made money for most of the five years since its formation in 1957.

Like the network operations, Time Inc.'s Time-Life Broadcast International Inc., headed by President Sig Mickelson, is actively seeking new prospects for investment. Last week it found its latest: the Proartel program production firm in Buenos Aires, in which it became a partner with CBS and Mr. Mestre. It already owned an estimated 2% of CLT Beirut, Lebanon, and about 50% of the DuMont-Time (DMT) production firm in Cologne, Germany. It reportedly is near—if it has not already reached—the break-even point.

Overseas program sales hit $52 million

ANNUAL GROSS UP $8 MILLION IN 1962; EVEN BIGGER GAINS PROMISED

The world market for U. S. television programs, which is expanding at a steady and substantial pace, is expected to reach a peak of approximately $52 million in gross sales in 1962, a gain of $8 million over 1961.

This glowing picture of the international TV distribution field emerged after talks with officials of leading U. S. distribution companies and at the two trade associations—the Television Program Export Assn. and the AV division of the Motion Picture Export Assn.

The business outlook for the future is even brighter. Industry projections are that the 1963 gross should rise to about $62 million.

Net is Good • Impressive as gross figures are, net income results are reported to be even more formidable. Though there are understandable variations from company to company, many distributors acknowledge that overseas sales account for at least 40-50% of the net income of overall syndication (market-by-market) sales (separate story, p. 82).

Overseas sales have been rising steadily in different parts of the world, keyed to an upsurge in the number of stations (meaning more customers for U. S. films) and to a rise in set ownership (meaning higher prices generally for programs). The U. S. has been the prime outside source for programming (largely film but some tape), because, in the words of one key distributor, "we got there first with the most and the best."

Television is growing throughout the world, but citing precise statistics can be difficult and even misleading. For example, the latest published figures of the United State Information Agency show that at the end of 1961 there were 2,047 transmitting stations (excluding the U. S., Armed Forces and Canada), including all types of outlets such as relay and experimental stations. It is estimated that at least 400 new transmitting stations will be added in 1962.

Originators Important • But several film officials note that the significant number for the seller centers around originative stations. Italy is cited as a case in point. It has approximately 550 transmitting stations stretched across the country but sales are made only to the two networks and two individual stations. In Canada, the CBC-TV and the commercial network are the two prime customers, although more and more, individual stations of the CBC-TV and the commercial network are buying film.

Authorities estimate that for practical purposes there are 300 potential clients for film programs, embracing networks in a country, individual stations within the networks and single stations in a particular nation. In the Communist bloc, only Hungary and Poland buy a limited number of U. S. films. But film exporters agree that the number of

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Price (each half-hour episode)</th>
<th>Sets In Use (in Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>$2,800</td>
<td>12</td>
</tr>
<tr>
<td>Canada</td>
<td>$3,000 (English)</td>
<td>5</td>
</tr>
<tr>
<td>Japan</td>
<td>$2,250 (French)</td>
<td>12</td>
</tr>
<tr>
<td>Australia</td>
<td>$800</td>
<td>1.5</td>
</tr>
<tr>
<td>Germany</td>
<td>$3,000</td>
<td>6.7</td>
</tr>
<tr>
<td>Latin America (minus Brazil)</td>
<td>$3,800</td>
<td>5</td>
</tr>
<tr>
<td>Italy</td>
<td>$600</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Price applies to a single network run in the country, except Latin America where figure is projected for all stations, except those in Brazil. In Germany, approximately $1,300 is spent by the distributor to dub each episode; in Latin America distributor bears about $800 in dubbing expenses. In other countries there is no dubbing or it is performed by the buyer. Set figures are estimates as of Sept. 15, 1962.
This is how the title of "Twilight Zone" appears to the viewer in countries where Spanish is the language. The series (CBS Films) is now in 21 countries overseas and has been dubbed in Spanish, Japanese, Portuguese, German and Italian.

originating stations and networks is increasing and will expand even more within the next few years.

A better index of the growth of tv abroad is set ownership. It reached 54 million at the end of 1961, and, on the basis of present growth, should reach 58 million by the end of the year. As overseas set circulation expands, the prices paid for programs tend to rise (although, in some highly competitive markets, such as the United Kingdom, this does not necessarily follow).

The new areas of opportunities for the U. S. distributors in the immediate future are the emerging nations that will be starting television services; countries in which tv already is established but in which station facilities are being expanded; and nations in which tv set ownership is proliferating. The African nations are typical of the first example, Australia of the second, and Japan of the third. There are countries, too, which combine two or more of these characteristics.

Wide Distribution U. S. television programs are being sold in more than 70 countries, according to distribution officials, but in some nations buying is so sporadic and limited, 55 are considered active buyers. During 1962, television service began in Eire and is scheduled to start in Kenya, Taiwan and Singapore. Next month stations are scheduled to open in Trinidad and other outlets are being planned for other nations in Africa and Southeast Asia.

Admittedly, revenues from the so-called underdeveloped nations will be skimpy for some time to come. Based on prices currently received in similar population areas (Lebanon, $30-$35 per half hour program and Haiti, $20 per half-hour program), distributors are aware that sales in the new tv nations will not represent a financial windfall by any stretch of the imagination. But past experience has taught American distributors that a limited market can develop into a flourishing one as set distribution widens.

The two geographical areas that distributors are eying carefully are Japan and Australia. Both are in boom periods. Japan has more than 60 tv stations on the air and others in the planning stages. There are almost 12 million tv receivers in Japan and this total is being supplemented by more than 200,000 a month. Australia has more than 50 stations on the air and other outlets are being planned for the remainder of this year and next year. There are more than 1.5 million receivers there in an area that has more than 10 million people.

Best Markets The consensus is that Canada, the United Kingdom, Australia, Japan, and Latin America as a whole are the most lucrative markets for the U. S. distributor. It is noteworthy that these are the nations in which commercial television flourishes. In other areas, advertising either is extremely limited or does not exist.

In both Italy and Germany, for example, commercials are used sparingly, and are placed in a special daily program. These "sell" programs are popular and bring in handsome revenues and advertisers are "waiting in line" for time periods, according to U. S. sources.

Distributors are awaiting considerable interest the emergence of a full-scale, second television network in Germany. It was scheduled to go on the air this summer, but its start has been delayed until early next year. Germany is considered a prime prospect for the future, and an expansion in television facilities, distributors point out, will engender competition for programming and lead to higher prices.

The inviting vistas offered by overseas distribution have led U. S. companies to strengthen this area of their activities. This is accomplished by two major routes: licensing network programs abroad concurrent with their presentation in the U. S. and selling programs which have been shown here previously on networks or on a station-by-station basis (the latter method is more widespread).

Top Marketers Distributors are inclined to believe that Screen Gems is the top international marketer, and sales of film series and feature motion pictures are expected to gross about $12 million abroad this year. MCA, which
OVERSEAS PROGRAM SALES HIT $52 MILLION continued

entered the global field more recently, is reported to be a close contender to SG. Behind these leaders are said to be CBS Films, NBC Films and United Artists Television (not necessarily in that order). It must be noted that SG and MCA derive a goodly portion of their sales from features and CBS Films and NBC Films from the sale of news and public affairs programs.

Virtually every distributor is active in the international field. In recent months, U. S. distributors have redoubled their efforts in this field. Among the larger companies operating in the global area are ABC Films, 20th Century-Fox, MGM-TV, Warner Bros. TV, Official Films, United Artists Assoc., Desilu Film Sales, Four Star Television, Seven Arts Assoc., Pre-mantle International, National Telefilm Assoc., William Morris Agency, Danny Thomas Enterprises Inc.

The increased tempo in overseas markets has had an effect that some distributors regard as deleterious. A feeling among some marketers is that the flood of U. S. programs offered abroad has reached torrential proportions and has created a strong “buyer’s market.” It is known that distributors have held informal talks on this subject, but have not taken any concrete steps to withhold available programs from the market.

Prime Market • The United Kingdom is cited often as the exemplar of this economic rationale. Despite gripping by distributors about certain conditions existing in the UK, the inescapable fact is that the British isle is a prime market. Programming from outside the UK constitutes about 14% of the schedule. A U. S. tv program carries a price tag of approximately $2,500 per half hour, which is a substantial sum in comparison with the remainder of the world market but is low compared to value received, according to U. S. sources.

They point out that a comparable British-produced half-hour brings in $8,000 or more on United Kingdom television. Conceding that the 86% spread in which the producer can operate is a significant factor, some Americans contend that if our product wasn’t “dumped” on the UK market so indiscriminately, prices would be considerably higher. Even more to the point, they complain, prices in Britain actually have been reduced slightly over the past four years, though sets in use have risen from 8 million to 12 million in that period.

This is only one of the problems that the American film distributor is going to face abroad in the future. Though the outlook is bright in an expanding television economy, distributors point to these other considerations that are likely to stiffen competition:
• Increased activity by foreign producers-distributors, particularly the British, in the global market.
• The likelihood that unions involved with tv films, particularly the Screen Actors Guild, will demand a residual formula on programs sold abroad, similar to the one already gained by the American Federation of Television & Radio Artists covering taped shows. (The current SAG pact expires in June 1964).
• The continued use of quotas and other restrictions by some nations of the world.

The competition from foreign producers-distributors has already begun but, according to U. S. film officials, “it hasn’t hurt us yet.” The British are in the vanguard of this movement, particularly the BBC-TV, which has been

Residual talent fees don’t apply to overseas’ sales

The relatively high return on sale of film programs abroad, reported to be at least 40-50% of most syndicators’ net income, is said to stem from the comparatively low cost of selling operations (as compared with domestic sales) and to a more advantageous position vis-a-vis residual fees to talent, particularly actors.

Residual fees, in accordance with the latest contract signed by producers with the Screen Actors Guild, apply to film programs carried in the U. S., Canada and Mexico but not in the rest of the world. This can add a substantial financial burden to domestic syndication.

Residual Limits • A spokesman for the Screen Actors Guild in Hollywood noted that residual fees on tv entertainment films apply up to the sixth run (or the fifth re-run) of an episode, and a performer may earn up to 140% of the minimum fee. Some performers demand and establish their own residual payment scales in contracts with producers. The fees are 35% of the minimum for the first re-play; 30% for the second, and 25% for each of the third, fourth and fifth.

The growing importance of residuals in syndication is illustrated in a recent report from SAG that these fees in August reached a record high for a single month—$758,073. SAG’s fiscal year starts on Nov. 1, and for the period ending last Aug. 31 residuals amounted to $4,799,826. A conservative estimate is that residuals will be in the neighborhood of $6 million for the fiscal year ending on Oct. 31. (This figure does not include residual fees on feature films carried on tv or re-run payments for commercials.)

Due to Come Up Again • The SAG spokesman acknowledged that the union had sought to impose a residual clause for films sold abroad during the last negotiations with producers in 1960, but eventually agreed to withdraw this demand. He said it was “highly probable” that this demand would be incorporated in the 1964 negotiations with the producers of entertainment films, adding that SAG was “very much conscious” of the growth of the international market. (The American Federation of Television & Radio Artists has an overseas payment formula for live and taped shows sold abroad, but few of these shows actually are sold in foreign markets. Distributors claim the residual payment is one factor in choking off sales of shows overseas.)

Though actors are the largest beneficiaries of residual fees on filmed series, writers, directors and musicians also share in this distribution. Seymour Reed, formerly treasurer and now president of Official Films, estimates that from $7,000-$8,000 is required to obtain residual clearances on an average half-hour filmed series for six runs but noted the figure is lower for fewer runs.
selling in the world market for 2½ years and claims to have sold its programs in almost 90 markets.

The British commercial television organization that has been successful in the world market has been Associated TeeVision, which reports it has placed its programs in more than 40 markets, including the U. S. through its subsidiary, Independent Television Corp., New York. Only last month Granada TV announced it had formed a subsidiary company, Granada (Overseas) to produce and sell programs in the world market.

U. S. producers-distributors complain that their British counterparts have a "built-in" advantage. The BBC-TV, they point out, is subsidized and doesn't have to show a profit; hence, it can sell at low prices. The commercial producers and distributors in the UK, called programmers, also have a distinct edge over U. S. distributors, they insist. Only a handful of programmers direct the design of commercial tv in the UK, and in this "monopoly position" enjoy "huge profits," U. S. marketers claim. They too can sell their programs cheaply in the world market.

British Pressure • Americans also claim that British officials have been voicing strong suggestions that U. S. networks and stations buy more British programs and hint pointedly that U. S. films may not enjoy the welcome mat unless this buying and selling becomes "a two-way street."

The competition from abroad is expected to be largely from Britain, although there are indications that Canadian producers will aim for the world market. This is likely to take the form of co-production with either American or British producers. In this connection two Canadian companies, Pied Piper Ltd. and Allan Wargon Ltd., recently entered into a co-production agreement with ITC to produce in Canada 39 half-hours of a color series, "Mr. Piper," which will be carried over CBC-TV and in the United Kingdom and offered throughout the world.

The labor union development is one which American producers would prefer not to discuss. SAG officials frequently have said that some formula must be devised to pay actors appearing in films which are sold abroad. At present, residual payment is made on films shown in this country. Distributors fear that overseas fees would raise costs to the point that it would impede sales abroad.

They point out there is a scarcity of tape programs (except news and documentaries) on overseas television stations, and attribute this circumstance, in large part, to AFTRA's and talent agents' demands for residual compensation.

"We hear so much about our "pres-
DISTRIBUTION RIGHTS VITAL

About one-third, taken from top, key to profits; of $52 million total $20 million was for selling

The key to the money drawer in television film sales overseas lies more in the distribution rights than in the much more widely publicized profit-participation rights. Or, in the words of one highly placed sales official, "The distribution fee is the jugular we’re all reaching for."

Among leading producers there is a fear that efforts to get to this jugular will develop into a full-scale battle, with networks seeking to become major producers in order to “control the negative” and therefore the distribution.

Importance of the distribution fee comes not only from its size (35 to 40 percent) but from the fact that it’s taken “off the top” in foreign sales (in domestic sales, residual payments come out before the distribution fee is computed).

Thus a $30,000 foreign sale—typically the first-run foreign return from a single-hour negative—can yield the distributor $12,000. Print costs and other expenses may come to $3,000, leaving $15,000 to be divided by the owners. If the profit participation is 50-50, each gets $7,500, as compared to the distributor’s $12,000. And if one of the profit participants is also the distributor—as is usually the case—his total share, then, is $19,500 of the $30,000 sale.

On a total basis, distribution fees on a program in progress at a Proartel studio in Buenos Aires. The major TV program production firm is partially owned by CBS Inc. and Time Inc. Its president is Goar Mestre, a broadcaster well known in America.

Time’s international ownership expanded

Time Inc. expanded its international TV interests last week by acquiring an interest in Producciones Argentinas de Television, S. A. (Proartel), a major television program production firm in Buenos Aires.

Time bought part of the interest held by Proartel president Goar Mestre and thus became a partner with CBS Inc., Goar Mestre & Asociados and local Argentine interests in ownership of the production firm. Extent of the acquisition and amount paid for it were not officially disclosed but it was understood that Time’s interest was in the 10 to 15% area.

Proartel’s programs are carried on ch. 13 in Buenos Aires and ch. 12 in Cordoba, Argentina, as well as a number of other stations throughout the Spanish-speaking countries.

Time’s entry in the South American TV market was announced last Tuesday, coincident with Proartel’s second anniversary. In Buenos Aires for the anniversary were Frank Stanton, CBS president; Merle S. Jones, president of CBS Television Stations Div.; Weston C. Pullen Jr., vice president of Time Inc. and head of its broadcast operations; Sig Mickelson, president of Time-Life Broadcast International Inc., and Mr. Mestre.

In addition to the Time-Life radio and TV stations in the U.S., Time Inc. owns a minority interest in CLT Beirut, Lebanon, and half interest in DuMont-Time, a program production company in Cologne, Germany.
GROWN!...FROM 1 to 20 kw in THREE LOGICAL STEPS

Business has been good. Your markets and your FM operation have moved up together. And because of your approach to equipment, it has grown easily — and economically — with you. □ You started with a 1 kw Collins transmitter. On your first expansion, you added a final power amplifier, and then had two cabinets and 10 kw of power. □ Now you can add another final power amplifier and a diplexer to your existing equipment and you're ready for 20,000 watts. An extra feature: A patch panel allows you to cut back to 10 kw should either of the amplifiers need servicing — and your station is never off the air. □ The design, operating and styling features remain the same only multiplied. Your Collins Broadcast Sales Engineer has all the details — ask him about the complete FM line, from 250 watts to 20 kilowatts. Call Collins now, and grow logically with equipment designed for it. □ COLLINS RADIO COMPANY
• Cedar Rapids • Dallas • Los Angeles • New York
Agencies expanding overseas branches

AAAA REPORTS TENTH OF MEMBERS’ BILLINGS FROM OFFICES ABROAD

U. S. advertising agencies are in the throes of an expansion overseas, opening new offices and adding new associations while noting a continued gain in international billing.

And a canvass of the dominating U. S. agencies overseas indicates that in those countries where tv (and often radio) is commercial, total billing shoots up—a major share of it in broadcasting. In Great Britain, for example, it's as high as 50-60% on the average.

The American Assn. of Advertising Agencies finds member agency offices in countries outside the U. S. now accounting for 10.84% of the total gross billing volume of all member agencies. This represents a 22% increase over last year.

The 4As in 1952 recorded 41 branch offices overseas. Today, 10 years later, the figure is at 134. And these do not include the growing number of overseas affiliations.

There are about 340 member 4A agencies and these include every major U. S. agency with but few exceptions.

The member agencies together account for three-quarters of the total advertising placed in the U.S.

On a billing basis, the top 10 U. S. agencies in the international field are J. Walter Thompson; McCann-Erickson; Young & Rubicam; Grant Adv.; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Ted Bates & Co.; BBDO; Compton Adv. and Benton & Bowles. Last year they accounted for an estimated $370 millions in non-domestic billing.

The agencies trace their burst of activity overseas—it gathered steam in 1960 and has been continuing at a rapid rate—to several developments.

Among them: a growth of commercial television in countries abroad; the impetus of the Common Market in Europe and in the world; the continued marketing expansion overseas of U. S. companies and/or their subsidiaries.

Spreading umbrella-like is the American know-how—the U. S. agency which is employing its executive corps overseas, and in the process, changing methods of advertising placement and billing.

All of the majors among U. S. advertisers abroad also handle advertise on tv, commercial tv overseas is no different than in the U. S. But there is a startling contrast for the U. S. tv advertiser abroad:

(1) There are advertisers who seek more commercial tv time than is available.

(2) The advertiser as a consequence usually hasn’t a chance at the driver’s seat; in fact, seldom can he take a back seat and more often he’s lucky to go along for the ride.

This unusual seller’s market in television overseas—alluded to by some as a “runaway” for the medium’s commercial operators—hardly resembles the more flexible economic role enjoyed by the U.S. advertiser in his own country.

High Hurdle = But once this hurdle is passed—along with other numbing problems of language barriers, native customs, currency difficulties, changing market conditions (for his particular product) and tv facilities (even these are far from “static”)—the marketing “race” can be fast and profitable.

But just how profitable for some agencies it’s difficult to assess. The

Four agency roads for overseas business

The U. S. agency seeking business overseas usually takes one of these four courses when setting up shop in foreign countries:

(1) Ownership—the agency can invest in its own office, or open a subsidiary. These usually are wholly-owned.

(2) Mutual-exclusive representation—the agency has no ownership and no stock. A mutual agreement for representation of its clients is struck with a foreign advertising agency.

(3) Account affiliation—the U. S. agency seeks out a foreign agency that is ascertained as best qualified to service a specific account or accounts but on an individual basis.

(4) Function as an export agency—in this context, the U. S. agency through its offices in this country places advertising abroad and directs.

Most large agencies functioning abroad use all four avenues. J. Walter Thompson, however, for the most part sticks to the first avenue (ownership), except in a few supplemental instances.
big U.S. agency abroad is just as apt to be moving ahead of his billing potential by anticipating expansion of U.S. companies abroad. The timing can be off, as well as nicely attuned. As one high-placed executive in charge of his agency's international operations explains:

"There are financial problems. The record is strewn with losses (of U.S. agencies entering overseas markets). An operation in a foreign country can be useful but may not look good on the profit statement.

"There are nationalistic currents to master, the language barrier to crack, billing is on a reduced rate (compared to what the agency is familiar with in this country) and the media rates are often of chaotic structure."

Pros & Cons • As in most business endeavors, there are favorable points balancing the disadvantages. For example, in Great Britain there are no program costs for the advertiser to worry about. But he must pay extra for a "fixed spot" position in peak periods (generally from 7-10 p.m.). The "surcharge" runs as high as 80-95% of the rate.

It is the waiting line for prime time, however, that has a unique position in commercial tv's "foreign affairs." In England, peak commercial time is hard to get—there's a waiting period. It's a similar situation in Japan, where business is placed on "sponsored networks" made up of three to 25 stations with the "key station" (any one of four in Tokyo, four in Osaka or three in Nagoya) working with the ad agency clearing the time. (There are at least 50 commercial tv stations in Japan.) Prime time roughly falls between 6:30-9:30 p.m. (Called "golden time" by the Japanese.)

Advertiser demand is unbelievable by U.S. standards in Italy where only a limited amount of commercial time is set aside. A Y&R account man, stationed in Europe, reports an average 18-month wait for the new advertiser in Italy.

It is not much better in West Germany. An account man in Frankfurt (also with Y&R) notes that advertisers there must place commercials some 12 months ahead of the schedule's starting date. In West Germany, moreover, an advertiser must resign himself to obtaining only half of what he seeks in tv. Commercials are permitted only in an hour segment (7-8 p.m.) in which a maximum of 16 commercials is permitted.

Italy gets tougher when the advertiser finally gets his buy: they are normally "must" for 26 weeks but the advertiser cannot be on more than twice in these weeks, and in addition his spots are rotated.

Because of the high demand and

Only last Monday (Oct. 8), Ted Bates & Co. opened its newest overseas agency affiliation—Ted Bates Werbegeellschaft mbH.—in Frankfurt, West Germany. Principals in the Frankfurt opening (l to r): Robert P. Eaton, new agency's general manager; Rosser Reeves, Bates' board chairman; Fritz K. Wolff, director, creative operations of Frankfurt agency; J. Ross MacLennan, senior vice president of Bates' international operations.

America's Television Bureau of Advertising is well aware of the great expansion in overseas tv. Norman E. Cash, president of TvB, is presently on a European tour of tv facilities. He is holding meetings in England and other European countries.
AGENCIES EXPANDING OVERSEAS BRANCHES continued

not necessarily in volume; in some Latin American offices, currency factors work against high dollar volume.

The JWT advertiser list is formidable, including such giants as Ford, Pan American, Eastman Kodak, Scott Paper, Aluminum Ltd., Kraft Foods, Standard Brands, Chesebrough-Pond's, Beehamp Products, Champion Spark Plug, Douglas Aircraft, Lever Bros. (actually a subsidiary of Unilever), and such British firms as Rowntree & Co. (candy).

McCann-Erickson has been aggressively seeking out the international field in the past few years and this year may be billing at the rate of $130 million.

Estimated M-E foreign business billed last year totaled $98 million. M-E has 42 offices in 21 countries, sees tv “growing rapidly” in the operation, particularly in London and Germany and has Coca-Cola, Nestle, General Motors, Colgate-Palimolive and Esso among its overseas clients.

An approximate $40-million billing operation overseas last year, Young & Rubicam continues to make billing headway, maintaining the agency as No. 3 internationally among its U.S. competitors. In the last four years alone, Y&R sources report the agency has quadrupled its personnel abroad.

Y&R maintains 10 main offices abroad (including Canada) and has other worldwide representation through 45 affiliations or associations. In Japan, for example, Y&R and Dentsu, one of the world’s largest agencies, maintain a loose or “informal” account relationship though Dentsu also places account business for other U.S. agencies where there’s no conflict.

Y&R’s big accounts internationally include many companies such as General Foods Corp., Beech-Nut, Life Savers, Sanforized Div. of Cluett, Peabody & Co., Procter & Gamble (nearly all of P&G’s budget in Great Britain is in television), Bristol-Myers and Kaiser Aluminum (many of these through a foreign subsidiary).

By some measure, Grant Adv. is bigger overseas than it is in this country: in 1961 for example, it’s estimated that the agency billed $26.5 million internationally, or $1 million more than the $25.5 million handled for its clients in the U.S. The agency is spread over a total of 31 foreign branch offices (including Canada) and has 36 affiliations with overseas agencies.

Grant reportedly expects its international billing this year to be some 10-15% higher. A substantial portion of that increase will be in broadcast (perhaps as high as 40%). According to Grant sources, tv is regarded as a “growing medium” abroad and commercial tv as “still very young.”

A sample of its major U.S.-based clients on the international billing scene: Colgate-Palimolive (uses a lot of tv and radio when it’s available); Coca-Cola (Grant handles in South Africa, Hong Kong and India), TWA in certain countries, Firestone Tire & Rubber Co., General Electric, Mobil Petroleum, Shaeffer Pen and First National Bank of New York.

The six international offices of Erw Wasey, Ruthrauff & Ryan Inc., billed nearly $30 million a year (some $24 million in 1961). A very small part of it, however, is in broadcast. It operates three offices in Great Britain (London, Glasgow and Newcastle); one in Canada (Toronto and Quebec) and one in Sweden (Stockholm). Later this year, EWR will open an office in Cologne, Germany.

The agency’s London office, which employs about 500 people (more than any single EWR office in the U.S.), services such American firms as Procter & Gamble, Goodyear Tire & Rubber Co., Quaker Oats Co. and S. C. Johnson & Son.

Foote, Cone & Belding last year billed close to $19 million overseas, and will be near $22 million in 1962. FC&B has four overseas offices and 85 affiliations in 84 countries. TWA, General Foods, Kraft, S. C. Johnson & Son, Kimberly Clark, Clairol, R. J. Reynolds Tobacco (German subsidiary and brand) are among its clients.

Ted Bates & Co. last week added a Frankfurt, Germany, office to its list of four international branches, in an overseas business sprint. The other four are in Paris, London, Toronto and Montreal. Together they bill between $30-35 million annually, with an estimated 40% in broadcast. This contrasts with an estimated $13 million in 1961 and indicates a substantial international billing increase for 1962.

Major accounts include Mobile Oil Co. (Paris), Mars Ltd., Colgate and Pakistan Airlines (London) and Kimberly-Clark and Boyle-Midway (Canadian offices). The new Frankfurt bureau will help service the Mobile and Pakistan Airlines accounts.

BBDO’s branch offices total six (BBDO international) with 97 affiliations or associations in 54 nations. The agency’s $12.4 million in international billing last year is certain to be substantially higher in 1962. In England, at least a third of the billing is in television.

Accounts overseas include General Mills (Betty Crocker Products), Chesebrough-Pond’s (entirely in tv), Coty and Skol Lager (this is a British brewery that is rated among the biggest in the area). Other accounts include Du Pont, Timex, U. S. Travel Service, all through the Milan office; North American Aviation, Remington and the Shertoll Hotels, via Frankfurt; International General Electric and the New York Dept. of Commerce, through Paris.

Compton Adv., New York, which has minority interests in Garland-Compton, London, and Nixon-Compton, Sydney, Melbourne and Brisbane, all Australia, currently is working out contract arrangements for the creation of several new European corporations.

These corporations will represent seven new offices for Compton, New York and Garland-Compton, London—Paris, Copenhagen, Amsterdam, Brussels, Frankfurt, Milan and Luzanne. They will be operated under the Garland-Compton name.

International billings for Compton are almost $10 million (over 20% increase) of which just under 60% is in broadcast.

Garland-Compton clients include

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**ABC International TV sets presentation in New York Oct. 31**

A major presentation on television and its “unlimited international possibilities” has been scheduled by ABC International Television Inc. for Oct. 31 in New York.

Officials said leaders in international broadcasting, advertisers and agencies, industry and government will participate in the meeting, a breakfast session described as “the first of its kind under the banner of world-wide television.” It will be held at the new Americana Hotel.

"Because of the vital need for a clear understanding of the possibilities international television opens to us, ABC International felt that such a meeting is essential at this time," said President Donald W. Coyle. His company, said to be the largest for international commercial tv, is associated with 21 stations in 14 foreign countries.

Informal discussions will follow ABC International's presentation, a Visualscope showing titled "Worldvision—Your Passport to the Future."
Ampex Colortec color adapter eliminates a complete extra rack of electronics: it fits into a $5\frac{1}{4}$” panel on your Videotape recorder. It gives you color. Bright, beautiful color—with full bandwidth luminance and chrominance signals. Sharp black and white, too. And it's accurate to 3 parts per billion. The luminance and chroma are never separated but are processed together so that the picture is synchronous to 3.58 mc subcarrier to within ± 3 nanoseconds. Furthermore, it's the only color recovery system that meets N.T. S.C. standards.

Operation? Extremely simple with only two principal controls. What do these facts indicate? Simply this: even if you aren't contemplating color transmission yet, Colortec color tape playback system should figure in long-range plans. For details write the only company providing recorders and tape for every application: Ampex Corporation, 934 Charter St., Redwood City, Calif. Sales, service engineers throughout the world.
Radio listening is on the rise in Britain

DAILY BBC SAMPLING SHOWS RADIO-TV PREFERENCES

A million more people in Britain now are listening to radio on the average day than in 1961. The current total is an estimated 26,300,000, well over half the population.

The average person's radio listening hours have jumped from 7.25 to 7.28, representing a 7% increase in listening for the entire population.

Evening radio listening has continued to decrease as more people buy or rent tv sets. The radio increase is between 9 a.m. and 6 p.m.

The rise in listening has been detected by the BBC's audience research department. The study includes the growing number of out-of-home radio users. The department questions 3,000 adults and 1,000 children every day, or 1.5 million every year. The basic question is always the same: "What programs did you listen to, or view, yesterday?"

It is asked by 300 trained interviewers over the country who are given quotas of people to interview categorized by sex, age, social class, and occupation. The aim is to sample not only the population as a whole but also important sections of it.

Adults may be interviewed any time of day, but children's interviews (conducted only by women) are confined to 4:30-6:30 p.m.—in specified homes, with parental permission, among children over the age of 5 who happen to be in.

Program Logs • Programs listened to are recorded on individual log sheets which are mailed in every day. An informant may not be checked as listening to a program if he has heard less than half of it. The interviewer is warned to be wary of the informant who says he "usually listens" to a given program for he may not have heard yesterday's. But background listening is counted unless the informant can remember no details at all. As a check on interviewer honesty a random 5% of those listed by the interviewer are written to and asked to confirm that the interview took place.

Research results are distributed to BBC executives in several forms:

(a) The audience barometer—it estimates daily audience of each BBC program throughout Britain and in each BBC region.

(b) The daily chart of tv audiences—it compares audiences for BBC and commercial network programs, and gives total audience, those who can receive only BBC-TV programs, those who can receive both, and a breakdown of the latter category for each region.

(c) The children's audience supplement—it deals only with programs intended for children, indicating the audience size in three age groups, 5-7, 8-11, and 12-14. Each month there is a summary of children's audience trends in the 5 p.m.-6 p.m. and 6 p.m.-9 p.m. periods.

(d) The audience research bulletin—it summarizes listening and viewing trends weekly and notes findings of special interest. At the end of each quarter, long-term trends are reviewed.

(e) The audience research reference book—it incorporates material of long term significance. Additional pages update material from time to time.

Audience opinions • An important side of audience research to BBC is listeners' and viewers' opinions. A survey may show a series is gaining or losing audiences but can't show why. Two programs may be heard by an equal number of people, yet one is liked more than the other. Then there are programs for minority audiences. The audience research department continuously seeks listeners' and viewers' opinions.

The panel method is used for this in-depth rating, separate for the radio and tv networks. There is a 700-member viewing panel; a listening panel for two of the three radio networks with 600 members in each of the seven BBC regions, and the highbrow Third Programme network has a 1,000-member panel.

So the panel will be broadly representative of the customers of each network, listening panel members serve about 15 months and viewing panel members three. The panel member receives weekly batches of questionnaires on selected programs and is specifically requested to view and listen as usual regardless of membership.

If the member has seen or heard a program on which there is a questionnaire he reports on it. Some questionnaires seek the panel members' opinions on additional specific facets of a program such as the acting, production and script of a play.

Total reactions • Every questionnaire seeks "your reactions to the broadcast as a whole." The member does this by awarding a mark from a five point scale which goes A++, A+, B, C, and C—, ranging from exceptional enjoyment to extreme dislike, distaste or boredom. The answers provide data for a program appreciation index from 4 to 0.

Most questionnaires use a choice of set answers for each item for rapid tabulation but the more elaborate ones are summarized to present prevailing attitudes while also showing minority feelings. Apt verbatim quotations are often added to illustrate attitudes.

Special investigations have included surveys of the Gaelic speaking population, the use made by farmers of agricultural programs, the incidence of vhf listening, car listening, tv programs for women, the leisure habits and interests of young people, and the public's use and attitudes towards the BBC news programs.

Limited commercial tv planned by Malaya

Malaya plans to begin television in that country within 18 months. The new service will be operated under the aegis of the Ministry of Information & Broadcasting, according to the Malayan embassy in Washington, D. C.

As a result of government studies the following proposals have been tentatively adopted: two channels of transmissions will be started in Kuala Lumpur, the capital, with future expansion when practicable; the 625 line picture system employing band I and band III will be adopted as this would facilitate exchange of programs; commercial advertising will be accepted although sponsored programs will be discouraged.
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for instant escape of heat.

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Garnishes for bounce lighting. Is calibrated 30° below and 90° above horizon. Control arm makes it easy to tilt and lock head at any angle.

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has dimmer control for modeling and setup lighting levels, is conveniently located on handle for instant light control.

ORIGINAL EQUIPMENT
ALSO INCLUDES:
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Dual-purpose lens affords choice of 110° x 45° or 50° x 50° beam for broader light coverage of subject area.
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Here's the finest in professional photo lighting. Professional photographers across the country are using it to shoot their commercial productions — both movies and stills.

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Good? So good it won a 1962 Academy Award. Want to know more about this new SUN GUN Professional Photo Light? Ask your photo dealer — or mail the coupon below.

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MAIL THIS COUPON TODAY FOR MORE INFORMATION
Labor Party supports Pilkington report

The annual convention of the Labor Party has unanimously approved a resolution backing the Pilkington Report. It urged Labor members of Parliament to support immediate implementation of the report’s main proposals—the reorganization of commercial television, a second network for BBC-TV and the introduction of color television.

A representative of the Assn. of Cinematograph, Television and Allied Technicians wanted to soften the resolution by cutting out the words “immediate implementation of its [the report’s] main proposals.” He suggested instead a call to BBC for union recognition. He said his union agrees with many of the Pilkington attacks on commercial tv but doesn’t accept the report’s view that BBC-TV is in the clear.

The basic fault with the commercial network, he claimed, is that “every penny spent on program content was resented” because it cut profits.

The ITA, he said, operated as “the tool and not the master of the companies and merely shifting the balance as Pilkington recommended would achieve no practical results. We have to halt the attitude that programs are sandwich fillings between commercials.”

The union spokesman called for a punitive profits tax on the commercial tv companies which could be used for general broadcast development, including the activities of BBC.

A Musicians’ Union representative said the Pilkington Report did not state what the role of tv should be. “In our view television. . . should be used to bring events to the public as they are happening. It should not be a medium for home cinema and the display of American and other foreign television films.”

The Labor Party’s national committee welcomed the Pilkington Report as an indictment of Conservative policy. The committee wants local radio to be run as a public service and not on a commercial basis. It also favored tighter controls on content and timing of commercials and a cut in total advertising time. The use of some of the commercial network’s profits to finance BBC-TV was put forward as a possibility.

Monte Carlo tv fete scheduled Jan. 10-19

The Third Annual International Television Festival of Monte Carlo will be held Jan. 10-19, 1963, in Monaco. Fifteen countries participated in last year’s festival.

A change has been made in festival regulations to permit programs aired during the 1962 calendar year to be submitted to the festival committee by the Dec. 15 deadline. (The eligibility period in the previous two festivals was Nov. 1-Dec. 31 of the following year).

Denmark exhibition opens next week

Film salesmen and buyers from around the world will get a chance to meet without the glamor of film festivals beginning next Monday (Oct. 22). The International Television & Film Exchange will open in downtown Copenhagen, Denmark, with an exhibition hall, closed-circuit tv and screening equipment for various sizes and types of film.

After this fall, the Exchange will be open for 10 days each April and October. The opening program includes a display of early and modern movie and tv equipment and an exhibit of a U. S. tv satellite.

Radio-tv advertising on rise in Canada

National radio and television advertising were both up the first half of this year, according to estimates made by Elliott-Haynes Ltd., Toronto market research firm, and published in the Toronto advertising weekly, Marketing. Radio advertising was up 8.2% to $9,918,768, and television advertising up 22% to $27,705,036.

Foods and food products were largest advertising group in radio with $2,920,384 and also in television with $7,133,603. Drugs and toilet goods came second in both media with $1,508,617 in radio and $5,707,684 in television.

N.Y. international meet to hear EBU president

The European Broadcasting Union’s first meeting outside Europe will take place in New York, Oct. 22-27. Its opening session at the Waldorf-Astoria Hotel will be addressed by EBU President Olof Rydebeck, director general of the Swedish Broadcasting Corp.

Other speakers at the opening meeting will be Jean D’Arcy, director of radio and visual division, United Nations office of public information; and John F. White, president, National Educational Television & Radio Centre.

Closed business meetings will be held at the Carnegie Endowment Bldg., 345 E. 46th St.

On Oct. 24, the EBU delegation will fly to Washington as guests of the U. S. Information Agency and meet with President Kennedy and other government officials. They will see the Andover, Me., Telstar tracking station in operation on Oct. 27.

Canadian set sales up in first seven months

Sales of made-in-Canada radio and tv sets were up the first seven months of this year as against last year, according to a report by the Dominion Bureau of Statistics, Ottawa.

Television sales totaled 202,834 in the January-July 1962 period, as against 160,446 in the 1961 period. Radio sales were 328,848 against 292,122.

Imports of radio sets in the first three months of this year totaled 113,518 transistor type, 35,346 home receivers and 4,537 radio-phonograph combinations; 7,391 tv sets were imported in the period.

P&G PUTTING MORE STRESS ABROAD

Good year in foreign investments spurs expansion plans

Procter & Gamble has announced an expansion in its international business organization by setting up four new operating divisions and appointing executives to head them. The managers, all former associate directors of the P&G overseas division, will report to Donald H. Robinson, P&G’s vice president-overseas operations.

Procter & Gamble is generally regarded as one of the top advertisers (through its subsidiary companies) in commercial television where it exists overseas. Domestically, P&G is no. 1 in allocation of advertising funds to television.

The divisions and managers to head them: Asia and Latin America (headquarters in Cincinnati, Ohio), Charles M. Fullgraf; Britain, Canada and Scandinavia (Cincinnati), William M. Ittman; European Common Market (Brussels), Thomas C. Bower: export and special operations (Geneva), Eugene W. Gilson.

P&G owns manufacturing units in 10 foreign countries and has plants under construction in another three. The company’s products are also manufactured under its supervision in 12 other countries, in plants partially owned by P&G or in plants of licensed manufacturing agents.

The company’s annual report for fiscal 1961-62 showed $20 million in net earnings from overseas operations and noted that the international business had an “unquestionably favorable effect” on the balance of payments in the U. S. In the past five years, P&G claims to have sent about $9 million (U. S. dollars) overseas to finance business development programs, but reports $48 million in overseas business were returned as dividends to the parent company.
Airtime comes only once per program. Priority handling of tapes, films and platters is a must . . . and it’s assured only when you insist on shipment by Air Express. There is only one Air Express—the coordinated service of R E A Express and all 38 scheduled U.S. airlines. It’s top priority, right after U.S. mail and passengers, everywhere in the U.S.A., Puerto Rico and Canada. 13,000 R E A Express trucks provide speedy door-to-door service. Cost? Low: 5 lbs. travel 1,000 miles for $3.53. For shipping or receiving, specify Air Express. It’s as close as your phone. CALL YOUR LOCAL R E A EXPRESS OFFICE FOR AIR EXPRESS SERVICE
One global system for all, ITU chief urges

One, single, integrated, global satellite communication system, with the United Nations managing the system. This is the proposal suggested by Gerald C. Gross, secretary-general of the International Telecommunications Union, Geneva. Capt. Gross makes the recommendation in a discussion on "Space Communications: The Need and Scope for Action" published by Telecommunication Journal, organ of the ITU. The document was prepared as a review of the subjects that he feels should be included in the Oct. 7, 1963, conference in Geneva which was specially scheduled to deal only with the assignment of space frequencies.

It is Capt. Gross' view that the conference must deal also with realities that will be involved in the discussion next year. He urges that they be met and answered at the same meeting.

Warning of the dangers of dual systems, the ITU secretary-general urges a "single universal space communication system." Economically, as well as from an international aspect, more than one system would be disastrous, Capt. Gross says. He adds: "... if the nations of the world do not agree to plan for a single space communications system, it is unlikely that there will be any viable international space communications systems at all, at least for a very long time."

Most of the countries to be represented at next year's conference, he warns, will not look kindly on giving up some of their frequencies for a space system in which they have no immediate interest. "These countries will need to be convinced," he says, "that they are making a wise investment, especially since this particular investment represents an initial sacrifice [the giving up of present frequency assignments]."

UN Arm - The need for international management is evident, Capt. Gross says, once the idea of a single international system is accepted. The remaining question is what organization shall carry out this work.

Although there is no doubt, he says, that the technical operations of space vehicles will belong to the nations that launch and own them, "it is obvious, in view of the tremendous technical and economic issues involved, that the people of the world cannot be satisfied with anything less than a U.N. agency."

There are two possibilities, he goes on. One is to establish a new agency, such as the International Civil Aviation Organization or the International Atomic Energy Agency. On the other hand, he said, there is the ITU, also a UN arm, which has been in existence for 97 years handling international telecommunications.

Capt. Gross was appointed secretary-general of the ITU on Jan. 1, 1960, and is the first American to hold the post. He served as deputy secretary-general from 1945 to 1958 when he became acting secretary-general. His term expires in 1965. He is a captain in the naval reserve and was FCC assistant chief engineer from 1928 until called to active duty in January 1943.

Abroad in brief...

Made-in-Japan - The Tokyo Broadcasting System has announced it will offer for distribution throughout the world various programs produced and telecast by TBS. The programs offered will include Japanese dramas, mystery shows, music programs by symphonic orchestras and documentaries. Distributor is K. Fujita Assoc. Ltd., 26 Kotohira-cho, Shiba, Minato-ku, Tokyo, Japan.

Benedict in England - MGM-TV's new fall series, Sam Benedict, has been licensed by Granada-TV for telecast in the United Kingdom. The one-hour series began Sept. 19 over the commercial network in England. The program was licensed earlier to Procter & Gamble of Canada Ltd. for showing over Canadian television (CTV) throughout Canada.

ABC Radio lineup forms in New England

TO OFFER REGIONAL NEWS; WORL BOSTON KEY STATION

The formation of a new ABC Radio New England network tentatively scheduled to begin on Dec. 1 was announced last week.

The network has 15 charter affiliates and WORL. Boston is designated as the "key station." The station's general manager and executive vice president, George Gray, in addition to his station responsibilities, will direct the operation, which will be affiliated with ABC Radio.

The regional network's goal is to obtain 30-35 stations. It will extend existing ABC Radio lines to feed the member stations in markets not now served. The initial programming plans anticipate about three regional news periods a day, and closed-circuit feeds of "realities" that affiliates can excerpt for use in their own newscasts.

The new regional operation will be represented in national sales by the new rep firm, ABC Radio Representatives. The rep also sells nationally for ABC Radio West (116 stations in 11 western states). ABC Radio President Robert R. Pauley said the new rep firm is not accepting requests from other stations for individual representation.

Hush on jury musings hit by broadcasters

Broadcast media opposed a suggested ban on use of information about jury deliberations at a hearing held Oct. 11 in Baltimore by a committee of the Maryland Bar Assn. Circuit Judge John B. Gray Jr. is chairman of the committee, which is concerned about broadcasting and publishing of what goes on in the jury room.

The problem arose in Maryland, it was explained at the hearing, after WBAL-TV Baltimore had recreated jury deliberations in a murder trial, using some of the jurors as principals. The broadcast occurred after the defendant, Melvin Davis Reese, had been found guilty but before sentence had been pronounced by Presiding Judge Rosel Thompson.

Radio-TV spokesmen at the hearing said it often is in the public interest for the public to know how a verdict is reached. Among those representing broadcasting were Robert B. Cochrane, WMAR-TV; Charles Roeder, WCBM; and Galen Fromme, WBAL, all Baltimore; and Robert Cahill, of the NAB legal staff. Mr. Cahill said NAB had been instrumental in setting up liaison committees to work out court and indus-
try problems.
One proposal suggested at the hearing was the issuance of instructions by a trial judge to jurors directing them not to talk about the case during the trial or afterward.

The bar committee will submit its report to the bar association. A New York judge has requested media not to publicize information about the prior record of Dave Beck, once president of the teamsters union, and other defendants (Broadcasting, Oct. 8).

**Writers Guild starts picketing WHN New York**

Writers Guild of America, East Inc., New York, set up picket lines at WHN New York early Thursday (Oct. 11).

WGA in taking strike action against Storer Radio Inc., owner-operator of WHN, formed picket lines at the company's premises at 400 Park Ave. and at the transmitter site in New Jersey. Radio branch members of WGA had voted to strike Sept. 24.

WHN has five WGA newswriters but the strike order, according to a guild spokesman, prohibits all guild members from rendering services or material to Storer Radio Inc. and such parent or other companies which control or are controlled by Storer.

Evelyn F. Burke, chief WGA negotiator, called the contract provisions Storer offered "completely unacceptable and far below the going rates and standards for radio newswriters in New York. No negotiations have been held since late August.

WHN said its news operation would be handled indefinitely by internal personnel, and replacements for the news writing staff might be hired depending on how the strike situation develops. No other unions were reported to be involved.

**Birmingham etv gets $17,000 from WAPI-TV**

A check for $17,000 has been given to the Alabama Educational Tv Commission by commercial station WAPI-TV Birmingham, Ala. to help pay for a new transmitter for WBIQ-TV, ch. 10 etv station of the same city. The check will be used to match the new federal aid to etv funds when this money becomes available.

The ch. 10 station has been programming since 1955.

In addition to WBIQ-TV the state of Alabama (AETC) owns and operates WCIV-TV Mount Cheaha and WDIQ-TV Dozier and is constructing WAIQ-TV in Montgomery.

Programming for these stations originates at Auburn U., the U. of Alabama and in a Birmingham studio maintained by the six Jefferson County school systems.

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**Radio-tv to carry pre-trial coverage**

**BUT IT’LL BE DIFFERENT WHEN JURY CHOOSING BEGINS**

Opening courtroom events at the trial of Billie Sol Estes, starting Oct. 22 in Tyler, Tex., will be covered by live television and radio as well as silent film cameras but live coverage will stop when selection of the jury begins.

WFAA-TV Dallas will have two live tv cameras inside the bar at about the same position they occupied at the first trial, which ended after two days of legal skirmishing (Broadcasting, Oct. 1, 8). Judge Otis D. Dunagan placed broadcast coordination at the second trial in the hands of Marshall Pengra, WLTV (TV) Tyler, after ruling that only silent films would be allowed during testimony.

**The Texas Criminal Code, Article 644**, specifies no witness may hear the testimony of another witness in the same case. This provision was adopted in 1925.

Mike Shapiro, WFBA-TV general manager, said WFBA-TV's live coverage will be fed by concealed equipment over direct line to Dallas headquarters where it will be made available to any station or network desiring the service. No cables will be visible in the courtroom, he said. Audio is to be taken from the courtroom's p.a. system.

When live coverage of preliminary courtroom proceedings is stopped, probably about Oct. 23, one silent film camera each will be allowed AP, UP, each of the three networks and the Tyler station. This will be possible total of six silent cameras.

At the end of the trial, it's anticipated live broadcast coverage of the prosecution and defense summations will be allowed. Since about 100 witnesses are scheduled to appear, the taking of testimony may run two weeks or even a month.

A proposal to invoke Canon 35 (courtroom coverage ban) of the American Bar Assn. in the state of Texas was bypassed at an Oct. 19-20 meeting of the judicial section, Texas Bar Assn. An effort had been made to bring up the subject at the section's annual meeting in Austin but the plan was not brought before the meeting.

**Equipment lack delays WCIV(TV) operation**

WCIV (TV) Charleston, S. C., which intended to begin operations on ch. 4 Oct. 1 (Broadcasting, Oct. 1), was not on the air as of Thursday (Oct.

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**WITH WBT RADIO YOU FOCUS ON THE ONE WHO PAYS THE BILLS**

"Nice looking car, Jimmy. Who bought it for you?" Probably his father in the back...one of the nation's adults who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money...and WBT radio has the highest percentage of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults.

**WBT RADIO CHARLOTTE**

Jefferson Standard Broadcasting Company
Represented nationally by John Blair & Company.

10) because of delays in delivery and installation of transmitting and studio equipment, explained William E. Lucas, station manager.

Mr. Lucas said he is unable to pinpoint the date the station will start regular operation, but he explained that the situation is "on a day-to-day basis," and scheduled activity will start as soon as an FCC proof of performance can be established.

WCIV is the third station in the Charleston market and is an NBC-TV affiliate. Harold E. Anderson, of Columbia, S. C., is president of The First Charleston Corp., owner and operator of WCIV. The staff includes: Mr. Lucas, Everett Martin, sales manager, and Steve Thomas, operations manager.

$550,000 asked from CBS

CBS was sued for $550,000 last week on charges that "My Dark Days," broadcast on CBS-TV as one of the General Electric Theatre series, was "substantially similar" to the motion picture, "Underground U.S.A.,” and of WCIV. The situation be established.

The installation of the picture, "Underground U.S.A.,” and of WCIV. The situation be established.

Returns funneled into NBC's election headquarters in New York from wire services and 1,000 NBC reporters at key centers will be tabulated and used by news producers headed by Chet Huntley and David Brinkley. These returns will be relayed to the Cherry Hill Center by DaSpan, an RCA-developed data communication unit, which will feed the information into the computers in the form of perforated tapes.

At the same time late reports from areas where trend shifts are apparent will be received at Cherry Hill and transferred to paper tapes again for the computers.

The computers will produce printed projections of election results after comparing the latest information with previously compiled voting performances. The projections then will be reported on the air by NBC commentator Richard Harkness who will be stationed near the computers. All data received at Cherry Hill will be relayed by another DaSpan link to RCA's data center in New York, where analyses will be turned out and relayed to studio headquarters.

Lesch to be honored for human rights aid

George H. Lesch, president and chairman of Colgate-Palmolive Co., will be honored "for distinguished leadership in behalf of human rights" by advertising and broadcasting professions at a dinner sponsored by the Joint Defense Appeal on Oct. 30 at the Plaza Hotel, New York.

Dore Shary, playwright and stage and film producer, will be a featured speaker at the dinner and Hugh Downs, network announcer, will serve as toastmaster.

The dinner will represent the high point of the campaign in the advertising and broadcasting fields to raise funds for the human relations programs of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Changing hands

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

* WDEE Hamden, Conn.: Sold by Aldo DeDominicis and Vincent deLaurentis to C/G Associates Inc., with Stuart M. Cadan, president, and Richard S. Greene, secretary-treasurer, for $200,000 plus consulting fees. Mr. Cadan was originally associated with the sellers when they founded WNHCTV New Haven. WDEE operates on 1220 kc with 1 kw daytime. Transaction was handled by George Romano of the Howard Stark organization.

we give the facts

a thorough airing

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BEVERLY HILLS
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Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
Crestrview 4-8151

94 (THE MEDIA)
KEYE Perryton, Tex.: Sold by Carl Ellis and associates to group headed by Frank Junell for $160,000. Mr. Junell has interests in KBYG Big Spring and KNIT Abilene, both Texas. KEYE operates on 1400 kc with 250 w fulltime. Broker was Hamilton-Landis & Assoc.

APPROVED • The following transfer of station interests was among those approved by the FCC last week (for other commission activities see For THE RECORD, page 106).

• WINN Louisville, Ky.: Sold by Glen A. Harmon, Glenn Snyder, Oldham Clarke, Charles M. Wheeler and Jesse L. Chambers to Garvis Kincaid for $500,000. Conditioned on Mr. Kincaid disposing of his interest in WFKY Frankfurt, Ky. Mr. Kincaid also owns WVLK-AM-FM Lexington, WCMIA-M-FM Ashland, both Kentucky, and WHOO-AM-FM Orlando, Fla.

WJMY, Detroit area uhf, starts ch. 20 operations

WJMY (TV) • Allen Park, the Detroit area's first commercial uhf tv station, began operations on ch. 20 last week (Oct. 7).

The station is owned by Triangle Broadcasting Co. which is headed by Robert F. Spanos, the company's chief executive officer. Albert Vanden Bosch, broadcast consultant, is general manager and is in charge of promotion and news. Triangle is owned by 12 persons and is seeking a total of five uhf stations in the U. S. of which WJMY is the first to go on the air, Mr. Vanden Bosch said.

Other WJMY executives are Henry Faber, president; Michael Clarke, commercial manager; Mike Hawley, program manager and Gerald Dawes, chief engineer.

Highest hourly rate is $300. According to an October 1961 survey, Mr. Vanden Bosch said, there are more than 150,000 uhf receivers in the Detroit area.

Couric urges radio for inns

Hotels and motels should take advantage of the "big, fast-moving audience served by radio, a big and fast-moving medium," John M. Couric, NAB public relations manager, said in a talk before the Eastern States Hotel-Motel & Restaurant Show at West Springfield, Mass., Oct. 9.

Radio, as the warmest, most direct and most personal of all media, should be made available in every hotel and motel room, Mr. Couric said, if guests are to feel less like strangers and more at home. "Radio can be that plus service that makes the difference between the traveler who stops and goes, and the tourist who comes and visits," he said.

SAYS MAN ABOVE SCIENCE IN TELSTAR

Stanton notes role of mankind in technological advance

Unless Telstar is used to "link minds in some significant way," it is "utterly worthless," according to CBS President Frank Stanton, who notes that the "miracle of Telstar" ought not to exist "only as a scientific marvel."

Dr. Stanton referred to Telstar as an example of technology being harnessed for man's enlightenment at a sesquicentennial (150-year) convocation lecture prepared for Oct. 12 delivery at Colby College in Waterville, Maine. He talked on the heritage of the mind in a civilization of machines.

Dr. Stanton based his theme on the conviction that only by becoming more, and not less, human can man rise above the machine he uses and above the complexities, rigidity and mechanization that can accompany scientific and technological advances.

In another reference to tv, Dr. Stanton raised the question of why critics, despite "the wide impact and obvious contributions of the 1960 presidential debates," worry about the "consequences of the actions and appearances" of the candidates as involving tv itself rather than placing the concern on the human factor. "Isn't it man that is being worried about here, rather than science?" he asked.

He noted, too, that in the first major tv interview with Nikita Khrushchev in the U. S. (in 1957 on CBS-TV), "some, and among them men in high places, considered this communications triumph a desecration of the American living room." Dr. Stanton added, "some people just don't want communication or information."

Code can eliminate 'schlocks'—Carlisle

NAB's Radio Code "will go up in smoke" unless more stations, both NAB members and non-members, subscribe to and observe the program and commercial standards, William Carlisle, NAB station services vice president, said Oct. 12 in an address to the Alabama Broadcasters Assn.

Mr. Carlisle told the ABA meeting at Tuscaloosa there is nothing about the code that is potentially harmful or dangerous to responsible broadcasters. Instead, he said, it can insure future operational freedom in radio. He added, "It is the one and perhaps only way that

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EAST —Good cash flow to owner-operator on gross of $120,000.00—plus. Requires 25% down on total price of $200,000.00.1

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Newspaper gives tv tower for Hawaiian etv

When Hawaii's planned etv channel begins operations, it will use a 300-foot television tower donated to the U. of Hawaii by the Hawaiian Broadcasting System, which is owned by the Honolulu Star-Bulletin (KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo, KMAU-TV Wailuku and K7OBW Lihue, all Hawaii).

Shown here at the tower presentation are Chinn Ho (l), president of the Star-Bulletin and Hawaiian Broadcasting System, Dr. Lawrence H. Snyder (r), president of the university, and Joseph Herold, general manager of KGMB and the broadcasting system.

The gift was made "as a token of appreciation to the public school system for what it has done for Hawaii..." Mr. Ho told Dr. Snyder at the presentation.

KGMB-AM-TV is using the tower until its new 420-foot structure is completed on Kapiolani Boulevard. The 300-footer will be dismantled and reconstructed on the university campus.

the vast majority who are good radio broadcasters can finally rid themselves of the schlock operators in their midst who make all this excessive regulation appear necessary to the FCC and others.

He defined a schlock operator as one who consistently programs "20 to 30 spots an hour, day in and day out, and who acts as if he has a license to steal instead of to serve."

It's necessary for broadcasters, he said, "to come up with our own solutions, our own changes, and not leave a vaccuum into which anyone, including the federal government, can move."

Kentuckians protest 'turnpike radio' plans

"Turnpike Radio" systems in which programming is made available to auto radios by means of signals transmitted along major highways would provide "detrimental, unlicensed competition to standard broadcast stations," according to a resolution adopted at the Oct. 2-4 meeting of Kentucky Broadcasters Assn., held in Paducah.

The resolution, directed to Gov. Bert Combs and state highway officials, stated no applications for such a system have been filed in Kentucky but have appeared in neighboring states.

KBA awarded "Kentucky Mike" honors to James Caldwell, WAVE Louisville, retiring president, and Mike Layman, WSFC Somerset, Ky.

KICM sues KOA-TV over teen-age contest

KICM Golden, Colo., has filed a $150,000 damage suit against KOA-TV, NBC affiliate, over what it charges is the latter's refusal to carry the Colorado portion of the Miss Teenage America contest.

KICM, which promotes the contest in Colorado, said KOA-TV had agreed not only to televise the state pageant "live," but also agreed to carry spot announcements advertising the contest. Jerry Fay, KICM station manager, says KOA-TV reneged on its contract. KICM later contracted with KTVR (TV), local independent station, to carry the show.

Ralph Radetsky, general manager of KOA-TV, said when the tv station first saw the KICM broadcast copy, "... it became clear that this was an all-out radio station promotion contest." He continued that it is not KOA policy to lend implied endorsement to any contest over which it cannot exercise supervisory control.

KICM has asked Denver District Court to award that station $150,000 damages because KOA-TV did not carry a $615 schedule of spot announcements and to order KOA-TV to carry the Miss Teenage Colorado show on Oct. 13 as scheduled.

RKO General Inc.'s net income rises

The net income of RKO General Inc. and its consolidated subsidiaries for the nine months of fiscal 1962 ended Aug. 31 was $4,041,921, it was reported last week. This compares with $3,744,152 for the same period in the 1961 fiscal year.

The RKO General income figures were given in a financial report by the General Tire & Rubber Co. for the fiscal three quarters of 1962. General Tire & Rubber owns RKO General. The parent company reported consolidated net sales of $667,908,409 and estimated income after provision for federal income taxes, of $17,201,394 (99 cents per share). For the same 1961 period, General Tire & Rubber had net sales of $563,936,813 and income of $18,061,- 334 ($1.07 per share). General Tire & Rubber owns also Aerojet-General (rockets and missiles).

Station editorials get affirmative reaction

According to a survey of Wisconsin radio and television stations made by Jack Newman, director of the University of Wisconsin News Service, both listeners and broadcasters regard station editorializing favorably. Answers from 42 of the 100 stations that received questionnaires indicated that 26 did air editorials while 16 did not.

A majority of stations said that their editorials were broadcast on an occasional basis, from one to five days a week. Most average one to five minutes and are repeated two to six times.

The poll showed that most editorial topics concerned local and state issues; eight stations said they made editorial comment on national problems, while only six aired opinions on world issues.

Broadcaster to broadcaster

Broadcasting interests were involved last week in the sale of a Kentucky newspaper. The Frankfort State Journal was sold by John H. Perry (WESH-TV Daytona Beach, Fla.) to the Dix interests, publishers-broadcasters. The sale price was not announced.

The Dix group (Albert V., Robert C., Raymond E. and Gordon C. Dix) owns WTRF-TV Wheeling, W. Va.; WWST-AM-FM Wooster and WKNF-FM Kent, both Ohio, and WRAD
Radford, Va. It also publishes the Martins Ferry-Bellaire Times-Leader, Wooster Daily Record, Defiance Crescent-News, Ravenna-Kent Evening Record, all in Ohio. Perry newspapers include the Daytona Beach Journal among others in Pensacola, Deland, Ocala, Panama City, Palm Beach, Leesburg, Palatka and Melbourne, all in Florida. The Kentucky transaction was handled by Blackburn & Co.

Panel program fair, WIBW tells farmers

An angry delegation of 140 farmers converged on WIBW Topeka, Kan., Oct. 3 in protest against an Oct. 1 panel program on the withholding of livestock from market, a serious question in the Midwest. The group talked two hours with Thad M. Sandstrom, WIBW general manager, and staff members including Wilbur Levering, farm director, and Charles Ross, associate director.

The group contended the position of National Farmers Organization had not been fully presented on the program, which included representatives of meat packers and NFO as well as lawyers. Threats not to use products advertised on the station were made.

Mr. Sandstrom explained the station has a policy of impartial treatment and had portions of the program played back to the delegation. He said the station felt it had covered the situation objectively and need not provide reply time to NFO as one element of the program.

Lucas radio purchase plan

To help timebuyers with purchases in radio for California coverage, J. A. Lucas Co., a Hollywood station representative firm, has formed two groups, Jalco No/Cal, consisting of KDAN Eureka, KONG Visalia-Tulare, KTOB Petaluma, KQMS Redding, KAGR Yuba City, KPER Gilroy-Hollister and KIBS Bishop, and Jalco So/Cal, made up of KGEE Bakersfield, KBUC Riverside-Corona, KCMJ Palm Springs, KKAR Pomona, KGUD Santa Barbara and KRCA Ridgecrest.

In announcing the formation of the intrastate groups, Mr. Lucas said that in addition to a group purchase discount, the one-contract, one-billing arrangement would save time and expense for agencies. The minimum for a group rate is a three-station purchase, but stations from the second group may be added to the primary buy to earn the lower rate scale.

Tv news techniques shown in film series

A group of five 16mm sound films which demonstrate some techniques used in television news coverage has been produced by members of the Radio-Television News Directors Assn. and is available from Carroll Mc Caughery, news director, WSOCTV Charlotte, N. C.

Films were developed by Mr. Mc Caughery for a television workshop at the news directors' convention in San Francisco last month (Broadcasting, Sept. 24).

The five topics:
- Reporting election results without interrupting regular programming; produced by Mr. Mc Caughery.
- Interviews and panel shows for tv by long distance; two clips, one by Alex Gifford of WDSU-TV New Orleans and another by Robert H. Young, WNDU-TV South Bend, Ind.
- Use of the wireless microphone; Dick John, WKY-TV Oklahoma City.
- Courtroom techniques; produced by Ray Miller and Chuck Pharris, KPRC-

NAB fall conferences open today in Atlanta

Southeastern broadcasters meet today (Oct. 15) in Atlanta for the opening conference of NAB's annual regional series. Eight sessions, each 1½ days, will feature the schedule, which winds up Nov. 19-20 in Portland, Ore.

The conference series moves on to New York Thursday and Friday. In Atlanta sessions are being held at the Dinkler-Plaza Hotel; in New York at the Biltmore.

The first day's program includes reports by staff members; the main address will be delivered at luncheon by NAB President LeRoy Collins. Staff reports will cover research, editorializing, legislation, regulation, public relations, labor problems and the NAB radio and tv codes (Broadcasting, Oct. 1).

Agendas for the series call for concurrent radio and tv meetings the first afternoon. Topics include radio overpopulation, management affairs, community antenna tv systems and operation of the codes. National defense obligations of broadcasters will be discussed by Ernest C. Thelemann, of the FCC staff.

Spokesmen for all-industry radio and tv music licensing committees will review copyright developments. Tv delegates will hear a presentation by Roy Danish, director, Television Information Office. Sessions conclude at 12 noon the second day.

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No. 1 RADIO
Albany-Scranton-Erie, Pennsylvania
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No. 1 RADIO
Bookley, West Virginia
Tony Gonzales, Manager

No. 1 RADIO
Norristown-Philadelphia Area
John Banzhaf, Manager

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also WQTY

our station coming up fast in JACKSONVILLE, Florida

N. Joe Rahall, President "Oggie" Davies, Gen. Manager
How tv—and lack of it—trimmed Curtis

Matthew J. Culligan, president of Curtis Publishing Co., last week gave New York agency officials his ideas on why his company got into financial trouble.

One of the main errors, he thinks, was Curtis' failure to enter television at the close of World War II.

Other errors: trying to be self-contained operation (printing on its own presses with its own paper) and failure to enter the newsweekly and specialty magazine field. These, he said, have been affected less by tv than mass magazines.

Later in the week, Curtis announced plans for a television series built around editorial matter from its Jack and Jill magazine and creation of a line of Jack and Jill merchandise. The magazine, which has not carried advertising in the past but has been a profitable operation, also will begin accepting advertising.

Frances R. Horwich, the Miss Frances of NBC-TV's Ding Dong School until this past August, has been named director of children's activities for Curtis. She is the third former NBC employee hired by Curtis since Mr. Culligan (a former NBC executive vice president) assumed the company presidency. The other two are J. M. Clifford, Curtis' new executive vice president of finance and operations, who was executive vice president at NBC until 1961; and James E. Fuchs, who was NBC-TV account executive for special program sales before joining Curtis as assistant to Mr. Culligan and general corporate executive.

Curtis already owns one tv series, NBC-TV's Hazel, and reportedly plans to develop still more tv programs.

TV Houston.
- Use of still pictures on television; produced by WSOC-TV and includes clips from WTVD (TV) Durham, WBT (TV) Charlotte and NBC-TV ("Meet Mr. Lincoln").

Maryland organizing machinery for etv

Responsibility for educational television in Maryland has been assigned to the State Board of Education by Gov. J. Millard Tawes. There is no etv station presently licensed in the state, but Maryland has been active in the use of some open and closed circuit etv on the local school level, notably a five-year Ford Foundation experiment involving the entire public school enrollment of Hagerstown.

As suggested by the board and the U. of Maryland, the governor also established an Educational Television Advisory Committee to be named later.

It will include seven persons representing the state, the U. of Maryland, the Baltimore City Department of Education, the Maryland Library Assn., the Maryland-D. C. Broadcasters Assn. and two members to be named by the committee to represent non-public institutions of higher learning and state cultural institutions.

It has been learned that Dr. Wesley N. Dorn, director of research and development on the state board, will represent that body.

Permanent research unit

A new NAB standing committee on research was named Oct. 11 by President LeRoy Collins to work with Melvin A. Goldberg, NAB vice president and research director, in a long-range project.

Donald H. McGannon, Westinghouse Broadcasting Co., was named chairman. Others: William Schroeder, WOOD-AM-TV Grand Rapids, Mich., NAB Radio Board chairman, and Nathan Lord, WAVE Louisville, representing NAB radio members; Charles H. Crutchfield, WBT (TV) Charlotte, N. C., and William Grant, KOA-TV Denver, representing NAB tv stations; Thomas K. Fisher, CBS; David C. Adams, NBC; Simon B. Siegel, ABC; Robert F. Hurleight, MBS, representing networks. Two more members to represent non-broadcast groups will be named.

Media reports...

ABC affiliate • WBBS East St. Louis, Ill., today (Oct. 15) becomes an affiliate of ABC Radio. The station, formerly WAMV, operates on 1490 kc with 500 w. It is owned by Stanlin Inc.

Till tinges • Sales department of KNX Los Angeles rang up total billings in excess of $125,000 during the week of Sept. 24. James Ingraham, general sales manager, has announced. Total of 19 spot and local accounts signed during the week included several political campaigns and considerable automotive business.

Law on the air • WCCO-TV Minneapolis has presented to the Library of Congress a 16mm film print of "There Ought to be a Law," a segment of WCWO Television Reports, which dealt with efforts by the Minnesota legislature to pass tougher laws to reduce traffic deaths. The program, written and produced by James Dooley, tv public affairs director, earned a National Safety Council award for WCCO-TV.

The world's largest • WSBT-TV South Bend, Ind., began operation last month from a new 830-ft. tower topped by a new 117-ft. antenna, designated by RCA as the world's largest uhf tv antenna. WSBT-TV on ch. 22 with 480 kw ERP visual and 240 kw aural.

Old station, new home • KVOR Colorado Springs, Colo., a CBS affiliate in its 40th year of broadcasting, will move from downtown Colorado Springs to the Broadmoor Hotel, just outside the city. The move, scheduled for completion by December, is designed to gain a more direct access to the source of news material by moving to the center of activity, said Sheldon Singer, vice president and general manager.

New location • Blackburn & Co., Beverly Hills, Calif., media broker, has moved to new quarters at the Wilshire Beverly Centre. The firm, still in Beverly Hills, was formerly located at 9441 Wilshire Boulevard.

Regional sales office • KTTV (TV) Los Angeles has opened regional sales offices at 68 Post St., San Francisco, with Ed Hawkins, formerly account executive at Lennen & Newell, Los Angeles, heading the staff. As western sales and marketing manager, Mr. Hawkins has charge of an area including San Francisco, Seattle, Portland and the Western states. Telephone number of the San Francisco office is Sutter 1-3705.

Fm in K.C. • David C. Croninger, vp and general manager of KMBC Kansas City, Mo., has announced the opening of KMBC-FM. The new station, on 99.7 mc, operates with a power of 4.25 kw, using stereo multiplex equipment.

QXR adds one • WFMM-FM, Baltimore independent, has joined the QXR fm network. The station will broadcast QXR programming after 8 p.m. daily and all day Sunday.

AP adds 136 stations

A record total of 136 broadcasting stations were elected to Associated Press membership last week, according to Oliver Gramling, AP's assistant general manager.

The 136 stations had applied for membership since the election of 41 stations last April 17. The new members, representing stations in 40 states, bring the number of radio and tv stations now in AP to 2,371 in 50 states.
RCA third-quarter profits soar upward
REPORTS NET UP 66% OVER 1961; MAY HAVE BEST OVERALL YEAR

RCA's profits for the third quarter of 1962 were 66% ahead of those in the same period of 1961, according to a statement last Tuesday (Oct. 9) by Gen. David Sarnoff, board chairman, and Elmer W. Engstrom, president.

They said that "barring a severe reversal of current economic trends, we believe RCA is nearing realization of the best year in its 43-year history."

Net profit for the third quarter rose to $10.3 million (56 cents a share) on record sales of $411.6 million. Earnings in the same 1961 period were $6.2 million (32 cents a share) on sales of $368.3 million.

Profits for the first nine months of this year are 44% ahead of 1961's first three quarters: $34.3 million ($1.88 a share) against 1961's $23.8 million ($1.29 a share). Sales this year, up 16%, stand at $1.265 billion compared with $1.09 billion in last year's comparable period. (For the entire year 1961, RCA's earnings of $1.95 a share were only 7 cents a share more than this year's nine-month total.)

The statement said the profit report reflects "a continued strong movement in color tv and other home instrument sales [color tv sales increased 110% in the first nine months], the record pace being set by NBC... and continued progress... being made in the reduction of data processing costs through increased computer sales and rental income."

The statement concluded: "On a steadily broadening scale, RCA is converting pioneering into profits."

Pair of echoing balloons set for New Mexico tests

Two Echo-type passive reflector balloons for reflecting radio waves were tested last week at the White Sands Missile Range in New Mexico. The tests are preliminary to orbiting a rigid balloon sometime next year.

The first balloon, a non-rigid, 136 pound sphere, will be lofted Oct. 16. The second balloon, weighing 500 pounds, will be sent into flight two days later. The object is to determine how much internal pressure must be applied to the rigid balloon to maintain its smoothness after inflation. The balloons will be flown at 20-25 mile heights and destroyed after a short flight.

Echo I was put into orbit in 1960 and is still circling the earth. It proved...
Sony introduces new portable tv in U.S.

Sony Corp. of America introduced its second "miniaturized" portable television unit in the United States two weeks ago (Oct. 1) at the opening of its new exhibit center in New York. The Japanese-imported all-transistorized, all-battery unit, with a suggested retail price of $229.95, weighs eight pounds and has a five-inch picture tube. Its size is 7½ wide x 4½ high x 7¼ inches deep. A battery-operated, transistorized television set with an eight-inch picture tube was introduced by Sony in 1960. The new "Micro TV" unit has 24 transistors and operates on its own rechargeable battery, car or boat battery or regular house current (AC). Sony will use local co-op tv and radio spots as well as national magazine and newspaper coverage to support introduction of its new product. Its new exhibit center is located at 585 Fifth Ave., New York.

the feasibility of using the 10-story high balloon as a radio reflector. However, as time passed, it lost its surface smoothness which in turn detracted from its ability to reflect radio signals.

Last July, the National Aeronautics and Space Administration tested a method of sending up a satellite balloon folded in a canister, with the balloon ejected into orbit and inflated at the same time. Although successful, radar measurements indicated the sphere was not perfectly smooth. A previous attempt to launch a folded balloon failed when the sphere ruptured during inflation.

Airborne tv study out

A total of 75 airborne television stations could saturate the United States with television coverage if their co-channel separation is 600 km. If the co-channel separation is increased to 1,000 km, only 27 flying tv stations can be accommodated. These are the significant findings of Martin T. Decker, National Bureau of Standards engineer, in a study of tv coverage in the presence of co-channel interference, undertaken by the Ford Foundation. The engineering report, now available from the Office of Technical Reports, Department of Commerce ($2), assumes three-channel system, a "lattice" system of allocations, and an airplane height of 7,500 ft. The Ford Foundation is underwriting a major portion of the Purdue University airborne educational tv operations.

1962 set sale pace keeping ahead of '61

Both tv and radio production and distributor sales are up for the eight months of 1962 compared with the same period in 1961, Electronic Industries Assn. reported last week.

For the third month this year, distributor sales of tv receivers edged over the half-million mark in August.

Production and sales for the eight months:

<table>
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<tr>
<th>Period</th>
<th>Production</th>
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<tr>
<td>Jan-Aug. 1962</td>
<td>4,132,603</td>
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<tr>
<td>Jan-Aug. 1961</td>
<td>3,898,186</td>
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<tr>
<td>Jan-Aug. 1961</td>
<td>3,892,017</td>
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<tr>
<td>Jan-Aug. 1961</td>
<td>3,866,805</td>
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Earnings rise Harris-Intertype Corp. (of which Gates Radio Co., is a division) reported net shipments for the fiscal year ended June 30 of $89,126,000 compared to fiscal 1961's total of $83,556,000. Earnings after taxes amounted to $6,606,000 ($3.54 cents per share) compared to previous year's $6,140,000 ($3.30 per share). Harris-Intertype had its annual stockholders meeting Oct. 11 in Cleveland.
Mr. Wilson
Mr. Manley
Mr. Partington
Mr. Allrich
Mr. Franklin
Mr. Beneman
Mr. Harmon
Mr. Spangler
Mr. Renton
Mr. Lasday
Mr. Woods
Mr. Spangler
Mr. Franklin
Mr. Beneman
Mr. Harmon

**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Frederic F. Manley, Charles G. Partington and John H. Wilson Jr. elected vps of BBDO Inc. Mr. Manley is creative director in agency's San Francisco office. Mr. Partington is senior account executive in New York. Mr. Wilson is supervisor of Dodge passenger cars account in BBDO's Detroit office.


Betsy Brown, Vivian Koenigsberg and Peter Greeman, copy group heads at Norman, Craig & Kummel, New York, elected assistant vps.

Lewis F. Bonham, president of Miles Products, and vp of Miles Labs Inc., Elkhart, Ind., joins Norwich Pharmacal Co., New York, as executive assistant to president.

David Reider, vp and associate copy chief at Doyle Dane Bernbach, New York, appointed copy chief. He replaces Mrs. Phyliss Robinson, who relinquished post "because of the demands of motherhood." Mrs. Robinson will continue on DDB staff as a major copywriter." Mary Wells, vp, named associate copy chief.

Robert W. Allrich, former vp and general manager of Keyes, Madden & Jones, Chicago, elected vp and account supervisor at John W. Shaw Adv., that city. William R. Reder and William H. Buckman join Shaw as account executives. Mr. Reder was formerly vp for advertising and marketing at Radiant Mfg. Co. and prior to that with Walche & Briggs, Chicago. Mr. Buckman previously was with Lijilienf & Co.

Cliff Lewis, former advertising and publicity director of Ambassador Hotel, Los Angeles, named director of Grant Adv. Agency's newly established travel and resort account group. First Grant Hollywood-based clients to receive this service are Ambassador Hotel, Los Angeles, and Schine Western Skies Hotel, Albuquerque, N. M.

Larry G. Spangler, account executive at Fred Niles Communications Center, Chicago, appointed supervisor of radio and tv programs.

Harry F. Renton, executive on Corn Products Co. account at Lennen & Newell, New York, named to new post of tv coordinator on same account.


John E. Woods and Jeff McGrath, both formerly with Young & Rubicam, join Fuller & Smith & Ross, New York, as executive on Lestoil account and tv copywriter, respectively. Dick Snider, art director in F&S&R's San Francisco office, named tv art director. At Y&R, Mr. Woods had worked on General Foods account.

Henry L. Buccello, Ben Franklin and John H. Rolfs elected to board of directors of Guild, Bascom & Bondigli, San Francisco. Mr. Buccello is manager of New York office and vp and supervisor on Best Foods account. Mr. Franklin is vp and general manager of agency and Mr. Rolfs is vp and treasurer. Latter two are in GBB's San Francisco headquarters.

Tom Scott, account executive at Cunningham & Walsh, Los Angeles, joins Smock, Debnam & Waddell, that city, in similar capacity. Mr. Scott was active on Van Camp sea food account at C&W.

Robert H. Leonhart and Walter H. Zippler, both formerly with Leo Burnett Adv., join Detroit office of Young & Rubicam as account supervisor and account executive, respectively.

Edward F. Lindner, formerly with Benton & Bowles, joins creative department of Street & Finney to work on Colgate-Palmolive account.

Lee D. Carlson appointed media director and manager of media department of Roche, Rickerd, Henri, Hurst, Chicago. He formerly was with Buchen Co., that city, and earlier advertising research director of Toni Co. Philip J. Dahlberg, former director of Franklin-Mautner Assoc., Milwaukee, joins RRHH's Chicago pr affiliate, Corporate Public Relations Inc., as account executive.

Jay B. Beneman and Lester J. Harmon, account supervisors at Wermen & Schorr, Philadelphia advertising agency, elected vps. Mr. Beneman, who joined W&S in 1955, also serves as chairman of agency's plans board. Mr. Harmon joined W&S in 1957 as director of radio-tv. He moved to account work in 1959.

Si Bloom, former copy chief at Feldman & Kahn, Pittsburgh advertising agency, joins radio-tv staff of Fuller & Smith & Ross, that city.

Betty Fleming, formerly with Grey...
Adv., and Bert Marcus, previously with McCann-Erickson, join art department of Rudner Agency, New York. Miss Fleming will be art buyer and stylist; Mr. Marcus will serve as art group supervisor.

Harry H. Averill, national sales director of McFadden-Bartell Corp. broadcast properties, joins Radio Advertising Bureau, New York, as “a key executive.” He will be active in areas of national and retail sales and in RAB member development. Mr. Averill was assistant to president of CKLW Windsor, Ont.-Detroit, Mich., for 12 years before joining Bartell organization in October 1960.

Teet Carle, publicity director of Paramount Studios, joins Cleary-Strauss-Irwin & Goodwin, Los Angeles pr firm, as senior account executive.

William H. Weber, for past nine years account executive with CBS-owned KMOX-AM-FM St. Louis, joins Richard C. Lynch Adv., that city, as vp and account executive.

Richard C. Larko and Stuart Shyer join Foote, Cone & Belding, Chicago, as merchandising supervisors. Mr. Larko formerly was national advertising manager and merchandising manager for Norge appliances and Norge’s activity in coin-operated drycleaning industry. Mr. Shyer formerly was editor of Food Business magazine.

Frank J. Bardack, former senior copywriter at Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, joins S. E. Zubrow Co., that city, as copy chief.

Charles - Schiappacasse, formerly with Clinton E. Frank Inc. and Campbell-Ewald Co., joins Needham, Louis & Brorby, Chicago, as copywriter.

Officers installed

George Lewin, news director of KTLA (TV) Los Angeles, was installed as president of Radio & Television News Assn. of Southern California for 1962-63 Oct. 4 at organization’s 13th annual awards banquet at Biltmore Hotel, Los Angeles. He succeeds Sam Zelman, west coast bureau manager for CBS News and news director of KNXT (TV) Los Angeles. Other new officers are: Barney Miller, news director of KNX-AM-FM Los Angeles, vp; Jacqueline d’Leau Brown, Los Angeles pr firm of Taylor, Bergin, Lynn & Lee, secretary-treasurer. Board members are: Ed Conklin, KRCA (TV); Pat O’Reilly, KNXT (TV); Milton Fishman, KABC-AM-FM; Eugene Hoffman, radio-tv coordinator, Los Angeles County Board of Supervisors; Norman Alley, Telenews; Jack Latham, KRCA (TV). (All stations, Los Angeles.)

THE MEDIA

Bill Ellis, formerly with WSNW-AM-FM Seneca, elected vp of WFNL North Augusta, both South Carolina.

Robert G. Clarke, commercial manager of WKJF (FM) Pittsburgh, promoted to general manager, replacing William L. Humphries, who has been transferred in like capacity to another station in Greer Group (WAJR-AM-FM Morgantown, W. Va.; WJER Dover, WCNS, WCNO [FM] Canton, both Ohio; WKJF [FM] Pittsburgh, Pa.).

John P. (Jack) Sholar, station manager of WHG-TV Panama City, Fla., resigns upon purchase of half interest in Western Carolina Tribune, weekly newspaper of Hendersonville, N. C.

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102 (FATES & FORTUNES)

BROADCASTING, October 15, 1962
executive in San Francisco office of NBC Radio Spot Sales. First employed by NBC in 1957, Mr. Copsey has had previous service with NBC Spot both in San Francisco and in Chicago.

Franklin C. Wheeler, member of San Francisco tv sales staff of The Katz Agency, appointed manager of that office, succeeding Stanley J. Reulman, who died Sept. 28. Mr. Wheeler was account executive at Cunningham & Walsh, San Francisco, before joining Katz in January 1959.

Gilbert Keith, KTTN Trenton, and Robert Tibbits, KWOS, KRCG-TV Jefferson City, re-elected chairman and vice chairman, respectively, of Missouri AP Radio-Tv Assn. at organization’s annual meeting Oct. 7.

Duncan Mousney, executive vp and general manager of WPTR Albany, N. Y., elected vp and general manager of Rand Broadcasting of Tampa-St. Petersburg Inc., owner and operator of WINQ Tampa-St. Petersburg, Fla. Martin Ross, WPTR station manager, named assistant manager of WINQ.

Robinson B. Brown, until recently project officer with Army Pictorial Center in Long Island City, N. Y., and formerly with Voice of America as producer-director in Washington, joins WCCO Minneapolis-St. Paul as assistant program promotion director.

John L. Sullivan, veteran California advertising executive, joins KMLA (FM) Los Angeles as vp in charge of sales. Mr. Sullivan’s background includes service with BBDO as radio-tv director and member of plans board and as director of sales and marketing for Barker Bros. chain of retail furniture stores.


**Warner Award selection**

Lawrence W. Davee, president of Century Projector Corp., named recipient of Samuel L. Warner Memorial Award, presented annually by Society of Motion Picture & Television Engineers.

The Warner Medal recognizes outstanding contributions in the design and development of new and improved methods and/or apparatus for sound-on-film motion pictures, including any step in the process. Mr. Davee conceived the idea for a transistorized theatre sound system with transistorized switching and supported its engineering development. He also promoted the design and installation of improved 70-mm projection equipment which is contributing to improve picture quality.

The Warner Award will be presented to Mr. Davee at an awards session to be held Tuesday evening, Oct. 23, during the SMPTE’s 92nd semi-annual convention at the Drake Hotel in Chicago.

**ALLIED FIELDS**

John Hawkinson, vp, treasurer and director of Central Life Assurance Co., Des Moines, Iowa, elected president of Television Shares Management Corp., investment manager and principal underwriter for Television-Electronics Fund, Chicago. He succeeds William H. Cooley, who continues as director of management company and vp and director of fund.

Warren J. Boorum has resigned from tv-radio brokerage firm of Hamilton-Landis & Assoc. He was assigned to firm’s Washington office, working primarily out of New York. His new association as well as successor at Hamilton-Landis are expected to be announced shortly.

**PROGRAMMING**

Warren Everote and Charles Benton, president and vp, respectively, of Encyclopaedia Britannica Films, elected to board of directors of parent Encyclopaedia Britannica Inc., Chicago. Mr. Benton, who recently succeeded Wilbur S. Edwards to his present post, was also elected to boards of directors of Britannica Films and F. E. Compton & Co. Mr. Benton joined Britannica Films in 1953. After two years in production he became producer in 1955 and assistant to Maurice B. Mitchell, then president of film company and now president of Encyclopaedia Britannica, in 1958. Mr. Everote, elected president of Britannica Films earlier this year (FATES & FORTUNES, April 30), has been with company in various capacities since 1946. From 1955, until his election as president, he served as vp in charge of research and production.

Georgia Hanni, an attorney and for past eight years executive administrator for Los Angeles chapter of AFTRA, accepts post of executive director of Composers & Lyricists Guild of America, Los Angeles. Elsa Clay, who has served as CLGA’s executive secretary since its formation, will continue in guild’s office as assistant to Miss Hanni.

Shirley Hartman, who recently resigned as production coordinator with Parthenon Pictures, appointed admin-
Top executive realignment at Capitol Records

Glenn E. Wallichs, president of Capitol Records Inc., elected board chairman in realignment of top executive personnel. Alan W. Livingston, vp, becomes president of CRI in addition to his presidency of four subsidiaries: Capitol Records Distributing Corp., Capitol Records International Corp., Ardmore Music Corp. and Beechwood Music Corp. Daniel C. Bonbright, president of EMI Corp., Capitol's electronic subsidiary, and Capitol Records Club, has been elected vice chairman of the parent company. Mr. Wallichs, who continues as Capitol's chief executive officer, in becoming board chairman fills position that has been vacant since 1947, when Buddy de Silva, who founded Capitol with Mr. Wallichs and Johnny Mercer in 1942, resigned for health reasons.

Robert A. Schafer, former vp of Technicolor, Eversharp and Papermate, has been elected treasurer of CRI. Walter Theiss was reappointed general controller of all Capitol companies and treasurer of several subsidiaries. George R. Jones, in charge of manufacturing and engineering, was elected a corporate vp.

James W. Alybless, vp, appointed to new post of executive consultant to chairman. Lloyd W. Dunn and Robert E. Carp were re-elected corporate vp and secretary, respectively.

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Frank J. Starzel, general manager of Associated Press for past 14 years, announced his retirement effective today (Oct. 15). Wes Gallagher, assistant general manager for past eight years, has been named his successor. Mr. Starzel, who will continue as consultant to AP, plans to retire to his farm near South Londonderry, Vt. His announcement followed by two weeks that of Executive Editor Alan J. Gould, who is to retire Feb. 1 after 21 years in AP’s top news post. Mr. Starzel joined AP in February 1929. He began newspaper work during World War I on his father’s weekly, The Le Mars (Iowa) Globe Post. Mr. Gallagher has been with AP since 1937, and directed AP field staff of war correspondents covering 1944 Allied invasion of France.

Paul West, producer of The Donna Reed Show, has entered into long-term contract with Screen Gems as creator, writer and producer of tv series.

Jerry Goldsmith has been signed to compose title theme for The Best Years, hour-long series being produced by Revue Studios for ABC-TV.

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EQUIPMENT & ENGINEERING

H. Leslie Hoffman, president of Hoffman Electronics Corp., Los Angeles, reappointed chairman of Electronic Industries Assn.’s spectrum committee. Committee represents electronic manufacturers in seeking to achieve consolidation of government administration of the radio spectrum. Other committee members: W. P. Corderman, Litton Industries; Robert W. Galvin, Motorola; Richard P. Gifford, GE; William B. Lodge, CBS; David B. Smith, Philco; Robert C. Sprague, Sprague Electric; J. R. Veitch, RCA. Members ex officio are F. R. Lack, EIA engineering unit; Donald G. Fink, Institute of Electrical & Electronic Engineers.

Louis W. Clark, advertising manager for Alabama branch of General Electric Appliance Co., appointed advertising and sales promotion manager of GE’s audio products department in Decatur, Ill. He succeeds Vincent F. Novak, recently named advertising and sales promotion manager of GE’s tv receiver unit in Syracuse, N. Y.

Selman M. Kremer, for past six years advertising and promotion manager of Jerrod Electronics Corp., Philadelphia, named advertising manager of The Jerrod Corp., parent company of Jerrod Electronics (community antenna systems), Harman-Kardon Inc. (high fidelity components), Technical Appliance Corp. (antennas), Pilot Radio Corp. (receivers and components) and Anabloc Instrument Corp. (test instruments).

R. M. Macrae, vp and general manager of distribution division of RCA Victor Co. Ltd., Montreal, appointed staff vp for southwestern distributor and commercial relations of RCA. He succeeds H. R. Maag, who retires before year’s end.

William Karnes, former vp, chief engineer and technical advisor of Americanantenna Corp. (catv system), Denver, Colo., named manager of Telesystem Services Corp.’s regional technical office in Dallas, Tex. Before joining Americanantenna, Mr. Karnes was field engineer for Jerrod Corp., Philadelphia.

Austin J. White, midwest regional manager of Sylvania’s sales branch, resigns to join Chicago branch of Olympic Radio & Tv Div. of Lear Siegler Inc. as general manager, replacing Murray Krieger, who resigned. He will be responsible for all sales and administrative functions of Olympic’s wholly owned Chicago sales subsidiary. Mr. White served with distributorships for Crosley, Bendix and Philco before joining Sylvania sales branch in 1958 as general manager. In 1961 he was named Sylvania’s midwest regional manager.

Denis Waitley appointed advertising and pr manager of Electronic Specialty

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Co., Glendale, Calif., developer and manufacturer of systems for communications, power control and space applications. For past two years, Mr. Waitley has held similar post with EMI-US, electronics subsidiary of Capitol Records. Earlier, he was with Ampex Corp.

Ray Unrath named marketing manager of McMartin Industries (electronics manufacturer), Omaha, Neb. Mr. Unrath has been in electronics industry for 11 years, last five with McMartin where he served two years as southeastern district sales manager at Ft. Lauderdale, Fla., and two years southern regional sales manager at Dallas, Tex. Prior to joining McMartin he was with Admiral Corp., Delco Radio and NBC.

J. Gordon Schontzler, regional manager of Philco Corp.'s Lansdale (Pa.) division, named marketing product manager for Mountain View (Calif.) operation of Raytheon Co.'s semiconductor division. In this newly created post, Mr. Schontzler will conduct coordinated marketing programs for operation's silicon diodes, transistors, and integrated circuits. Mountain View operation was formerly Rheem Semi-conductor Corp., subsidiary of Rheem Manufacturing Co., before it was purchased by Raytheon year ago.

INTERNATIONAL


Michael Hind-Smith, national program director of CTV Television Network Ltd., Toronto, elected vp in charge of programming. Mr. Hind-Smith joined Canadian network at its inception 18 months ago in his present capacity.

Andrew Jaeger, member of executive sales staff of Ziv-United Artists, New York, named Latin American sales supervisor for United Artists Television, with headquarters in Mexico City. He succeeds Ira D. Beck, who resigned to go into private business.

Bruce Gordon has been appointed sales director of Desilu Sales Inc. of Australia, eleventh foreign branch office for tv program syndication firm. Mr. Gordon, formerly with TCN (TV) Sydney, will represent Desilu Sales in Australia, New Zealand, Malay Peninsula, Singapore and Indonesia.

Edward J. Roth, director general of Radio Eireann Authority, Dublin, Ireland, announces his resignation, effective by end of 1962, to join Associated Television Ltd., London, in January 1963, as deputy managing director. He will, however, continue to serve REA in consultative capacity. Prior to joining Radio Eireann two years ago in his present capacity, Mr. Roth worked with NBC for number of years as tv management consultant.

Ralph Foster, former Toronto film producer, named advertising and pr director of CTV Television Network Ltd., that city.

Robin Armstrong, former manager of tv time sales of All-Canada Radio & Television Ltd., Toronto, named director of station rep firm's new business development division. Robert Johnson, sales manager of CFCF-TV Montreal, and Robert Elsden, national sales manager of CFPL-TV London, Ont., join All-Canada in senior posts in new division.

John Wilson, former senior staff announcer at CKGM Montreal, promoted to promotion supervisor.

Andy McDermott, Toronto radio station representative, named director of Toronto Sales & Marketing Club.

NATAS creates new committee—Ted Cott selected

Ted Cott, Oakland Productions, New York, and executive vp of National Academy of Television Arts & Sciences, appointed chairman of academy's newly formed international relations committee. Others serving with Mr. Cott are: Hubbell Robinson, CBS; Mort Werner, NBC; Joseph Stamler, ABC; Lewis Shollenberger, ABC News; Louis Edelman, T&L Productions; Richard Reinauer, American Medical Assn., and Jean Bartel, tv performer and talent agent.

The new committee has been formed, according to Robert F. Lewine, president of Emmy Award organization, so that the National Academy, "recognizing the important growth of international tv, may be continuously responsive to this new frontier and a leader in developing constructive relationships with those practicing the arts and sciences of tv in countries around the world."

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BROADCASTING, October 15, 1962 105
DEATHS

Henry J. Zittau, 70, senior vp and treasurer of United Artists Assoc., died Oct. 5 at his New York City home after brief illness. Mr. Zittau, well known in tv and motion picture financing circles, was vp of Associated Artists Productions until it was absorbed by UAA. He was European banker—in his native Prague, and in Vienna and Paris—before coming to U. S. in 1941.

Jack Dolph, 67, network and advertising executive, died Oct. 2 in San Diego, Calif. Mr. Dolph, producer and writer for Fred Waring for 29 years, formerly was in charge of CBS Pacific Radio Network office in San Francisco. He also served with N. W. Ayer & Son in Philadelphia. Mr. Dolph was father of Jack Dolph, director of CBS-TV Sports, and Edward Dolph of Lennen & Newell.

Reed Browning, 46, veteran announcer, died Oct. 8 at UCLA Medical Center after long illness. Mr. Browning had been staff announcer for ABC in Los Angeles since 1943 and more recently conducted Night Line, late evening telephone discussion program on KABC-AM-FM Los Angeles.

Lulu McConnell, 80, comedienne on many radio programs probably best remembered for her contributions as panel member of It Pays To Be Ignorant, died Oct. 9 in Hollywood.

Larry MacDonald, 40, morning personality on WELF (FM) Glen Ellyn, Ill., died Oct. 7 of heart attack. Mr. MacDonald is former farm service broadcaster at WGN and WLS, both Chicago.

William H. Whitaker, 42, account executive at WRCV-TV Philadelphia, died Oct. 8 at his home in Media, Pa. Mr. Whitaker had been member of sales department of NBC-owned station since November 10, 1958. He had been associated with WRCV-TV as cameraman from 1947 to 1952 when the station was affiliated with NBC and operated as WPXZ (TV). Mr. Whitaker had also been on staffs of WFIL-TV and WIP-AM-FM, both Philadelphia, and WVUE (TV) New Orleans, La.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Oct. 4 through Oct. 10 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur—aural. vs.—visual. kw—kilowatts. w-rates—watts. mc—megacycles. d—day. n—night. le —local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. STA—special temporary authorization. SH—specified hours. ed.—educational. Ann.—Announced.

New am stations

**ACTION BY FCC**

Winslow, Ariz.—Willard Shoerch, Granted cp for new station to operate on 1220 kc. 250 w unl. conditions. P.O. address 226 Hight St, Globe, Ariz. Estimated construction cost $8,700; first year operating cost $14,000; revenue $18,000. Mr. Shoerch is sole owner of new station, KIKO Minds & Media of UFO Safari, both Arizona. Action Oct. 10.

**APPLICATION**

Roswell, N. Mex.—Neil N. Levitt. Granted cp for new station to operate on 960 kc, 1 kw-D. conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision. Dec. 14, 1949. Estimated construction cost $12,650; first year operating cost $32,500; revenue $37,870. P.O. address Box 1689, Phoenix, Ariz. Mr. Levitt is employed by KHA Phoenix. (This is first decision issued by Review Board.) Ann. Oct. 9.

**APPLICATION**

Emunence, Ky.—J. W. Dunavant. Cp for new station to be operated on 1600 kc, with power of 500 kw D. In lieu of constructing new facilities, applicant requests use of present facilities of WSTL, non-operative station, that city. Mr. Dunavant is foreclosing on mortgage on equipment, land and buildings required for operation of proposed station. First year operating cost $45,000; revenue $55,000. Applicant requests that license be held pending hearing for WSTL be consolidated with hearing on application by him for new station. Ann. Oct. 8.

Existing am stations

**ACTIONS BY FCC**

By decision, commission granted following seven applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: 1298 kw and install new trans. By FCC to Safford, South Dakota. Mr. Hise (80175) of Twin Falls, Idaho, is owner of facilities. Action Oct. 10.

By decision, commission granted following applications for increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

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**APPLICATIONS**

**KEXO** Grand Junction, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

**WINK** Fort Myers, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

**WIRA** Fort Pierce, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

**WDME** Mansfield, Ohio—Cp to increase daytime power from 500 kw to 1 kw and install new trans. Ann. Oct. 4.

**WME** Madison, Wis.—Seeks cp to replace expired permit, as mod., which authorized increase in daytime power from 250 w to 1 kw and installation of new trans. Requests waiver of Sec. 135(b) for acceptance for reigning. Ann. Oct. 10.

**KRIX** Phoenix, Ariz.—Seeks assignment of license from Richard B. Wheeler (33.3%), John L. Wheeler (33.3%) and William Wheeler (33.3%), d/b/a as Radio Denver Inc., to Frank Flynn (31.05%), Paul J. O'Brien (12.52%), Charles Cahill (7.67%), Helen K. Fethers (8.17%), René T. Ferrero (16.5%), J. Hise (8.17%), E. G. Shively (8.17%), and James Uhle (8.17%), tr/ as Shamrock Bestg. Inc. Stockholder of assignor is surrendering stock in assignor (for which he paid $67,000) in exchange for assets of station KRIX. Assets are being acquired by assignee corporation, newly formed by stockholder for purposes. Assignor is licensee of KLTL Denver, Colo. Mr. Flynn owns and manages KYOS Merced, Calif.; Mr. O'Brien works for state of Wyo.; Mrs. Fethers is housewife; R. T. Ferrero owns electric company; Mr. Hise owns turkey farm; E. G. Shively owns shoe store; Mr. Uhle is accountant. Ann. Oct. 10.

**KDLR** Devils Lake, N. D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 4.

Continued on page 115

BROADCASTING, October 15, 1962

106
How to cope with political candidates

A COLLECTION OF DOUBLE-SAVING HINTS ON CAMPAIN BROADCASTS

A guide for all broadcast licensees in dealings with political candidates during the current campaign was released last week by the FCC. It consists of a history of Sec. 315 of the Communications Act and past FCC interpretations and rulings on political questions raised under the act. It supersedes all previous FCC statements on the subject and will be mailed to all licensees.

The full text follows:

FCC 82-1019
2253T
Public Notice—3
October 3, 1962

USE OF BROADCAST FACILITIES BY CANDIDATES FOR PUBLIC OFFICE

This Public Notice is a compilation of the commission's rules and regulations under Sec. 315 of the Communications Act of 1934, as amended, and the commission's rules implementing that section of the act and rulings up-to-date and supersedes all prior public notices issued on the subject. The commission entitled "Use of Broadcast Facilities by Candidates for Public Office." The commission has carefully reviewed both the present interpretations and decisions and the 1969 supplement that has been added, and editorial and other revisions have been made with respect to the political questions raised under Sec. 315 of the Act, the amendments to the act, the regulations and additional rulings. Since a subsequent 1969 supplement have been added, and editorial and other revisions have been made with Sec. 315 of the act and rulings. Since the present interpretations and decisions have been previously published. Where appropriate, cumulative rulings have been included. The document contains all the determinations of the commission with respect to problems which have been presented to it and which appear likely to be involved in the future.

1 A few of the questions taken up within have been presented to the commission formularily—that is, through telephonic or other communications or conferences with station representatives. They are set out in this Public Notice and include the likelihood of their recurrence and the fact that no extended commission discussion is necessary to dispose of them; the answer in each case is clear from the language of Sec. 315.

The purpose of this notice is to apprise licensees, candidates, and other interested persons of their respective responsibilities and rights under Sec. 315, and the commission's rules, when situations similar to those discussed herein are encountered. In this way, resort to the commission may be obviated in many instances and time—which is of great importance in political campaigns—will be saved. We do not mean to preclude informal means of communicating with the commission when there is a genuine doubt as to licensee obligations and responsibilities to the public interest under Sec. 315. But it is believed that the following document will, in many instances, remove the need for such inquiries, and that licensees will be able to take the necessary prompt action in accordance with the interpretations and positions set forth below.

We emphasize that this discussion relates solely to the statutory obligations of licensees under Sec. 315 of the act. It is not intended to include the wholly separate question of the treatment by broadcast licensees, in the public interest, of political or other controversial programs not falling within the specific provisions of that section. With respect to the responsibilities of broadcast licensees with respect to the fair and balanced presentation of programs not coming within Sec. 315, but relating to important public issues of a purely controversial nature, including political broadcasts, licensees are referred to the commission's "fairness doctrine" as enunciated in its report "Educationalizing by Broadcast Licensees" (Vol. 1, Part 3, R. R. 91-201), and the cases cited therein. We are of the view that the 1969 amendments to the act constituted an affirmation and codification by the Congress of the commission's "fairness doctrine." With regard to programs not coming within the "equal opportunities" provision of Sec. 315, but relating to important public issues of a purely controversial nature, including political broadcasts, it is particularly important that licensees recognize that the specific obligations imposed upon them by the provisions of Sec. 315 of the Communications Act with respect to certain types of political broadcasts do not in any way limit the applicability of general public interest concepts to political broadcasts not falling within the "equal opportunities" provision of Sec. 315. On the contrary, in view of the obvious importance of such programming in the development of a pluralistic society and the representational government, it is clear that these precepts as set forth in the report referred to above and in the Report and Statement of Policy with respect to programming, issued July 23, 1960, are of particular applicability to such programming.

We have continued the question-and-answer format of previous editions of this notice, not only for the purpose of delineating the Sec. 315 problems. Wherever possible, reference to commission's decisions or rulings are made so that the researcher may, if he desires, review the complete text of the commission's ruling. Copies of rulings may be found in the "political broadcast" folder kept in the Commission's Reference Room. Citations in "R. R." refer to Pike and Fischel, Radio Regulations.

I. The statute. Sec. 315 of the Communications Act of 1934, as amended, provides as follows:

Sec. 315. (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to other such candidates for that office in the use of such broadcasting stations. Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate. Appearance by a legally qualified candidate on any—

1. bona fide newscast,
2. bona fide news interview,
3. bona fide news document (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news document), or

4. on-the-spot coverage of bona fide news events (including but not limited to national conventions and political utilities incident thereto), shall not be deemed to be use of a broadcasting station within the meaning of this subsection.

Sec. 315 (b)"...shall be construed as relieving broadcasters, in connection with the presentation of news programs, of their obligations under the Communications Act of 1934, as amended. (Public Law 86-274, Approved Sept. 14, 1960, 69 Stat. 557.)."

II. The commission's rules and regulations with respect to political broadcasts. The commission's rules and regulations with respect to political broadcasts coming within Sec. 315 of the Communications Act are set forth in 47 C.F.R. 315-101, 315-102, 315-103, and 315-105 (non-commercial educational fm), and 315-107 (tv), respectively. These provisions are identical except for elimination of any discussion of charges in $5,590 relating to non-commercial educational fm stations and read as follows:

Broadcasts by candidates for public office

(a) Definitions: "A 'legally qualified candidate' means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable law to hold the office to which the candidate, so that he may be voted for by the electorate directly or by means of delegetes..."

(b) The charges made for the use of any broadcasting station for any of the purposes mentioned in this section shall not exceed the charges made for comparable use of such station for other purposes.

(c) The commission shall prescribe appropriate regulations to carry out the provisions of this section.

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(1) Has qualified for a place on the ballot or
or services have been furnished to such station in connection with the broadcasting of such program; Provided, however, That only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made at the beginning or the conclusion of the program.

(c) The announcement required by this section shall fully and fairly disclose the true name of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf a valuation, whose value, if any, shall be the subject of consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. When a corporation, committee or other unincorporated association or group, the announcement required by this section shall disclose the name of such corporation, committee, association, or group. In each such case the station shall require that a list of the chief executive officers or directors, or a representative of the board of directors of the corporation, committee, association or other unincorporated group, or of the person or persons by whom or in whose behalf such payment is made available for public inspection at one of the radio stations carrying the program.

(d) Records: Inspection. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation of the time and day of such request and the broadcast time made by the licensee, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.

(e) Time of request. A request for equal opportunities must be submitted to the licensee within one week of the day on which the prior use occurred.

(f) Burden of proof. A candidate requesting such equal opportunities of the licensee, or complaining of non-compliance to the commission shall have the burden of proving that his hand or his opponent are legally qualified candidates for the same office.

In addition, the attention of the licensees is directed to the following provisions of §§113, 2289 and 3854, which provide in identical language:

(1) In the case of any political program or any program involving the discussion of public controversial issues for which any record is kept, in whole or in part, or for any other unincorporated group, the announcement shall be made both at the beginning and conclusion of the program. If such a group makes more than one request for broadcast facilities by any legally qualified candidate, the member of the group making the announcement shall state when the announcement is to be made.

(2) Records: Inspection. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation of the time and day of such request and the broadcast time made by the licensee, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.

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In addition, the attention of the licensees is directed to the following provisions of §§113, 2289 and 3854, which provide in identical language:

(1) In the case of any political program or any program involving the discussion of public controversial issues for which any record is kept, in whole or in part, or for any other unincorporated group, the announcement shall be made both at the beginning and conclusion of the program. If such a group makes more than one request for broadcast facilities by any legally qualified candidate, the member of the group making the announcement shall state when the announcement is to be made.

(2) Records: Inspection. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation of the time and day of such request and the broadcast time made by the licensee, and the charges made, if any, if request is granted. Such records shall be retained for a period of two years.

(3) Burden of proof. A candidate requesting such equal opportunities of the licensee, or complaining of non-compliance to the commission shall have the burden of proving that his hand or his opponent are legally qualified candidates for the same office.

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(3) Burden of proof. A candidate requesting such equal opportunities of the licensee, or complaining of non-compliance to the commission shall have the burden of proving that his hand or his opponent are legally qualified candidates for the same office.
8. Q. If a station arranges for a debate between the candidates of two parties, or presents the candidates of two parties in a program of similar or so-called equal opportunity, is the station required to make equal time available to other candidates?

A. Yes. Unless the candidate's appearance comes within the category of broadcasts under Sec. 315 as "equitable opportunities" provision, equal time must be granted. The use to which the candidate makes the equal time whether it is given in a public debate or in a non-political program is immaterial. (See Sec. 3, and A. 4, supra.)

9. Q. Where a candidate delivers a non-political lecture on a program which is part of a regularly scheduled series of lectures broadcast by an educational FM station, is that station required to grant equal time to opposing candidates?

A. Yes. Unless the candidate's appearance comes within the category of broadcasts under Sec. 315 as "equitable opportunities" provision, equal time must be granted. The use to which the candidate makes the equal time whether it is given in a public debate or in a non-political program is immaterial. (See Sec. 3, and A. 4, supra.)

10. Q. Are acceptance speeches by successful nominees or by candidates for a particular party for a given office, a use of "equal opportunity" as defined in Section 315?

A. Yes, where the successful candidate for nomination becomes legally qualified as a candidate for election as a result of the nomination. (Letter to Secretary of Commerce, July 2, 1952, 7 R.R. 1306; but see Sec. 315 [a] [1], supra.)

11. Q. Does Sec. 315 apply to broadcasts by a legally qualified candidate where such broadcasts originate and are limited to a few speeches, the signals of which are received in the U. S.?

A. No. Sec. 315 applies only to stations licensed by the FCC. (Letter to Gregory Philip, July 8, 1960.)

12. Q. A candidate for the Democratic nomination for President appeared on a network news show from Sec. 315's "equitable" for "equal opportunities" that his name had been on the ballot in the Democratic primaries in 1958 and 1960. Would the network had shown him in a film on a program concerned with the various 1960 campaigns and continuing his efforts as a candidate for the Democratic nomination. Would the claimant be entitled to equal time?

A. Yes, since the appearance of the first candidate was on a program which was not exempt from the "equal opportunities" requirement of Sec. 315 and the claimant had shown that he was a "legally qualified" candidate for the nomination for the same office. (Telegram to NBC, July 6, 1960.)

13. Q. If a station owner, or a person regularly employed as a station manager, or a person regularly employed as an announcer, speaks repeatedly in newscasts or on other programs, is he an "equal opportunity" as defined in Section 315?


14. Q. If a station, in its daily newscast, uses film clips showing a legally qualified candidate participating as one of a group in an all-news or news commentary and the newscaster, in commenting on the ceremonies, mentions the candidate and others by name and attributes their participation, has there been a "use" under Sec. 315?

A. No. Since the facts clearly showed that the candidate had in no way directly or indirectly initiated either filming or presentation of the film clips used in the broadcast, there was nothing more than a routine newscast by the station in the exercise of its judgment and discretion. (Letter to Allen Blondy, Feb. 6, 1957, 14 R.R. 1196; cf. CBS, Inc. [Lar Daly case], 26 FCC 715, 18 R.R. 701 (1960) (letter to Lar Daly, Sept. 9, 1956, 18 R.R. 760.).

15. Q. Does an appearance on a program subject to the equal opportunities provision of Sec. 315 serve to "equalize" or "level the playing field" for the broadest possible audience?

A. No. A "level playing field" is one of the concepts used in the context of "equal opportunities" with which the Court was concerned when it ruled that the weathercaster's appearance was not "equal opportunity". The Court held that the weathercaster's appearance was not equal opportunity because "equal opportunity" means "the use of "equal opportunity" to present the activities of the political parties, not merely the use of "equal opportunity" to present the activities of one political party. (Letter to Robert W. Steppe, March 26, 1962.)

16. Q. Are appearances by an incumbent candidate in film clips prepared and supplied by a broadcasting station as part of a regularly scheduled newscast, "uses" within the meaning of Sec. 315?

A. Yes. Broadcasters of such film clips containing appearances by a candidate constitute uses of "equal opportunities". Such appearances do not attain exempt status when the film clips are broadcast as part of a regularly scheduled newscast. (Letter to Cong. Clem Chauncey, Jan. 22, 1962.)

17. Q. A sheriff who was a candidate for nomination for U. S. Representative in Congress conducted a daily program, regularly scheduled, on the premises of his office, concerning the weather. He terminated each program with a personal "Thought for the Day." Would the opponent be entitled to "equal opportunities"?

A. Yes. In light of the fact that the format and content of the program were determined by the sheriff and not by the station, the program was not of the type intended by Congress to be exempt from the "equal opportunities" requirement of Sec. 315. (Letter to station WCLG, April 27, 1960.)

18. Q. A local weathercaster who was a candidate for Representative in the Texas Legislature was regularly employed by an am and tv station in Texas. His weathercasting activities were concerned with political matters. He was identified over the air while a candidate as the "TX Weatherman." Would the opponent be entitled to "equal opportunities"?

A. No. The Court of Appeals, Fifth Circuit, ruled that the weathercaster's appearance did not involve anything but a bone fide effort to present the news; that he was not identified by name but only as the "TX Weatherman;" that his employment did not arise out of the election campaign but was a regular job; and that the facts did not reveal any favoritism in the part of the station or any intent to discriminate among candidates. (Letters to KWTX Broadcasting Co., May 16, 1961; WCLG, FCC, 276 F. 2d 828 [C.A. 5]. April 19, 1960.)

19. Q. A Philadelphia tv station had been presented an appearance on the Good Eye on Philadelphia. This program consisted of personal appearances being interviewed by a station employee. Does the program represent the office of mayor of Philadelphia, representing different political parties, appeared on the program? If the candidate for mayor was entitled to be "equal opportunities"?

A. No, since it was ascertained that the appearances of the three mayoralty candidates were on a bone fide, regularly scheduled news interview program and that such appearances were determined by the station's news department. (Letter to Joseph A. Schafer, Nov. 2, 1960.)

20. Q. A New York television station had been presenting a weekly program called "Light the Flames." This program was scheduled, produced and presented by three persons, selected by the station on the basis of their newsworthiness, interviewed by a newswoman, and was under the control of the station. Would a member of the Citizens Union (a permanent participant initially selected by the station), and photographing the program and appearing as a moderator. Two candidates appeared on the program and were interviewed. Is a third opposing candidate entitled to "equal opportunities"?

A. No. The format of the program was such that it constituted an appearance pursuant to Sec. 315(a) (2), since the program was regularly scheduled, was under the control of the station, and the participants were selected by the station. (Letter to Ethel B. Lohman, Nov. 1, 1961.)

21. Q. A Washington, D. C., television station had been presenting a weekly program called City Side. This program concerned news items of personal interest of panel of reporters. The panel was selected by the station and the persons interviewed were regular panel of newsroom. Three candidates for the Democratic nomination for the office of mayor of Maryland were invited to appear on the program and one of them accepted. Would a fourth candidate for the nomination, not invited to appear, be entitled to "equal opportunities"?

A. No. It was determined that City Side was a regularly scheduled, weekly, news-interview program on the station for approximately six years; the format of the program was consistent with the interview of a newsworthy guest or guest by a panel of reporters; that the appearances on the program were determined by the station on the basis of newsworthiness; and that none of the candidates had on this basis been invited to appear. Such a program constitutes a bone fide news-interview program pursuant to section 315(a) (1). (Telegram to Charles Luthardt, Sr., May 12, 1962.)

22. Q. A New York television station had been presenting a weekly half-hour program for five years. Who appeared on the program, New York Forum, was presided over by a station moderator and consisted of interviews of currently newsworthy guests by a panel of three lawyers. The guests were selected by the station in the exercise of its discretion and were invited to appear for the political advantage of any candidate for public office. The local bar association suggested to the lawyer-host that his participation on a particular program but their final selection remained subject to the station's approval. The Democratic candidates for the office of governor of New Jersey had appeared on separate programs in the series. Would a Republican candidate be entitled to "equal opportunities"?

A. No. Such a program is a bone fide news interview as such, and, if the program are exempt pursuant to section 315(a) (2). (Telegram to Socialist Labor Party of New Jersey, Nov. 2, 1961.)

23. Q. Certain networks had presented over their facilities various candidates for the Democratic nomination for President of the United States. Would a candidate be granted primary be entitled to "equal opportunities"?

A. No. The programs were regularly scheduled and were bone fide news programs, whereas those were of the type Congress intended to exempt from the "equal opportunities" requirement of Sec. 315. (Letter to Ralph L. Huntington, Apr. 21, 1962; to Charles J. Easter, April 28, 1960; letters to Charles V. Falkenberg, May 12 and June 13, 1960; to John J. Mitche1, May 23; to Congressman Frank Kowalski, July 10, 1962.)

24. Q. A candidate for the Democratic nomination for President of the United States was permitted to appear on a network program known as Today. It was shown that this was a daily program emphasizing news coverage, news document-
tary and on-the-spot coverage of news events; that the determination as to the content and format of the interview and the candidacy of the governor to be featured therein was made by the network in the exercise of its news judgment and not for the candidate's position or for the election of the candidate by the director of the program; and that the candidate was not asked or advised of the network's selection or the time or place of the broadcast, and that the candidate was not entitled to "equal opportunities?" A. No, since the appearance of the candidate was not required from the "equal opportunities" requirement of Sec. 315. (Telegram to Lar Daly, July 6, 1962.)

*25. Q. Does the appearance of a candidate on any of the following programs constitute a "use" under the "equal opportunities" provisions of Sec. 315? Meet the Press, Youth Wants to Know, Capitol Clockroom, Tonight and the World, and The Hundred-Foot Journey.

A. The programs Meet the Press and Youth Wants to Know were specifically referred to during the Senate debates on the 1958 Communication Act. Regularly scheduled, registered news and political programs, of the type intended to be exempt from the "equal opportunities" requirement of Sec. 315, if the format of these programs is not changed in any material respect, appearance on such programs would not constitute a "use" under Sec. 315. (See also Q. and A. 23.) As to the Tonight program, Sec. Q. and A. 12. (Letter to Senator Russell B. Long, June 13, 1962.)

*26. Q. A New Jersey television station had been presenting a weekly program approximately two years employing regularly scheduled, regularly featured news interview programs of the type intended to be exempt from the "equal opportunities" requirement of Sec. 315. Since the selection is made by the stations and is not determined by the program, if the format of these programs is not changed in any material respect, appearance on such programs would not constitute a "use" under Sec. 315. (Letter to George A. Katz, Esq., Nov. 2, 1962.)

*27. Q. The Governor's Radio Press Conference is a weekly 15-minute program which is broadcast approximately two years employing essentially the same format since its inception. In the program, the governor, who is seated in his office and speaks into a microphone, has in the past read the material prepared by the participating stations and selected a newsman, who, while seated at his microphone, asks the governor questions. The station, asks questions of the governor which the newsman considers to be newsworthy. The questions are communicated to the governor-candidate by telephone from the respective stations and the questions and answers are shown on the broadcast. The governor, who in his office is seated in his office and speaks into a microphone, responds to the questions submitted by the stations. The tape or tapes containing the questions and answers are played in the office and the questions and answers are recorded on a tape prepared by the station. Additional questions are asked of the governor from his radio newsman, present in the governor's office, to amplify any prior question and answer. On occasion, the tape has been sent to the governor's office by the station. There is no prepared material or rehearsal by the governor's office. Would the appearance of the governor-candidate on the above program constitute a "use" under the "equal opportunities" provision of Sec. 315?

A. Yes. Such a program is not a news-interview program as contemplated by Sec. 315 (a) (2). This conclusion has been reached since the selection of the questions, as well as the production, supervision, control, and editing of the program are not determined by the program. The program constitutes a "use" under Sec. 315.

*28. Q. The Governor's Forum program has been a weekly program for approximately eight months by several participating stations. In this program, the governor-candidate is seated in his office and is recorded into a microphone. The program consists of his answers to questions submitted by the listening public, which are either telephoned or written to the stations or directly to his office. The questions which are telephoned are transmitted to the several stations by a central switch and then relayed to the principal participating station, which then selects the questions, edits them, and records them on a tape. The questions telephoned or written to the governor's office are likewise recorded on a tape. The tape containing the questions and answers is played in the office and the questions and answers are recorded on a master tape prepared by his office. Additional questions are asked of the governor from his radio newsman, present in the governor's office, to amplify any prior question and answer. On occasion, the tape has been sent to the governor's office by the stations. The tape is sent to each of the participating stations in turn to the governor's office. There is no prepared material or rehear- sals by the governor's office. Would the appearance of the governor-candidate on the above program constitute a "use" under the "equal opportunities" provision of Sec. 315?

A. Yes, such a program as the above constitutes a "use" under the "equal opportunities" provision of Sec. 315.
BIG TEX IN BIG D BPA
SAYS YAWL COME DOWN HERE FOR A VISIT IN OCTOBER FOR THE GREAT BIG BROADCASTERS' PROMOTION ASSOCIATION 1962 SEMINAR OCTOBER 29-31 IN DALLAS HOLIDAY INN CENTRAL

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215 East 49th Street, New York 17, N.Y.
Please rush me more information about BPA.
Name ____________________________
Company _________________________
Address __________________________
City ____________________ State ____
HOW TO COPE WITH CANDIDATES continued

subjective determination by the station with respect to a change of candidates in the election or election. (Letter to Julius F. Brauner, May 28, 1962, 7 R.R. 1189.)

36. Q. When is a person a legally qualified candidate for nomination as the candidate of a party for President or Vice President of the U.S.?

A. See the fact that a person may be nominated for these offices by the conventions of his party without having appearing as an official candidate for presidential primary elections, or having any pledged votes prior to the convention, or even if he was not the official candidate, no fixed rule can be promulgated in answer to this question. Whether a person so claiming is in fact legally qualified will depend on the particular facts of each situation, including consideration of what efforts, if any, he has taken to secure the support of his party, or of conventions.

37. Q. Has a claimant under Sec. 315 sufficiently established his legal qualifications when the facts show that after qualifying for a broadcast his broadcast was cut off by the station?

A. No. Where a question is raised concerning a claimant's legal qualification, it is incumbent on him to prove that he is in fact legally qualified. The facts here did not constitute an unequivocal showing of legal qualification. (Letter to Law Daly, April 11, 1962, 7 R.R. 1190; see also subsection A.132, 3-209, 667.)

38. Q. If a candidate establishes his legal qualifications only after the date of nomination or election for the office for which he was contending, is he entitled to equal opportunities which would have been available if he had been legally qualified?

A. No, for once the date of nomination or election for an office has passed, it cannot be said that one who failed timely to qualify thereby forfeited his rights. The question of the rights the claimant might have been entitled to prior to the time of the election. (Letter to Socialist Workers' Party, Dec. 13, 1986; letter to Law Daly, Oct. 31, 1986; 14 R.R. 713, appeal sub nom. Daly v. U.S. Case No. 11,946 [C.A. 7th Cir.]; dismissed as moot Mar. 7, 1997; cert. den. 355 U.S. 626.)

39. Q. Under the circumstances stated in the preceding question, is any post-election remedy available to the candidate, before the general election?

A. None. Insofar as a candidate may desire retroactive "equal opportunities." But this is not to suggest that a station can avoid its duties by delaying its decision until after the election by waiting until an election has been held and only then disposing of demands for "equal opportunities." (See citations in Question and Answer 38.)

40. Q. A. candidate for the Democratic Party nomination for President, appeared on a station at 9 P.M. before the convention. Is it lawful for the station to stop him by waiting until an election has been held and only then disposing of demands for "equal opportunities." (See citations in Question and Answer 38.)

41. Q. When a state attorney general or other appropriate state official having jurisdiction to qualify or to approve a candidate has ruled that a candidate is not legally qualified under local election laws, can a licentiate or delegate such a "candidate" "equal opportunities" under Sec. 315?

A. In such instances, the ruling of the state attorney general or other official will prevail, absent a judicial determination. (Telegram to Ralph Muncy, Nov. 5, 1984; letter to Socialist Workers' Party, Nov. 25, 1984.)

42. Q. When are candidates opposing candidates?

A. Where a question is raised concerning a claimant's legal qualification, it is incumbent on him to prove that he is in fact legally qualified. The facts here did not constitute an unequivocal showing of legal qualification. (Letter to Law Daly, April 11, 1962, 7 R.R. 1190; see also subsection A.132, 3-209, 667.)

43. Q. If the station makes time available to all candidates for one office and refuses all candidates for another office, is this legal?

A. Yes. The "equal opportunities" requirement of Sec. 315 is limited to all legally qualified candidates for the same office.

44. Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Sec. 315 require this station also to make time available to the candidates seeking the nomination of other parties for the same office?

A. No, the commission has held that while both primary and general elections are comprehended within the terms of Sec. 315, the primary elections are held by one party to be considered separately from the primary elections of other parties, and, therefore, insofar as Sec. 315 is concerned, "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention. The station's actions in this regard, however, are governed by the public interest standards encompassed with in the "fairness doctrine." (Letters to J. W. T., June 22, 1944; to Dr. Arnold Peterson, May 13, 1952, 11 R.R. 234; WDCD, April 1, 1952; to Dr. John Clark, Jan. 25 and April 13, 1955; and telegram to Dr. Edward J. Leuddeke, Oct. 23, 1951.)

45. Q. If the station makes time available to all candidates for one particular office, including the unsuccessful candidate, may candidates of other parties in the general election demand an equal amount of time under Sec. 315?

A. No. For the reason given above. (Letter to KNEC Inc., Oct. 25, 1948, 4 R.R. 885.)

VI. What constitutes equal opportunities?

(a) In general.

46. Q. Generally speaking, what constitutes "equal opportunities"?

A. Under Sec. 315 and 113.120, 3.290, and 3.607 of the commission's rules, no license shall be required to use time. Charges, practices, regulations, facilities, or services rendered to candidates for a particular office.

47. Q. Is a licensee required or allowed to give time free to one candidate where it had sold time to an opposing candidate?

A. The station is not permitted to discriminate against between candidates in any way. With respect to any particular election in which it is a candidate, selling time, or of giving time to the candidates free of charge, or of giving them some time and selling them additional time. But whatever policy it adopts it must treat all candidates for the same office alike with respect to the time they may secure free and that for which they must pay.

48. Q. Is it necessary for a station to advertise information for a political party that time has been sold to other candidates?

A. No. The law does not require that this be done. If a candidate inquires, however, the facts must be given him. It should be noted that a station is required to keep a public record of all requests for time by or on behalf of political candidates, together with a record of the disposition and disposition of the requests. (113.120 [d], 3.290 [d], 3.607 [d]; and telegram to Norman William Seemann, Esq., May 23, 1962.)

49. Q. If a station desire to make its facilities available on a particular day for political broadcasts to all candidates for the same office, is one candidate included in requesting "equal opportunities" at a later date if he does not accept the offer?

A. This depends on all of the circumstances surrounding the station's offer of time. Particularly, whether the station has given adequate advance notice. The commission has held that a four day notice must be given. If Congress is in session does not constitute adequate advance notice and the congressmen do not forecast an offer to request "equal opportunities." (Letter to Jack Nei, station KTRM, April 18, 1962.)

50. Q. With respect to a request for time held by a candidate for the same office to which it has been no prior use "by an opposing candidate, must the station sell the candidate's time to the other candidate?

A. No. Neither the act nor the commission's rules contain provisions which require a licensee to sell a particular time segment to the office seeking the use of its station on behalf of the station's initial sale of time. While the station's initial sale of time to a particular candidate on the general election demand poses no obligation on any licensee to allow the use of its station by any candidate. Commission's programming statement on political broadcasting does not place the use of stations for political broadcasting. Where the station showed that sale of the time segment was based on experience and the interests of viewers in programming diversification, no commission action is taken. (Letters to Mr. John L. Lahan, May 18, 1981; and telegrams to Grover C. Doggett, Esq., May 22 and 23, 1971; Mr. J. W. T., May 29, 1971; to Mr. M. B. Oliver, April 17, 1962 and letter to station WBOX, May 2, 1962, where the commission indicated that public interest question would be raised if the station failed to provide any broadcast time to candidates in a major election being held within the station's coverage area.)

52. Q. If a station offers free time to opposing candidates and one candidate declines to use the time would another candidate for that office forbidden from availing themselves of the offer?

A. No. The refusal of one candidate does not preclude other candidates to use the time offered. However, whether the candidate initially declining the offer could later avail himself of "equal opportunities" would depend on all the facts and circumstances. (Letter to Leonard Marks, June 13, 1957, 11 R.R. 65.)

53. Q. If one political candidate buys station facilities more heavily than another, is it a station required to call a halt to such sales?

A. No. Sec. 315 requires only that all candidates be afforded "equal opportunities" to the facilities assigned to him. (Letter to Mrs. M. B. Oliver, Oct. 23, 1951, 11 R.R. 235.)

54. Q. Can a station contract with the committee of a political party whereby it commits itself in advance of an election to

BROADCASTING, October 15, 1962

FOR THE RECORD 112
furnish substantial blocks of time to the candidates of that party?
A. Neither Sec. 315 nor the commission's rules provide for a candidate to negotiate with a party for reservation of time in advance of an election. However, substantial opportunities to offer certain specific time segments during the last week of the campaign to candidate A, who declined the purchase, were available exactly the same time of day on the same day of the week as candidate A, the opponent, was the station obligated under Sec. 315 to accede to A's subsequent request for such segments if the station were temporarily preceding or following the time segments previously offered to him and refused by him and subsequently sold to his opponent?
A. No. But the time offered to candidate A must be generally comparable. The principal factors considered in this situation were: (a) the total amount of time presently scheduled for each candidate; (b) the time segments presently offered to candidate A; (c) the time segments presently offered for candidate A's opponent and previously rejected by candidate A; (d) the time segments presently offered to candidates by other stations, if any, and previously rejected by candidate A; and (e) the station's possible obligation to offer additional time to other candidates for the same office, if any. (Telegram to Major General Harry Johnson, Nov. 1, 1961.)

56. Q. If a station has a policy of confining its political segments to suitable times, but has so many requests for political time that it cannot handle them all within its sustaining schedule, may it refuse time to a candidate whose opponent has already been granted time, on the basis of its established policy of providing certain opportunities to all candidates in a fair and impartial manner?
A. No. The station cannot rely upon its policy to withstand a legal challenge to the fairness of the assignment of time. (Letter to affiliated stations Oct. 28, 1961.)

57. Q. If one candidate has been nominated by Parties A, B, and C, while a second candidate for the same office is nominated by parties D, E, and F, how should the time periods be allocated between the two candidates for political commercials? Sec. 315 has reference only to the use of facilities by persons who are candidates for the same office. Is it not to the advantage of the parties which may have nominated such candidates. Accordingly, if broadcast time is simultaneously requested for the use of a candidate for a political purpose, the provisions of Sec. 315 require that "equal opportunities" be afforded the candidate. Is there a candidate who is interested in the same office, without regard to the number of persons who may have nominated any particular candidate may have. (Letter to Thomas W. Wilson, Oct. 31, 1946.)(b) Comparability.

58. Q. Is a station's obligation under Sec. 315 for the same candidates of a particular program on a particular station in the same city for the same set of programs on a particular candidate? Sec. 315 has reference only to the use of facilities by persons who are candidates for the same office. Is it not to the advantage of the parties which may have nominated such candidates. Accordingly, if broadcast time is simultaneously requested for the use of a candidate for a political purpose, the provisions of Sec. 315 require that "equal opportunities" be afforded the candidate. Is there a candidate who is interested in the same office, without regard to the number of persons who may have nominated any particular candidate may have. (Letter to Thomas W. Wilson, Oct. 31, 1946.)(b) Comparability.

59. Q. Is a station's obligation under Sec. 315 for the same candidates of a particular program on a particular station in the same city for the same set of programs on a particular candidate? Sec. 315 has reference only to the use of facilities by persons who are candidates for the same office. Is it not to the advantage of the parties which may have nominated such candidates. Accordingly, if broadcast time is simultaneously requested for the use of a candidate for a political purpose, the provisions of Sec. 315 require that "equal opportunities" be afforded the candidate. Is there a candidate who is interested in the same office, without regard to the number of persons who may have nominated any particular candidate may have. (Letter to Thomas W. Wilson, Oct. 31, 1946.)(b) Comparability.

60. Q. If a station broadcasts a program sponsored by a candidate which includes one or more qualified candidates as speakers or guests, what are its obligations to other qualified candidates? Sec. 315 affords the candidate opportunities to other candidates for the same office?
A. If candidates are permitted to appear without cost to themselves, on programs sponsored by other candidates, opposing candidates are entitled to receive comparable time as well. (Letter to Sen. A. S. Mike Monroney, Oct. 9, 1952.)

61. Q. Where a candidate for office in a state or local election appears on a national network program presented by the licensee for the same office entitled to equal facilities over stations which carried the original program and serve the area in which the election campaign is occurring?
A. Yes. Under such circumstances an opposing candidate would be entitled to time on such stations. (Letter to Sen. A. S. Mike Monroney, Oct. 9, 1952.)

62. Q. Where a candidate appears on a particular program—a regular series of forum type programs—is an opposing candidate entitled to demand to appear on the same program?
A. Not necessarily. The mechanics of the problem or opportunity must be left to resolution of the parties. And while factors such as the size of the potential audience can be considered, the abstract that "equal opportunities" could only be provided by giving opposing candidates the same program is not always the case. (Letter to Harold Oliver, Oct. 31, 1952; letter to Julius F. Brauner, Oct. 31, 1952.)

63. Q. Where a station asks candidates A and B (opponents in the same primary election) to appear on a debate-type program, the format of which is generally acceptable to the candidates, but with no restrictions as to what issues or matters might be discussed, and candidate A accepts the offer and appears on the program and candidate B declines to appear on the program, is candidate B entitled to further "equal opportunities" in the use of the station's facilities within the meaning of Sec. 315 of the act? If so, is any such obligation met by offering candidate B, prior to the primary, an opportunity to appear on a program of comparable format to that on which candidate A appeared, or is the station obligated to grant candidate B time equal to that used by candidate A on the program in question under Sec. 315 of the act?
A. Since the station's format for reasonable in structure and the station put no restrictions on what matters and issues might be discussed by candidate B and others who appeared on the program in question, it offered candidate B "equal opportunities" in the use of the station's facilities within the meaning of Sec. 315 of the act. The station's further offer to candidate B, prior to the primary, an opportunity to appear on a program of comparable format to that on which candidate A appeared, is not the station obligated to grant candidate B time equal to that used by candidate A on the program in question under Sec. 315 of the act?

64. Q. A licensee offered broadcast time for all candidates for a particular office for a joint general election program determined solely by the licensee. If candidate A rejects the offer and candidate B and other candidates accepts and appears, would candidate A be entitled to "equal opportunities" because of the material broadcast? Is the appearance of candidate B and/or other candidates on the program previously offered by the licensee to all of the candidates?
A. Yes, provided the request is made by the candidate within the period specified by the rules. The commission stated that licensees should negotiate with the affected candidates and that where the offer was on a non-agreed basis, "equal opportunities", "equal opportunities" were being afforded to the candidates. Where the candidate rejects the proposal, other candidate accepted and appeared, the commission stated: "Where the licensee permitted the candidate to broadcast, Sec. 315 then—simply by virtue of that use—requires the licensee to 'afford equal opportunities' to other candidates on the same station for the use in such broadcasting station. This obligation may not be avoided by the licensee's unilateral actions in picking a program format, specifying participants other than and in addition to the candidates setting the time of day on the broad- cast program, the time of taping, the time of broad- cast, etc., and then offering the package to the candidates on a 'take it or leave it' basis described above. (Cf. Port Huron Broadcasting Co., 4 R.R. 1.) Clearly, the 'take it or leave it' basis described above would constitute such prohibited censorship, since it would, in effect, be dictating the very format of the broadcast to the candidate, because the most important factor of the material broadcast. We wish to make clear that the commission is not in any way saying that more interest is in the public interest than another. On the contrary, the thrust of our ruling is that the licensee has no right to choose the format and other similar aspects of 'the material broadcast', with no right to limit the use of the facilities by the particular candidate."

65. Q. In affording "equal opportunities," may a licensee limit the use of facilities solely to the use of a microphone?
A. A station must treat opposing candidates the same with respect to the use of broadcasting facilities. Network stations or those seeking to use facilities over and beyond the microphone, it must offer a similar usage by the opposing candidates. (Letter to D. L. Grace, July 3, 1958.)

66. Q. Are the terms of a candidate's contract under Sec. 315 of the Communications Act bestows upon the candidate the right to prevent others from using the facilities which the candidate believes the material contained therein is or may be libelous?
A. No. Any such action would entail censorship which is expressly prohibited by Sec. 315 of the Communications Act. (Port Huron Broadcasting Co., 7 R.R. 789.)

67. Q. If a legally qualified candidate broadcasts libelous or slanderous remarks, is the station removable from the air?
A. In Port Huron Broadcasting Co., 12 FCC 1089, 4 R.R. 1, the commission expressed an opinion that licensees not directly participating in the libel might be absolved from any liability they might otherwise incur under state law, because of the commission's action in denying them from preventing a candidate's utterances. In a subsequent case, the commission, while acknowledging in effect, affirmed the Supreme Court holding that since a licensee could not censor a broadcast under Sec. 315, Congress could not have intended to compel a station to broadcast libelous statements of a legal candidate and at the same time subject itself to the risk of damage suits. (Read; Farmers Educational & Cooperative Union of America, North Dakota Division vs. Farmers Educational & Cooperative Union of America, 1302 N.W. 2d 79 [1958]; 89 N.W. 2d 102, 164 F. Supp. 928.)

68. Q. Does the same immunity apply in a case where the chairman of a political campaign committee, who is not a candidate, broadcasts a speech in support of a candidate?
A. No. Licensees are not entitled to assert the defense that they are not liable since the speeches could have been censored without violating Sec. 315. Accordingly, they
HOW TO COPE WITH CANDIDATES continued

were at fault in permitting such speeches to be broadcast. (Felix vs. Westinghouse Radio Stations, 185 F. 2d 1, cert. den. 341 U. S. 966.)

*89. Q. A candidate prepared a 15-minute video tape which contained the opinions of several people on an issue pertinent to the pending election. If the station broadcast such a program in which one person expressed the immunity afforded licenses by Sec. 315 from liability for the broadcast of libelous or otherwise malicious remarks by candidates be applicable?

A. No. The provision of Sec. 315 prohibiting censorship by a licensee over material which is being broadcast only to broadcasts by candidates themselves. Sec. 315, therefore, is not a defense to an action for libel slander arising out of broadcasts by non-candidates speaking in behalf of their candidate. Since Sec. 315 does not prohibit the licensee from censoring such a broadcast, the licensee is not entitled to the protection of Sec. 315. (Letter to Edward L. P. Webb, April 24, 1962.)

70. Q. If a candidate secures time under Sec. 315, must he talk about a subject directly related to candidacy?

A. No. The candidate may use the time as he deems best. To deny a person time on the basis of the subject matter of the ex- istence of his candidacy would be an exercise of censorship prohibited by Sec. 315 (Letter to WDKB-WKFB, Inc., May 15, 1952, 7 R.R. 1132.)

71. Q. If a station makes time available to an incumbent candidate as a way of disqualifying a candidate for re-election and the officeholder limits his talks to non-partisan and informational purposes, is this discrimination against other legally qualified candidates who obtain time limited to the same subjects or the same type of broadcasting?

A. No. Other qualified candidates may use the facilities as they deem best in their own behalf. But Congress made an advisory opinion to the Director of the Oakley Hunter, May 28, 1952, 11 R.R. 234.)

72. Q. May a station require an advance script of a candidate’s speech?

A. Yes, provided that the practice is uniformly applied to all candidates for the same office using the station facilities and the station does not undertake to censor the content of the script. (Letter to A. Rosenberg, Louisville, Ky., July 9, 1962, 11 R.R. 238.)

73. Q. May a station have a practice of requiring a candidate to record his proposed broadcast at an own expense?

A. Yes. This is common in that the proce- dures adopted are applied without discrim- ination as between candidates for the same office. (Letter to H. A. Rosenberg, Louisville, Ky., July 9, 1962, 11 R.R. 238.)

74. Q. What rate can be charged candi- dates for programs under Sec. 315?

A. No. Sec. 315, as amended, provides, that the charges made for the use of a station by a candidate "shall not exceed the charges made for comparable use of such stations for other purposes."

75. Q. What is the requirement that the charges to a candidate "shall not exceed the charges for comparable use" of a station for the same type of political broadcast by persons other than qualified candi- dates?

A. No. This requirement applies only to candidates for public office. Hence, a station may adopt whatever policy it desires for the charges made to candidates who are not candidates for office, consistent with its obligation to operate in the public interest, to serve the public interest. (Letter to Com- misioner Charles D. Diggs, Jr., March 18, 1955.)

76. Q. May a station with both "national" and "local" rules charge a candidate for local office its "national" rate?

A. No. Under §§130, 3190 and 3197 of the commission’s rules a station may not charge a candidate more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business with- in the station's market. Only persons who may vote for the particular office for which such person is a candidate.

77. Q. Assuming a candidate secures the "local" rates charge and "local" rates charge for the House of Representatives serves, must candidates for the House of Representatives be treated "under the local" as the "national" rates charge?

A. This question cannot be answered categorically. To determine the maximum rates which could be charged under Sec. 315, the commission would have to know the criteria a candidate might use in sounding "local" versus "national" advertisers before it could determine what are "comparable charges." To make a decision as to whether the commis- sion does not prescribe rates but merely re- quires equality of treatment as between Sec. 315, as the commission will choose to give on a non-discriminatory basis.

78. Q. Can a station refuse to sell time at discount to a candidate if the station makes time available to other candidates, and the station permits commercial advertisers to buy a block of time at discount rates for use by various businesses?

A. Yes. Sec. 315 imposes no obligation on a station to allow the facilities of its station to candidates, nor does the commission's rules require a station to sell time to a group of candidates on a pooled basis, even though such may be the practice with respect to commercial adver- tisers. (Letter to WKST-WKFB, Oct. 14, 1964.)

80. Q. If candidate A purchases ten segments over a station which offers a discount rate for purchase of that amount of time, is candidate B entitled to the discount rate if he purchases less than the amount to which minimum to which discounts are available?

A. No. A station is under such circum- stances no obligation to sell at a discount the privilege to each legally qualified candidate on the same basis.

81. Q. May a station refuse to sell at the rate of two dollars per "spot" announcement, with a rate reduction to one dollar if 100 or more such "spots" are arranged for a single time sale, and to one individual candidate and advertise with an advertisement having a such a time contrac- the advertisement to utilize five of these spots at the one dollar rate, is the station obligated to sell the candidates of other parties for the same office time at the same one dollar rate?

A. Yes. Other legally qualified candidates are entitled to take advantage of the same reduced rate. (Letter to Senator S. M. Monrow, Oct. 15, 1962.)

82. Q. Where a group of candidates for different offices wishes to purchase a block of time at a discount, and an individual candidate opposing one of the group seeks time on the station, to what rate is he entitled?

A. He is entitled to be charged the same rate as any other candidate. (See provisions of Sec. 315 run to the candidates themselves and they are entitled to be treated equally with the rest of the candidates. (See, for instance, SEC, SEC. 26-1100 and Docket 11062, 1 R.R. 1501.)

83. Q. Is there any prohibition against the purchase by a political party of a block of time for use in a campaign for the party's candidates?

A. There is no prohibition in Sec. 315 or the commission’s rules against the above practices. It would be reasonable to assume that any group time that is charged under Sec. 315, time paid for by the candidate through the normal channels. The commission's rules, however, do not affect the licensee's obligation under Sec. 315. Thus, the rates which the commission may charge to other legally qualified candidates will be governed by the rules which the stockholder candidate actually pays to the licensee. If no charge is made to the stockholder candidate, it follows that other legally qualified candidates are en- titled to the same time at the same rate. (Letter to Charles W. Stratton, March 18, 1957.)

IX. Period within which request must be made.

*85. Q. When must a candidate make a request of the station for opportunities equal to those afforded his opponent to broadcast?

A. Within one week of the day on which the prior use occurred. (Subsection [e] of Sec. 315, and the commission's rules; and telegram to WWIN, May 3, 1962.)

86. Q. A U. S. senator, unopposed candi- date, has arranged with a station to broadcast a weekly program entitled Your Senator Reports. If he becomes op- posed by his party's nominee before the inc ument announced his candidacy?

A. No. A legally qualified candidate announc- ing his candidacy for the above nomi- nee's seat would be subject to the "equal opportunities" concerning a particular broadcast of Your Senator Reports not later than one week after the date of such broad- cast. Thus, any of the incumbent's op- ponents for the nomination who first an- nounced his candidacy on a particular day, would not be in a position to request "equal opportunities" concerning the broadcasts of Your Senator Reports which was broad- cast more than one week prior to the date of his announcement. (Letter to Hon. Joseph S. Clark, April 18, 1962.)

X. Issuance of interpretations of Sec. 315 by the commission.

87. Q. Under what circumstances will the commission consider issuing declaratory or advisory opinions with respect to Sec. 315?

A. Sec. 3(d) of the Administrative Proce- dure Act, Title 5, U.S.C.A., provides that "the agency is authorized in its sound discretion, with like effect as in the case of other orders, to issue a declaratory order to terminate a controversy or remove uncertainty." However, agencies are not required to issue such orders until the need for such an order is made thereon. The grant of au- thority to agencies to issue declaratory or advisory opinions is not to be author- ized only with respect to matters which are required by statute to be determined "on the record after notice and hearing in an agency hearing." See Attorney General's Manual on the Administrative Procedure Act, Title 5, U.S.C.A., pp. 60; also, 3 C. F.C.C. 578, 4 Pike and Fischer R.R. 98. In general, the commission limits its interpretive rul- ing to the facts of the case before it and the critical facts are explicitly stated with- out the possibility that subsequent events will change them. There are no interpretations or opinions where the specific facts of a particular case in controversy are be- fore the commission. (See Proctor & Dowd, June 18, 1958.)*

*An asterisk denotes a new question and answer (not included in previous political broadcasting statements).
Continued from page 106

WBUF Ponce, P. R.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Oct. 4.

New fm stations

**APPLICATIONS**

St. Louis, Mo.—The Pulitzer Publishing Co., Granted cp for new class C fm to operate on 95.7 mc, 100 kw. Ant. height: 494 ft. AVE. cost $850,000; first year operating cost $25,000; revenue $30,000. Principals: (100%) Richard Knight, Chairman; (50%) The Pulitzer Publishing Co. Inc., St. Louis (St. Louis Post-Dispatch), Action Oct. 10.

Manchester, N. H.—Knight Radio Inc., Granted cp, 95.7 mc, 1 kw, 300 ft. AVE. cost $3,125; first year operating cost $2,125; revenue $2,125. Principals: (100%) Kenneth T. Patrinos, Holding Co., RTC, 600 Commonwealth Ave., Boston. Estimated construction cost $3,125; first year operating cost and revenue to be figured jointly with am operation. Herman Knight sole owner of new station and WHER Portsmouth, N. H. Action Oct. 10.

**APPLICATIONS**

Panama City, Fla.—Mysur Inc. 92.9 mc, d/b/a W⮳. 250 kw, 152 ft. Ant. height above average terrain 749 feet. F.P.O. address Box 501, Panama City. Estimated construction cost $39,800; first year operating cost $29,000; revenue $30,000. Principals: (20%) John T. Patronis and Jimmy T. Patronis, (80%) Radio and Television Associates, are part owners of restaurant. Ann. Oct. 5.

Clarion, Iowa—Wright County Radio Co. 95.7 mc, 3 kw, Ant. height above average terrain 128 feet, F.P.O. address Box 388. Estimated construction cost $850 (broadcast equipment to be rented or purchased operating cost); first year operating cost $5,277; revenue $38,000. Marvin L. Hull is sole applicant; is general manager of KIRG Clarion, Ia. Ann. Oct. 4.

Big Rapids, Mich.—WBRBN Inc. 92.1 mc, in ch., 80 kw, Ant. height above average terrain 78 ft. P.O. address Big Rapids. Estimated construction cost $2,600; first year operating cost $1,600; revenue $1,600. Principals: (50%) John A. and Blaine E. White (80%) Leslie and Bruce Ditter (20%). Principals also hold majority interest in WPIN Big Rapids. Ann. Oct. 4.


Existing fm station

**APPLICATION**

*WIPR-FM San Juan, Puerto Rico—Mod. of cp (as modified, which authorized change in frequency) to increase effective radiated power; installation of new antenna and making change in antenna system) to change frequency from 91.5 mc, ch. 218 to 91.3 mc, ch. 217. Ann. Oct. 4.

Ownership changes

**APPLICATIONS** by FCC

WINN, WINN Bestg. Corp., Louisville, Ky. —Granted (1) renewal of license and (2) assignment of license by WJKY Frankfort, pursuant to prior commission consent. Bluegrass Central Inc., owner of Bluegrass Central Inc., consideration $50,000, conditioned that assignment not be consummated until license expires in WJKY Frankfort, pursuant to prior commission consent. Bluegrass is licensee of WJKY, Lexington, and owner WPKY Frankfort, WCMJ-AM-FM Ashland, and WCOG-AM-FM Orlando, all Florida. Action Oct. 10.

KAZJ, Helmer Inc. Little Rock, Ark. —Granted (1) renewal of license to Glen A. Harned; consideration $105,000. By letter, requisite change in transmitter in WJSO Little Rock, pursuant to prior commission consent. Harned is owner of KAZJ, Little Rock, and owns and operates WFSY-FM, 91.9 mc, Little Rock, Ark. Action Oct. 10.


KYSN, KYSN Bestg. Co., Colorado Springs, Colo.—By order, commission, on showing of compliance with exceptions to three-year holding rule, granted (1) renewal of license and (2) transfer of control from WKBD Bestg. Co. to Donald T. Hard- man (75%) and operation $26,250 which includes $6,250 for 21.8% interest in trans- former's station WKID Urbana, Ill. Action Oct. 10.

WQSR (formerly WSFY), Entertainment and Amusements of Ohio Inc, Solvay, N. Y. —Granted (1) renewal of license, on showing of compliance with exceptions to three-year holding rule, granted assignment of license to WQSR Inc. (Malcolm E. Branson and Joseph E. Masi) for new station WQSR; d/b/a as Steel City Bestg. Corp. Action Oct. 10.

**APPLICATIONS**

KSEA (FM) San Diego, Calif.—Seeks assignment of cp from Alex M. Victor (100%), d/b/a Sea Board Bestg. Inc., to Clinton Dan McManus and Michael Des Bascom (each 50%), tr as Broodmoor Bestg. Corp. Consideration $5,000. Assignee also operates KSON San Diego. Ann. Oct. 8.

KTUX Pueblo, Colo.—Seeks assignment of license to H. Myers Bungardter (100%), trustee in bankruptcy, from Wayne D. Costant, sole owner, d/b as Steel City Bestg. Corp. Action Oct. 5.

WSOL Tampa, Fla.—Seeks assignment of license from WPIT Inc. to Rust Craft Greeting Cards Inc., sole owner of WPIT Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of WPIT Inc. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WHIP-FM-TV Kingsport, Tenn. Assignor also 40% owner of WVVU-TV New Orleans, La. Proposed liquidation of assets of WPIT Inc. also involves WPIT-AM-FM Pittsburgh, Pa., and WRDW-TV Augusta, Ga. Ann. Oct. 10.

WRD-TV Augusta, Ga.—Seeks assignment of license and transfer to WPIT Inc. to Rust Craft Greeting Cards Inc., sole owner of WPIT Inc. No financial consideration involved, as assignment is for purpose of corporate integration and simplification. Assignor is large corporation with no majority stockholder. Rust Craft Greeting Cards Inc. is sole owner of WPIT Inc. Co., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; and WHIP-FM-TV Clatts, Ga. Assignor also 40% owner of WVVU-TV New Orleans, La. Proposed liquidation of assets of WPIT Inc. also involves WPIT-AM-FM Pittsburgh, Pa., and WSOL Tampa, Fla. Ann. Oct. 10.

KGHL-AM-TV Billings, Mont.—Seeks assignment of license from P. N. Fortin (50%) and Warren J. and Kenneth L. Hanson (each 25%), d/b as Midland Empire Bestg. Co., to Paul Crain, Dan Snyder (each 50%), Mr. Fortin (12.5%), Messri. Hance (each 6.25%), Thor Mykle, Brian Johnson, and James Battine of each 3.125%, tr as Craln- Snyder Inc. Consideration $450,000. Mr. Crain owns 40% Koyo Everett, Wash., 25% KQDI Bismarck, N. D., 50% KUDY Great Falls, Mont., and 25% KUDY Spokane, Wash., and 38% of KTV (TV) Great Falls. Mr. Snyder is 50% of KTV (TV) Great Falls. Action Oct. 10.

KGLL Billings, Mont.—Seeks assignment of license from above principals of Crain- Snyder TV Inc. to George C. and Wilda G. Hatch (each 50%), tr/cas Copper Bestg. Co., through 100% ownership by Salt Lake City Bestg. Inc. Consideration $324,335. Crain- Snyder receives no financial gain from the transaction. Assignment is contingent upon grant of KGHL-AM-TV from Midland Empire to Crain-Snyder. Salt Lake City is licensee of KALL Salt Lake City. Ann. Oct. 10.

KATL Miles City, Mont.—Seeks transfer of control of license to corporation to Robert J. Scanlan (81.18%), son and executor of estate of Sarah M. Scanlan (deceased). No financial considerations involved. Mr. Scan- lan is vp, general manager and publisher of Miles City Star, daily newspaper. Ann. Oct. 4.

KPTL Carson City, Nev.—Seeks assignment of license to Capital Bestg. Co. of
**Hearing cases**

**INITIAL DECISIONS**


- Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Eladise Broadcast Co. for new station to operate on 1500 kc. D. J. Schults (115 shares), Gary Hendricks (20 shares), and Joseph Johnson (8 shares), d/b/a as Heart of the Black Hills Station, to Mesquite, N. M. No financial consideration involved. Ann. Oct. 5.


- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Spectrum of the Air, Inc., to incorporate power of station WYCC, Whitehall, Mont., to proceed with concentration of stations upon WYCH, Fort Shaw, Mont. No financial consideration involved. Ann. Oct. 5.

- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Freeport Broadcasting Co., Inc., to increase power of station WFXC, Altoona, Iowa, from 1 kw to 5 kw, with DA, continued operation on 1540 kc, as proposed in application in Doc. 14419, and additional condition attached of Oakand and Sergeant grants. Action Oct. 10.

- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Broadcast Co. for new station to operate on 1500 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.

- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Mighty Voice of the Air, Inc., to increase power of station WXYZ, Alton, Ill., from 1 kw to 5 kw, with DA, continued operation on 1540 kc, as proposed in application in Doc. 14419, and additional condition attached of Oakand and Sergeant grants. Action Oct. 10.

- Hearing Examiner Bask P. Cooper issued initial decision looking toward granting application of Eladise Broadcast Co. for new station to operate on 1540 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.

- Hearing Examiner Bask P. Cooper issued initial decision looking toward granting application of Mighty Voice of the Air, Inc., to increase power of station WXYZ, Alton, Ill., from 1 kw to 5 kw, with DA, continued operation on 1540 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.

- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Eladise Broadcast Co. for new station to operate on 1500 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.

- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Mighty Voice of the Air, Inc., to increase power of station WXYZ, Alton, Ill., from 1 kw to 5 kw, with DA, continued operation on 1540 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.

- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Mighty Voice of the Air, Inc., to increase power of station WXYZ, Alton, Ill., from 1 kw to 5 kw, with DA, continued operation on 1540 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.

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- Hearing Examiner Thomas H. Donahue has issued initial decision looking toward granting application of Mighty Voice of the Air, Inc., to increase power of station WXYZ, Alton, Ill., from 1 kw to 5 kw, with DA, continued operation on 1540 kc, as proposed in application filed Nov. 11, 1962, by Mr. Robert Porter, St. Louis, Mo. No financial consideration involved. Ann. Oct. 5.
of tv station WJRT (ch. 12) and aux., Flint, Mich., and Lake Huron Bstg. Corp. for amendment of its application to increase day-time power on 1530 kc. DA-2, from 10 kw to 25 kw, and to permit the station to operate nightly with 10 kw; dismissed application with prejudice and terminated proceeding. Action Oct. 5.

By Hearing Examiner James D. Cunningham.

**Correction** in various transcripts respecto of Sept. 17 and Oct. 3 prehearing conferences in proceeding on NHE-RKO transfers and related applications. Action Oct. 4.

By Hearing Examiner Walter W. Guenther.


By Hearing Examiner Annie Neal.

**Granted motion by** Shelby County Bstg. Co., and severed from consolidated proceeding the action by Joint Tenants and Valley Bstg. Co., for new am stations in Alton, Ill., with Kans., respectively, in Docs. 1471B-20, granted request by Valley to extend of accepting notice of late appeal, and its motion to determine that portion of Sec. 1362(b) of rules which requires a statement "immediately following release of the Commission's order specifying time and place of hearing" to permit late presentation of hearing objections. Action Oct. 4.


By memorandum opinion & order in proceeding on applications for new am stations of Rockland Bstg. Co., Blauvelt, and Rockland Radio Corp. and Rockland Bstg. Inc., both Spring Valley, N. Y. in Docs. 14510 et al., (1) denied motion by Broadcast Bureau and request of Rockland Bstg. Co. to enlarge the docket and (2) added an additional 30 days to determine whether overlap of the 2 and 24 kw stations would occur between proposals of Rockland Bstg. Co. and Rockland Radio Corp. and station WNYC, New York City, in contravention of Sec. 337 of the rules and, if so, whether circumstances extended to would warrant waiver of that section. Action Oct. 2.

By granted petition by Broadcast Bureau and extended to Sept. 24 time to respond to petition to enlarge issues and request for additional issue filed by Charles County Bstg. Inc., La Plata, Md. In proceeding on its am application, et al. Action Oct. 2.

By granted petition by Broadcast Bureau and extended to Oct. 4 time to file response to petition of Charles L. Ross for consideration and grant without hearing in the alternative for mod. of order and consolidation of proceedings on Ross application for new am station in Riverton, Wyo. Action Oct. 3.

**Actions on Motions**

- By Chief Hearing Examiner James D. Cunningham.
- Granted petition by Atlass Bstg. Inc. (KKRH), San Francisco, Calif., for dismissal of its application to increase power on 1530 kc, DA-2, from 10 kw to 25 kw, and to permit the station to operate nightly with 10 kw; dismissed application with prejudice and terminated proceeding. Action Oct. 5.
- Granted petition by General Communications Inc. (KKWW), Lafayette, La., and extended to Nov. 5 time to file replies to pending petition of South Mississippi Bstg.
BROADCAST ACTIONS

by Broadcast Bureau

WRBM Eighty-seven-4 granted request for mod. of preentrance operation condition attached to March 21, 1962, notice.Granted to operate 4 kw from 7 to 11 p.m. on Saturdays and Sundays until final decision is reached in Doc. 14419 or until (notice to terminate such operation, whichever occurs first.

*Granted cfs for following vhf tv translator stations:

KZTV (ch. 5), Las Vegas, Nev. -Granted cfs to change type trans. and make changes in ant. system.

KVTV (ch. 9), Austin, Tex. -Granted request to increase ant. height to 197 ft. and to operate until Dec. 31, 1966, to remain silent for period ending Dec. 31, 1966. Conclusion: permitted.

WFLM (FM) Fort Lauderdale, Fla. -Granted cp to change ant. height to 145 ft. and to operate during presunrise operation with non-Da on \( w \) kw between 6 and 10 a.m. and on \( w \) kw from 10 to 12 p.m.

WVOR (FM) Rochester, N. Y. -Granted cp to change type trans. and type ant. and make changes in ant. system.

WJOL (FM) Joliet, Ill. -Granted cp to make changes in trans. power output.

KFPD (FM) Sunflower, Ky. -Granted cp to change type trans. and make changes in ant. system.

VGFR (FM) Detroit, Mich. -Granted change in remote control authority.

WFMQ (FM) Chicago, Ill. -Granted SCA on multiplex basis.

WJEM, WJEM (FM) Green Bay, Wis. -Granted transfer of control from Paul J. Kurzweg, Green Bay, Wis. to Grant K. Clark, Decatur, Ill. -Granted extension of authority to operate 6:30 a.m. to 3:45 p.m. for period ending Jan. 31, 1966.

WZYP (FM) Mesa, Calif. -Granted mod. of cp to change type trans. for following stations:

KRTV (ch. 3), San Antonio, Tex. -Granted extension of authority to remain silent for period ending Dec. 31, 1966. Conclusion: permitted.

*Granted cp for
cf change to type trans. for following stations:


*Granted cp to change type trans. and ant.

WGFR (FM) Detroit, Mich. - Granted change in remote control authority.

WFMQ (FM) Chicago, Ill. -Granted SCA on multiplex basis.

KPHO Phoenix, Ariz. -Granted cfs to decrease ERP to 27 kw, increase ant. height to 197 ft. and to operate during presunrise operation with non-Da on \( w \) kw between 6 and 10 a.m. and on \( w \) kw from 10 to 12 p.m. until final decision is reached in Doc. 14419 or until (notice to terminate such operation, whichever occurs first.

WKDF (FM) Kenosha, Wis. -.Remote control permitted.

WGFR (FM) Detroit, Mich. -Granted change in remote control authority.

WFQ (FM) Chicago, Ill. -Granted SCA on multiplex basis.

KQAL-FM Los Angeles, Calif. -Granted cfs to change type trans. and ant. and make changes in ant. system.

KXLY (FM) Kennewick, Wash. -Remote control permitted.

WGPR (FM) Detroit, Mich. -Granted change in remote control authority.

Actions of Oct. 3

WFMQ (FM) Chicago, Ill. -Granted SCA on multiplex basis.

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SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Oct. 10

<table>
<thead>
<tr>
<th>ON AIR</th>
<th>CPS</th>
<th>TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>Lic.</td>
<td>Cps</td>
<td>Not on air</td>
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<td>AM</td>
<td>3,714</td>
<td>66</td>
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<tr>
<td>FM</td>
<td>989</td>
<td>68</td>
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<tr>
<td>TV</td>
<td>506</td>
<td>64</td>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, Oct. 10

<table>
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<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
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<tr>
<td>Commercial</td>
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<td>557</td>
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<tr>
<td>Non-Commercial</td>
<td>48</td>
<td>22</td>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC September 30

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,714</td>
<td>989</td>
<td>506</td>
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<tr>
<td>Cps on air (new stations)</td>
<td>66</td>
<td>68</td>
<td>64</td>
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<tr>
<td>Cps not on air (new stations)</td>
<td>143</td>
<td>143</td>
<td>69</td>
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<tr>
<td>Total authorized stations</td>
<td>3,511</td>
<td>1,290</td>
<td>490</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
<td>195</td>
<td>13</td>
<td>65</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
<td>352</td>
<td>148</td>
<td>48</td>
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<td>Total applications for stations</td>
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<td>114</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
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<td>3</td>
<td>11</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>375</td>
<td>87</td>
<td>38</td>
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<td>Total applications for major changes</td>
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<tr>
<td>Cps deleted</td>
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<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

Jan. 9, 1963; KCEE Tucson, Ariz., to Dec. 3; WCSM Celina, Ohio, to April 6, 1963.

License renewal
WHK Cleveland, Ohio—Granted renewal of license conditioned to commission determination in Orlando, Fla., tv ch. 9 proceeding involving relationship of Metro Media to Mid-Florida TV Corp., one of Orlando applicants. By letter to Metro Media, commission accepted WHK’s explanation of misunderstanding of instructions with respect to classification of educational programs but warned station about future compliance. Chmn. Minow voted to defer action pending decision in Doca. 11051 & 11053. Comm. Hyde concurred in action but dissented to latter. Action Oct. 10.

Rulemakings FINALIZED
* By report and order, commission finalized rulemaking in Doc. 14591 and (1) shifted ch. 2 from Henderson to Las Vegas, Nev., and (2) mod. the license of Southern NV. Radio and Television Co. (which petitioned for the move) to specify location of its station KLRJ-TV on that ch. in Las Vegas instead of Henderson; also waived Sec. 3.313 of rules to permit continued location and operation of its main studio and trans. at its site 3 miles outside of Las Vegas. In so doing, the commission placed particular reliance on KLRJ-TV representations that it will continue to give full service to Henderson. Comm. Bartley dissenting. Action Oct. 10.

PROPOSED
* By notice of proposed rulemaking, commission invited comments to proposal by the financial vice president of University of Idaho, in behalf of university’s regents, to reserve ch. 12 (now commercial) instead of present ch. 15 for use in Moscow. On its own motion, commission proposes to retain ch. 15 in that city for commercial use. Action Oct. 10.

PETITIONS FILED
Parts 2 & 9, Aeromobile Radio Inc. and Air Transport Assn. of America, Washington, D. C. (9-28-62)—Requests amendment of parts 2 & 9 so as to extend for five years, beyond Feb. 15, 1963, availability of frequency band 420-460 mc. reserved for use by radio (absolute) altimeters installed and in use aboard aircraft.


Miscellaneous
* By memorandum opinion & order, commission denied 28 petitions and other requests for reconsideration or waiver of commission’s action of May 10, 1962 imposing partial freeze on applications for new stations pending reexamination of applications lists. Many of the requests were from applicants for new stations. By separate letter, commission informed relevant requests for reconsideration or waiver of am partial freeze and returned following 10 applications: For new stations—Leland Broadcasting Corp., Waukegan, Ill.; Illinois Mass. Communications, Inc., Chicago, Ill.; Lake Biscuits, Inc., Chicago, III.; of Florida; and Cellana, Ohio, to April 6, 1963.

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For Convenient, Low-Cost Remote Control SPECIFY FUSE SYSTEMS

Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make_____ Model No._____.

Name__Title__
Station__
Address__City____State__

C-108-0C

C-108-1C

GENERAL ELECTRONIC LABORATORIES, INC. 195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

120 (FOR THE RECORD)

BROADCASTING, Oct. 15, 1962
A-Buy stations mail fish kits to agencies

"Don't let the big one get away!" warns a message attached to each of 350 "Instant Fish" kits mailed recently to timebuyers and ad managers to promote the A-Buy group of California radio stations: KLYD Bakersfield, KPAY Chico, KIDD Monterey-Salinas, KVIP Redding, KCKC San Bernardino, KEEN San Jose, KIST Santa Barbara, KSEE Santa Maria, KSRO Santa Rosa and KSTN Stockton.

The kit includes a package of fish eggs, a tank and a package of fish food. An A-Buy reminder may be read through the tank: "A pool of effective California coverage."

Earlier mailings for A-Buy have included a miniature Mercury space capsule, an ant farm (with livestock), a passport to VIMland (Very Important Markets covering A-Buy stations), a first aid kit and a simulated breakfast food package. Bob Blum, KEEN San Jose, A-Buy president, reports that the response to the mailings (created by Gehr, Brown, Clark & Elkins, Sacramento) has been very good.

Six-week fm drive planned by Triangle

Four fm outlets owned by Triangle Stations will begin a six-week circulation drive next month on a season theme, "This Christmas give fm, the gift of matchless music."

Each of the Triangle fm stations will use more than 300 spots on the Christmas theme with provision for dealer mentions. Point of sale material will be supplied by the stations. Tie-in advertising is scheduled in all media, Triangle announced.

The campaign begins Nov. 5 on WPIL-FM Philadelphia, WFPB-FM Altoona, Pa., WNBF-FM Binghamton, N. Y., and KRFM (FM) Fresno, Calif.

KCBS San Francisco leads 'KO Polio' drive

A mass anti-polio Sabin oral vaccine inoculation bolstered by heavy media publicity (KCBS San Francisco was designated official broadcast information center) resulted in vaccination of 76% of the San Francisco Bay area population, according to KCBS. Throughout Sunday, Sept. 23, the inoculation day, KCBS featured seven doctors who answered listeners' telephoned questions about the medical effort. Clinic and traffic information, plus broadcasts from sites of vaccination centers also were aired.

Several special radio programs earlier in September provided medical information in the "KO Polio" campaign.

Jules Dundes, KCBS general manager and a CBS vice president, his wife and their daughter Sue, received their vaccine during the six-county area inoculations.

KSFO helps quake victims

San Francisco, an area where earthquake devastation is part of its own history, was the scene last month for a radio-promoted drive to collect money Continued on page 127
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.
- DISPLAY ads: $20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.
- All replies confidential. Please send full background and references. Professionalism required. Non-jobbers hold themselves responsible for their custody or return.

RADIO

Help Wanted—Management

Wanted station and sales manager, for northeast 500 W daytimer. Must have local sales experience. Good salary plus. Send all information and photo in first letter to Box 760P, BROADCASTING.

Maj or market key station of successful Negro chain is looking for a dynamic sales manager. If you are a radio salesman with a successful background, this is your opportunity to move into management with a growing chain. Box 900P, BROADCASTING.

Opening for manager of single station market. Must have proven experience, good sense of potential and sincere desire to move into management with a growing chain. Box 900P, BROADCASTING.

General Manager, Thriving Florida market. Must have at least three years actual management experience backed by proven sales record. Salary and commission. Box 941P, BROADCASTING.

Washington, D.C. area. Bright young man with well balanced radio experience for management in rapidly growing regional station group. Hard work and its rewards. Interview required. Write qualifications, President, WAVE, World Center Building, Washington 6, D. C.


Help Wanted—Sales

Announcer, salesmen, Strong on selling, must be adequate to handle. Excellent opportunity to become a vital part of a growing station. Box 834P, BROADCASTING.

Outstanding opportunity for aggressive young Ohio station salesmen with drive and confidence. Adult programming in major midwestern city. Immediate openings. Personal interviews required. Extensive field training on commission incentive plan. Earnings unlimited. Major medical, dental. Send resume or call Jungle Jim, WZOO, Spartanburg, South Carolina.

Experienced radio salesmen that are interested in working Hammond, Indiana for a full time scheduled AM station. Because of major change in station, we want men that can earn over $500 per year. Time is of the essence. Write giving details to radio WJOB, Hammond, Indiana, Attention Ben Siegel.

Wanted, salesman. Excellent starting pay. Long-range opportunity. Write Manager, WRIS, P. O. Box 1050, Roanoke, Virginia.

Salesman experienced only. Send full resume to Manager WNKL, Norwalk, Conn.

Help Wanted—(Cont’d)

Sales

Radio time salesmen. Immediate opening for experienced man. Guarantee with commission as first ticket. Send photo and resume to Box 104P, BROADCASTING.

Have an immediate opening for an experienced professional salesman. Unlimited opportunity for permanent position and attractive position in the growing chain of station. Call the owner Mr. Lester at NO 3-0569, WOIA-AM & FM, Ann Arbor, Michigan.

Experience necessary, good commission and salary, benefits and security. Small single market station. Immediate opening for personal resume to WPRW Manassas, Virginia.

Immediate opportunity for aggressive salesman in Eastern Shore’s leading market area. Send resume or call Harry J. Dowd, Manager, WPOR, Portland, Maine.

Enterprising free lance men. Increase your income with channel 21, progressive network station in all UHF market, with low overhead and rates comparable to radio. We are interested in securing reliable men capable of selling, producing and presenting own shows in sports, variety, or special events. Studio, film, or live remote. We have all these facilities and your talent and/or sales commission fees, we’re happy with $1000 per month for a nightly hours, or will be glad to arrange a highly rewarding commision. Consider your present gross billing, then send resume, references, and pictures to Harold Gann, KDAS-TV, Herndon, California. Phone LUDLOW 4-4430 or LUDLOW 2-8031.

Announcers

Dallas good music station has opening for top notch announcer with bright delivery. Send complete resume, and personal references. Box 760P, BROADCASTING.

Need combo man experienced announcer with first ticket. Established Wisconsin station. Send tape and resume to Box 177P, BROADCASTING.

Announcer with varied experience and first phone ticket for southwest network station. Box 832P, BROADCASTING.

Group operated, mid-south station offering liberal financial broadcast needs a combo first phone announcer. Fast pace, mature sound, perform studio maintenance only. Send tape and resume to Box 860P, BROADCASTING.

Opportunity for announcer with first phone, Texas network station. Box 833P, BROADCASTING.

Announcer . . . d.j., swinger, Eastern market, tape, resume. Box 900P, BROADCASTING.

Immediate opening. Need bright, alert announcer who can follow top 40 format. Capable of doing news and sports. Permanent position. Tennessee. Box 823P, BROADCASTING.

Virginia daytimer needs experienced announcer with first phone. Four station market. Bright format, in operation. Good salary for right man. Send tape and resume immediately. Box 850P, BROADCASTING.

Announcers

Excellent opportunity for experienced announcer with first ticket. 21 year old established station in Great Lakes area emphasizes professional broadcasting and production. This is a 1,000 watt, full time, fine frequency. Salary commensurate with ability. Send photo, tape and resume to Box 599P, BROADCASTING.

Opening near future for experienced all round broadcaster with sales background, modified top 50 Penna. Station, part of expanding group in NEUS. Family man with good references willing to relocate required. Beautiful community near several large metropolitan areas. Send audition, resume, snapshot, recent earnings to Box 591P, BROADCASTING.

Excellent Pennsylvania opportunity for the right man. D.J. news man with at least one year established experience. Hungary, Top 40, top records, not creamer. Excellent stability, family man preferred. Send tape and salary expectations, immediately. Box 934P, BROADCASTING.

Mature announcer needed for central Michigan station. Consider beginner with good voice and potential, salary and resume. Box 933P, BROADCASTING.

Southeast Arkansas daytimer needs marked, experienced, good music announcer. Box 935P, BROADCASTING.

Flagship station of midwest Stuart Radio Group has immediate opening for announcer, Send resume and tape: Orv Koch, WPRW, Lincoln, Nebraska.

Top forty swinger needs resident voice speedster. Must know production. If you are the right man in the right city, write Mark Arrow, WZOO, Spartanburg, South Carolina.

Wanted immediately experienced sports man. Prefer man in middle west or Rocky Mountain area. Rush tape, resume to JUNE and Martha, KOLP, Scottsbluff, Nebraska.


Expanding operations at Indiana daytimer and F.M. station, need sales manager, who might see possibilities of becoming program director. Must have first phone. WMRI, Marion, Indiana. Phone NO 4-7296.

New d.j. comedy. Professional package $5.00. Box 90, Kansas City 7, Missouri.

Announcer with first ticket. KGHM, Brookings, S. Dakota. Phone CL 8-4477 days, CL 5-4123 nights.

Solid position immediately for eager, young combo personality. Married, college preferred. First phone a must but no maintenance required. Contact Robert L. Wilson, WKVA, Box 432, Lewistown, Pennsylvania.

Announcer with 1st phone for quality music station. Single, between 20-30. Tapes and resume only. WSIR, 637 Common Street, New Orleans, Louisiana.
Help Wanted.—(Cont’d)

Announcers

Need good announcer, production minded and preferably with a first-class ticket. Immediate opening, Al Kahn, WAGQ Radio, Lumberton, North Carolina.

Applications are being accepted for top-notch production announcer. WANTED: A radio station in the midwest is looking for a top notch first-class announcer. Please send resume and salary requirements. Box 853P, BROADCASTING.


Openings for beginning announcers. Send tape and resume to Ralph L. Books, Dixie Stations, Box 46, DeRidder, Louisiana.

Announcer dj with first phone. Dominant $5,000 watt station needs young, hard working, ambitious announcer. First class permanent opening. Send tape, picture references, $100 per week. KNPT, Newport, Heart of Beautiful Oregon Coast.

Technical

Chief engineer directional western Pennsylvania. State experience and salary requirements. Contact General Manager, WBN, Greensboro, North Carolina.

Chief engineer or combo announcer, engineer capable complete technical responsibility main AM outlet Vermont station group. Modern plant, good pay and company benefits. Contact General Manager, WWBN, St. Johnsbury, Vermont.

Rare opportunity competent young first time engineer announces Hudson Valley. 250, one station market going killowatt. Work with intelligent, creative staff. Resume, tape, Box 926P, BROADCASTING.

Needed chief engineer transmitter and maintenance. KFFA, Helena, Arkansas. Contact Sam W. Anderson, Manager. Phone Hickory 4-2361.

Leading 5 kw nighttime directional station has opening for alert young transmitter engineer thoroughly versed in all phases of transmitter operation and maintenance. Excellent opportunity for successful applicant to learn and advance to Chief Engineer under overall technical director after reasonable training period. WEAV Radio and Television, Savannah, Georgia.

Wanted: A newswoman who loves to work, dig up local news, head a several man department and sink roots in east coast community. Excellent opportunity. Interview necessary. Box 874P, BROADCASTING.

Major Armstrong? Urgently need details, his brilliant fm work, names of associates, location today. Box 806P, BROADCASTING.

Combe man? We need you! Mid America’s most active radio station is looking for a top notch first class, engineer announcer. If you fill the bill, rush your audition tape and resume to: Norman C. Haagenson, Manager, WBOZ Radio, P. O. Box 441, Evansville, Indiana.

Production—Programming, Others

Ohio prestige station wants news and special events man. Must be good newscaster. Emphasis however will be on imagination, development of original news, mobile unit reports, and audio tape features. Send resume, picture, and tape, including news cast, plus sample of skill with interviews and development of 2 minute monitor type features. Box 874P, BROADCASTING.

Need experienced continuity writer for upper midwest A-1 station. Send resume to Box 776P, BROADCASTING.

Producer-Director for CBS west coast news radio station immediately. Emphasis on local news, plus spot news. Send resume immediately. Box 835P, BROADCASTING.

Wanted competent secretary, who knows Chicago radio and television. Broadcasting or advertising agency experience. Write or better yet call David Taylor, Director of Personnel, WGN, INC., Lakeview 8-2211.

RADIO

Situations Wanted—Management

Commercial manager, presently employed, married, thirty three, 8 years experience. Seeking managerial or commercial managerial position in medium market in the southwest or midwest. Also, announcer, graduate of sales, public relations courses, city, minded and ambitious. Box 844P, BROADCASTING.

Married, sober, no "drifter." Fifteen continuous years radio and tv. Top man and personality man. TV production and directing. Presently employed as radio production manager and personality. Desire position with larger concern. Age ... 38. Box 855P, BROADCASTING.


Manager available because station sold. Top 15 markets. Sales background. Box 853P, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

☐ TF (until forbid)

RATES

☐ Situations Wanted—20¢ per word—$2.00 minimum (Payments in advance)

☐ Help Wanted—25¢ per word—$2.00 minimum

☐ Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ All other classifications 30¢ per word—$4.00 minimum

[No charge for blind box number]

Indicate whether Radio or TV

☐ Radio ☐ TV

HELP WANTED

☐ management ☐ sales

☐ announcers ☐ technical

☐ production-programming

SITUATIONS WANTED

☐ management ☐ sales

☐ announcers ☐ technical

☐ production-programming

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

BROADCASTING, October 15, 1982

123
Situations Wanted—(Cont'd)

Management

Ready for management. Experienced in all phases; deejay, news, first phone. Member NAB. Will diligently serve as assistant in large or medium in media. Currently working 15 kw. Box 859P, BROADCASTING.

Young man 30, with family, 10 years experience and 1st phone, desires managers position in small city. Excellent references and would invest. Call 388-3552, Indiana. Box 899P, BROADCASTING.

If you are in trouble, or if you have a dog, how about using my 10 years background in dog training, either full time or part time. Prefer eastern United States. Age 38, college graduate. Only solid operation will be considered. Salary arrangement can be based on performance. Resume and references on request. Bud Ward, Box 353, Luartown, North Carolina.

Former newspaper man and college prof wants to be your ad salesman. Prefers big country town in central or midwestern states. Wm. H. Wilson, 7809 Highway 1, Millington, Tennessee.

Top sales ability. 12 years broadcasting (3 years tv); college, management, 37, avail. Immediately in Kansas. Box 808P, BROADCASTING.

Tv/radio ass't to retiring mgr. or president. Dan and Bradstreet calls me an excellent salesmen. Everyone I have expressed ad- miration for my abilities also. Selection of personnel is absolutely a motivator, way of my strength. Re-organizing where needed with new ideas and equipment for economical operations, my specialty. 24 years experience Manager, Salesman, Program Director, Operations Manager, Sports, News and Staff Announcer, country, one boy, Episcopal churchman, community leader listed in who's who. Meet you in Denver when you are ready. Box 307-6565 or wire Manager, Box 1580, Route 2, Cheyenne, Wyoming.

Situations Wanted—(Cont'd)

Announcers


Draft and recall free. Two years experience, single, 20. Deejay, news and play by play ice hockey, basketball, baseball and football. Box 85P, BROADCASTING.

Seeking better position In N.E. 5 years in radio. Familyman. Box 759P, BROADCASTING.

Are you looking for something different? A Blondi, a cousin Bruce, a real live per- sonality that listeners talk about? Canadian top 40 air personality with tv is looking at state side. Present management will stand behind all fantastic claims. Box 680P, BROADCASTING.


Announcers

Attention Maryland and the District. Why is there a bluebird blue? So you can tell him it's from an original office. Early morning personality dj. creative hunk, great, looks like Roger. First phone: Box 879P, BROADCASTING.

Experienced announcer and control board operator, married. Willing to travel and settle down. Box 838P, BROADCASTING.

Authentic voice with two years in radio, network experience, desires permanent position with living expenses. Will relocate anywhere. Tape on request, all replies answered. Box 860P, BROADCASTING.


Major market talent...showmanly prime time performer seeking progressive organization. Operationally independent. Only Box 883P, BROADCASTING.

Professional talent for quality station. Music is hobby, journal, college. 11 years radio-television. Garroway style. Responsible, dependable. References. Box 894P, BROADCASTING.

Professional announcing school graduate. Would like opportunity for security on first radio job, desires permanency. Large family, now 37 years old. Box 906P, BROADCASTING.

Dignified announcer, many years experience. Minimum one hundred twenty five weekly. No junk stations. Presently employed. Prefer Best, dependable. Box 897P, BROADCASTING.

20 year old Negro broadcasting school graduate: strong on rock and roll and delivery, comedy, will be offered anywhere. Eager to get started, will accept minimum salary. Reply to Box 888P, BROADCASTING.

1st phone; 24. Experience; local news, remote, radio production, maintenance, production. Pops, top 40, North or northeast. Box 898P, BROADCASTING.

Experienced veteran available now midwest, 29, married, educated? Phone 919-962-4366. Box 899P, BROADCASTING.

Announcer dj, beginner, announcing school and college graduate, home in Ohio, 23, single, with future. Will relocate own board, resume and tape on request. Box 899P, BROADCASTING.

Disc jockey, announcer, tight board, author- itive news. Bright modern dj, style. Top quality sound. Top 40 or good music; have relocate. Box 898P, BROADCASTING.

Announcer, dj, good tight board, married, will relocate. Box 897P, BROADCASTING.

DJ announcer, desires permanency, Experienced, will relocate. Married. References. Box 898P, BROADCASTING.

Attention southern and southwestern top 40 outlets. First phone dj currently employed in major market now available. Experienced P.D. Good voice, authoritative news, tight board, dependable performances, excellent references. Box 897P, BROADCASTING.

Top salesman C & W personality. Seven voices. Newscasts, production, desirable change from Maryland to big city area. Will prove versatility. Box 929P, BROADCASTING.

Latin American coverage from Virgin Islands by five year alumman. Box 922P, BROADCASTING.


Femme, deejay, all the way. Tales to un- wind, can travel. Box 931P, BROADCASTING.

Announcers

First phone personality, showmanship ma- turity, college, 5 years experience, No. 1 rating. Will relocate. First phone $140.00. Box 743P, BROADCASTING.

Top announcer, 15 years experience all areas and news, short and references. Prefer west location, "Gabby" Harris, 337 Circle Drive, West Cody, Wyoming.

7 years as bright, breezy morning man. Southwestern appeal. Excellent references. East only. Brad Harris, 277 Van Swien Ave., Brooklyn, New York. Phone 5-4678.

Pa., N. J., Md., announcer, dj, first phone. Fresh college graduate seeks position with future experience on 5 kw. Age 23, need $20 to start. Charles Sidebottom, 1057 Meadow- brook Road, Meadowbrook, Penn. Phone Turner 1-1560.

First class deejay with first class ticket. A swingin' gentleman with heavy experi- ence. Available now. Telephone 338-7650, ares code 314.

Broadcasting school graduate, wants play by play experience. Will relocate anywhere. Box 752P, BROADCASTING.

Announcer/dj, 1st phone. Wants job with broadcasting school background. Box 753P, BROADCASTING.

Large chain pd. Fifteen years AA baseball, college sports, staff. Present employer refers. Like salary. Box 750P. BROADCASTING.

Technical

Have 1st phone and 2 years, 1000 watt. Consider any job, any place. Box 902P, BROADCASTING.

1st phone. Dependable for transmitter shift. No car, directional experience. Box 898P, BROADCASTING.

Radio TV announcer, seeks position in East. Married. One child. Box 899P, BROAD- CASTING.

Chief engineer, or assistant. First phone. 20 years experience, am-fm construction, supervision, maintenance, operation. Dependable. Prefer southern California. Box 812P, BROADCASTING.

Presently employed New York City but looking for smaller market opening. Qualifi- cations include: Engineering, sales, construc- tion, installation and mainte- nance. AM or FM. Minimum salary $150. Box 725P, BROADCASTING.

First phone operator with true interest in engineering desires employment. Call Dave Collins, Evanston, Illinois. GR 3-7641.

Conscientious chief engineer. Ten years radio and television. Instalations, mainte- nance, directional. Box 735P, BROAD- CASTING.

Chief engineer. Experienced, construction, maintenance—am-fm, directionals, pools, all powers. Box 915P, BROADCASTING.

Experienced engineer, directional and studio. Extensive construction and layout. Capable chief engineer. Box 919P, BROADCASTING.

Production—Programming, Others

Attention f.m. stations (mid America). Young and aggressive person desiring programing traffic, or operations position. 3 years college, 4 years educational radio experience. Will work by play and news. No rockers, south preferred. Box 895P, BROADCASTING.


Top rated deejay, four years medium major market experience. References. Box 867P, BROADCASTING.

BROADCASTING, October 15, 1962
Situations Wanted—(Cont'd)

Production—Programming, Others


Available now: Experienced continuity writer. Will travel. Full particulars on request. Box 779P, BROADCASTING.

Attention choosy fm stations. Choosy announcer. No paper market & fm experience, knows both Buxtehude and Mahler. Will help you keep to tops in field. Box 800P, BROADCASTING.

Air newsmen, now working in radio with some tv experience, would like to break into film industry. Will relocate. Box 842P, BROADCASTING.

Personality, writer, promotion man ready to work for west coast station. 9 years experience in all phases. Box 897P, BROADCASTING.

Program director, experienced all formats. Good in writing, classy promotion background. Will consider all offers. Will relocate. Box 879P, BROADCASTING.

Programming problems? One of America's most talented big market performers will deliver. Will sell success. Box 864P, BROADCASTING.

News director. Suitable major market or network. Presently with top rated station, 350,000 market. Overseas experience, AP, London Times. Offers authoritative news, believable delivery. Beper, re-write, etc. First phone Area 1150 according to fringe. Box 853P, BROADCASTING.


Experienced program director desires relocation with opportunity for growth. Proven, strong personality, organizational and administrative skills. Box 805P, BROADCASTING.

Production supervisor. Prominent group station in southeastern capital city seeks man thoroughly experienced in television production—preferably person now holding position of Production or Operations supervisor. Experience: Institutional stations of twenty-five, and will be responsible for all production aspects of the station. Applicant must be a leader, creative and very strong in television production and its administration. This is a department head level position. Assignment is subject to a successful background in the area of television and want to move forward with prestige station, please send a complete resume and recent photograph to Box 870P, BROADCASTING.


Help Wanted—Sales

Top tv time salesman in small market. May be your larger market? Solid financial and trade references. Box 929P, BROADCASTING.

Announcers

Personable, dependable announcer with mature voice. Presentable appearance. Experience in sales, programming and engineering. Prefer South or Southwest. Consider all. Box 828P, BROADCASTING.

Employed mature announcer. Four years television, additional radio. Married, 28, college. $125 plus. Box 963P, BROADCASTING.

Children's show personality on radio for years. Newsmen, sports, desires southern television. Never employed. Box 819P, BROADCASTING.

Technical

Native Californian, first class license, desires broadcasting experience. Interested primarily in learning transmitter and micro-wave equipment. Permanent position. Box 890P, BROADCASTING.

First phone engineer, two years experience. Additional: two years engineering school, also eight years technical experience in allied field. Desires steady permanent position in large or medium market progressive tv station in midwest with prerequisite engineering and starting wage. Box 91P, BROADCASTING.

Production—Programming, Others

Newsmen—now on air northeast. 9 years experience. Write, get shifts and film. Box 86P, BROADCASTING.

13 year tv, radio administrative background (10 years in state capital city). Interested tv news, programming—but willing and able to start where needed. 34, married. 901-925-5458. Box 821P, BROADCASTING.

Promotion manager with top market experience. Familiar with film and studio operation. Excellent contacts. Will relocate. Box 877P, BROADCASTING.

Director producer working in top thirty midwest market desires relocation. Seven years reliable experience with responsibilities. Responsible, university graduate, family. Box 640P, BROADCASTING.

News director. Top rated, award winning, major network affiliate. Has handled all affairs, special events experience. Best references. Half original price. Box 935P, BROADCASTING.

Program director, production manager, producer, director, account executive seeks permanent program director assignment. Medium market. Exacting 10 years tv background. Mature, able and qualified: prefer west or midwest. Box 958P, BROADCASTING.

Newsmen, 10 years reporter, writer, newspaper, radio newspaper background. Seeks television operation where can gather, write, film, broadcast news. Professional delivery, best references. Box 838P, BROADCASTING.

For Sale

Equipment

For sale, one Western Electric 1 kw transmitter. Doubtful circuit. Used 10 years at $150. Excellent condition. $250. Contact W. H. Hauser, WBZA, Boston.

Schaefer 1200 GM automation system complete with music bridge integrator, 8 Ampex 2500 P.E. cells, 2 magnascope, window cued tapes. Less than one year service. 1/2 original price, Box 671P, BROADCASTING.

Help Wanted—Sales

Television

Enterpriseing free lance men. Increase your free lance channel with competitive, independent Fresno area station in all uhf market, with low overhead and rates comparable to regular network rates. Actualizing reliable men capable of selling, producing & directing shows in sports, variety, or special events...studio, film, or live remote. We have all these facilities and the time. After your present gig and or sales commission fees, we're happy with $1500 per month for a nightly hours, or will be glad to arrange a highly rewarding commission. Consider your present gross billing, then send resume, references, and pictures to Harold Gann, KDAS-TV, Hanford, California. Phone Ludlow 4-4681

Technical

Seeking good studio maintenance engineer. Must know C. E., Dumont gear, and Ampex VTR equipment. Send complete resume, recent photo, and salary requirement. Box 837P, BROADCASTING.

250 kw uhf has need for engineer, strong on maintenance. Must have sufficient experience to assume full responsibility for maintenance shift. Box 901P, BROADCASTING.

Immediate opening for experienced studio maintenance man. Good advancement opportunities. Contact Howard McClure, Chief Engineer, KLYD-TV, Bakersfield, California.

Television and radio station needs men for studio operation. Must have first class F.C.C. license. Call or write to, MS-40, WHEC-TV, Rochester 4, New York.

First class radio and telephone operator wanted: Write, Chief Engineer, KCND-TV, Pembina, North Dakota.

Wanted, experienced engineer for position with full power vhf channel 2 station in Montana's largest city. Areas includes close to good hunting and fishing, Maintenance, entertainment, sandwich and installation. Prefer working with prestigious modern new studios. For information call 252-5613 or write to Grant French, KOOK-TV, Billings, Montana.

Production—Programming, Others

Wanted creative copywriter for CBS-TV station Southeast. Experienced only. Send resume along with creative commercial work with first letter. Box 878P, BROADCASTING.

Traffic assistant (2) girls experienced in handling available...and teletype machine. Plush office, many extra benefits. Write or call H-B TV, Reps, 375 Park Avenue, New York, NY 9-8800, Miss K. Caldwell.

News opening WCEM-TV, channel 10, Quincy, Illinois. NBC-ABC. Send complete resume, photo, salary, and references. Call 225-8846. Area Code 217. Ask for Program Director or Manager.

Television

Situations Wanted—Management


Top time salesman in small market. May entice your larger market? Solid financial and trade references. Box 929P, BROADCASTING.

Situations Wanted—Sales

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Schaefer 1200 GM automation system complete with music bridge integrator, 8 Ampex 2500 P.E. cells, 2 magnascope, window cued tapes. Less than one year service. 1/2 original price, Box 671P, BROADCASTING.
For Sale—(Cont'd)

Equipment

Condenser service. The top tunes condensed to one minute for those crowded segments. Initial and top twenty, weekly service fee of $5.00 keeps you up to date. Send check to Box 885P, BROADCASTING.

BROADCASTING.

One Western Electric 5 kw transmitter, model 455B II in good condition. Make an offer. Box 851P, BROADCASTING.

For Sale—(Cont'd)

Shingler "Series" Forty musical cappers, stings, punctuators, newly recorded in Hi-Fi and pressed on to pure vinyl just $99.50. Station Services, 1st National Bank, Peoria, Illinois.

For sale... one GE 3 kw amplifier, model number BT-3A, A-1 condition and like new condition. $3500.00. Phone 388-2300 or 388-7433 Columbia, Tennessee.

Broadcasting.


One kW am RCA BTA 1 mx. Good condition. Traded in on new Bauer 5 kw transmitter. Priced to sell. Bauer Electronics, 1033 Industrial Road, San Carlos, California.

Must sacrifice, Two (2) G.P.L. Kines record

In Closing and broadcast television video monitors—model change and demo models, used with new warranty. 9", 14", 17", 21" metal cabinets. 10 megacycle video—price $150.00 each and up. Call or write Miratel, Eastern Electric, 1000 SE Rood Road, Miami, Florida. Inwood, 10-0211.

Closed circuit and broadcast television video monitors—model change and demo units, used with new warranty. 9", 14", 17", 21" metal cabinets. 10 megacycle video—price $150.00 each and up. Call or write Miratel, Eastern Electric, 1000 SE Rood Road, Miami, Florida. Inwood, 10-0211.

BROADCASTING.

BROADCASTING.


Am, fm, tv equipment including transmitters, orthicons, icoscopes, audio, monitors, cameras, Electrofind, 440 Columbus Ave., NYC.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co. 1314 Hurbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted optical system parts for Dumont type 5363-A Cinécom units. Lenses and prism needed, new or used (if in good condition). Will buy complete 5363-A assembly. Call or write. XFBT-TV, Box 1139, Great Falls, Montana.

Portable cases for anemp 250/512 state price. Moore, 541 Seneca, Bethlehem, Penna.

WANTED TO BUY

Station

Will purchase an FM station if reasonably priced. Box 916P, BROADCASTING.

Wanted to buy: Small or medium market AM station in Connecticut. Box 885P, BROADCASTING.

MISCELLANEOUS

INSTRUCTIONS—(Cont'd)

Eikins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Eikins Radio License School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active lab and field work. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating six station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

INSTRUCTIONS—(Cont'd)


RADIO

Help Wanted—Management

HEIRLOOMS

Fax to

Attention Classified Advertisers

Effective November 5th, all WANTED TO BUY STATION advertising will require DISPLAY SPACE. For sale stations, as already indicated in our masthead, also require display space.

Rates:

One time—$20.00 per inch
13 times—19.00 per inch
26 times—17.50 per inch
52 times—15.00 per inch
Continued from page 121

for a special Iranian CARE fund to assist injured and homeless Iranians dis- placed by the quake that killed thou- sands in that Middle East country during early September. KSFO San Fran- cisco's Don Sherwood added a light touch to the collections, offering birth- day gifts he received to be auctioned with receipts going to the CARE fund. Among guests on a special auction broadcast were Tom Perry, regional CARE director and Jadz Kowar, Iranian Consul General.

D.C. outlets in UGF push

Almost the entire roster of radio and television stations in the nation's capital broadcast a special hour program which signaled the start of the United Givers campaign early this month. Twenty-two radio and five television stations carried a live feed from WMAL-AM-FM-TV, which originated and produced the program at a downtown hotel. Four of seven daytime stations presented broadcasts at a later time.

Drumbeats . . .

In memoriam = WSPD Toledo personal- nel, who had worked with (Uncle) Jules Blair when he conducted "Kiddle Karni- val" on that station over the past 27 years, produced a 30-minute memorial program following his death last month. The show included voice tapes with Teresa Brewer and other persons who received an early break on his program.

Wind book = WTVT (TV) Tampa-St. Petersburg, Fla., is preparing viewers for the hurricane season by distributing free a 32-page book, Hurricanes, pro- duced by the station, which describes wind storms and precautions for evad- ing damage or injury during their fury. WTVT says 17,000 copies have been distributed this year, 47,000 since the book was first offered in 1958.

Bottle collectors = KSDO San Diego, Calif., is helping local youngsters earn sports equipment for their boys clubs by working with local soft drink bottlers who offer prizes for collecting empty soft drink bottles. Money from the returns is used to buy sports gear.

An Ohio market story = ECM (entire Cleveland market), a study of that metropolitan market representing Ohio counties where 25% or more of the homes are said to listen to a Cleveland radio station, is available from Fred Walker, KYW Cleveland sales manager.

Station tour = A group of 111 persons, most of them advertising agency time buyers, were flown to Pittsburgh Sept. 20 for a two-day tour of KDKA-TV. The tour was hosted by Henry V. Greene, station sales manager.

HELP WANTED — (Cont'd)

SALES

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engi- neers to manage broadcast equipment sales in the following territories:

Pennsylvania

Ohio

The main requirement is a broad back- ground in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment in a top sales market. Send resume immediately to Box 940P, BROADCASTING.

SALES

BROADCAST

TELEVISION

Help Wanted—Sales

Opportunity for TV salesman in one of the fastest growing markets in the S.E. Station going into full color operation on November 15th. Protected account list available. Base salary in top 4 figures and commission. Only top experienced TV salesman need apply. All replies will be kept confidential — all replies will be acknowledged. Send background, present billing, etc. to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky, or telephone 4-6747.

INSTRUCTIONS

SIX WEEK COURSES
a. FCC first phone license
b. Announcer, Disc-Jockey

NINE MONTH COURSES
a. Chief Engineer
d. Program Director

Guaranteed training and placement. Our graduates are working in all cate- gories.

Write for school catalog
KEEGAN TECHNICAL INSTITUTE
1513 N. Wabash Ave., Chicago 10, Ill.

For Sale

FLORIDA

North—Fulltime—Excellent Earnings
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn

SOUTH FLORIDA FULLTIME
Excellent Facility—Good Market—Sizable Real Property—Priced to Sellers Investment in Property.
Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone Logon 6-7843
Bob Flynn

To buy or sell Radio and/or TV prop- erties contact.
PATT MCDONALD CO.
P.O. BOX 9266 - CL 3-8080
AUSTIN 17, TEXAS

Ala single daytime 85M terms
Pa small daytime 60M 10M
Ga medium daytime 65M 18M
Fla medium daytime 125M 35M
N.Y. medium fulltime 258M 50M
N.C. metro daytime 125M terms

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE—SOUTHWEST
Serves a growing market.
Daytime, Part-time "home" ownership.
Daytime, fixed sign-on. Gross $40,000 an- nually. Ideal for man and wife team. Ask- ing $70,000, 25% down. Includes trans- mitter site.

JACK L. STOLL & ASSOCIATES
Suite 600-601 6381 Hollyw’rd Blvd.
Los Angeles 28, Calif. H 4-7279

For Best Results
You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

BROADCASTING, October 15, 1962

127
that's how quickly ARB Overnight Surveys deliver needed audience data. It's also an important reason more and more stations, agencies and advertisers depend upon ARB during crucial periods of change in television scheduling.

Whether it's a change in competitive strength, in audience reaction to a new program or the need for additional decision-making data, practical telephone coincidentals deliver overnight results for any market, at almost any time. Yet, they are flexible enough that, at low cost, surveys can be tailored to deliver additional information on program-type preference, personality identification or commercial preference at the same time.

ARB Coincidentals make television planning complete. You have the information you need, when you need it — overnight!

Discover the full advantages available in this fast, reliable ARB Service. Ask your representative for a copy of ARB Overnight Surveys.

Washington WE 5-2600 • New York JU 6-7733 • Chicago 467-5750 • Los Angeles RA 3-8536
Our Respects to Carl Joseph Meyers, VP-Engineering, WGN Inc.

'Nothing is impossible with electronics'

Carl J. Meyers is such a modest man you must tug and tug to get him to talk about his varied engineering accomplishments before becoming vice president and manager of engineering and operations for WGN Inc., the Chicago Tribune's subsidiary operating WGN-AM-TV there.

But his considerable human warmth and practical skills long ago earned him more nicknames, friends and professional respect than would be necessary to rank him a broadcast pioneer, one of the molders of the complex "nuts and bolts" that make modern radio-tv work.

WGN Inc.'s new $3.3 million Mid-America Broadcast Center stands today in northern Chicago as the climax of his technical design achievement. And just early this month top Tribune and WGN officials surprised him with a major luncheon to honor his 50th year in radio and his 38th with WGN.

Setting the Pace • "Nothing is impossible with electronics." That's the motto Mr. Meyers has made practical in his experience, even though he humbly avers, "I'm not an inventor, just a darned engineer who grew up with this business." Radio-tv's leaders, however, credit him with much more than that.

Carl Joseph Meyers was born Jan. 9, 1902, at Owensville, Ohio, one of seven children. The family soon moved to Cincinnati and young Carl went through public schools there and worked in his spare time to earn money for his radio wireless hobby.

He had been bitten by the radio bug when he was but 10 and most of his spare hours and nickles went into the neighborhood radio clubs popular then. Many of these included older boys and young men who tutored the junior members and helped them learn the wireless code and principles of this promising new art.

Top Level Help • During high school years his radio club corresponded with government agencies on equipment design and he recalls long-hand letters from such pioneers as Dr. Lee De Forest answering their questions. By 1916 he had won his "ham" license and in late 1918 he earned his commercial license.

Early in 1919 Mr. Meyers joined a New York firm which did maintenance work on the radio gear of ships of the United States Lines, including early voice equipment. He soon found himself in his own business making custom yacht installations and home radio receivers.

In 1922 Mr. Meyers was asked by Chicago friends to join them in a business venture under the name of Radico to develop and make radio sets. He built a station for them, WGAS, and later that year left Radico, acquired the license for WGAS himself and moved it to Chicago's Marigold Gardens with the new call of WWAY. While operating this station with "subsidies" obtained from talent agents and orchestra leaders working there, Mr. Meyers met the wealthy criminal lawyer, Charles E. Erbstein, who hired him to develop his amateur radio interests into a regular broadcasting facility.

Building Bigger • Late that year Mr. Meyers began to transform Mr. Erbstein's WTAS Elgin, III., into one of the country's most powerful stations, to be heard coast to coast—pumping as much as 2.5 kw into the tubes when they would take it. Soon radio engineers came from all over the U.S. to see his water cooling rig that used Model T Ford radiators to dissipate the heat generated by the early tubes.

In this early period Mr. Meyers also helped others develop other Midwest stations, including WDAP Chicago atop the Drake Hotel, which became WGN in 1924 under Chicago Tribune ownership.

The Tribune hired Mr. Meyers for WGN on Oct. 1, 1925, and promoted him to chief engineer on Christmas Day of that year. He immediately began design and construction to achieve even greater power and built WGN's next transmitter at Elgin across from WTAS (also soon acquired by the Tribune and eventually merged into WGN).

Meanwhile his handiwork in remote-circuit design had helped develop to a fine art, regular band, sports and special events pickups all over the Chicago area and major out-of-town events, too—football classics, Indianapolis auto races and Kentucky Derbies.

Mr. Meyers also pioneered in early recordings, aluminum discs cut by a diamond needle and played back by a cactus thorn. By the mid-1930's his engineers were cutting acetate masters to syndicate programs as well known as the many popular network shows which WGN originated in those days through systems engineered by Mr. Meyers and his staff.

Auto Radio Practical • In 1928-29 high-ranking Tribune officials loaned Mr. Meyers to the Chicago Police Department to develop squad car radios which he believed could greatly enhance law enforcement effectiveness. It was a secret project. When finally disclosed it was so outstandingly successful that law officials from all over came to study and duplicate. It attracted auto industry men as well, for it proved auto radios could be practical for John Q. Public, too.

During the early 1930's Mr. Meyers headed the communications facilities committee for Chicago's World's Fair, out of which came innovations of mobile and special shortwave gear for radio. Then in 1935 WGN opened its extensive studios in Tribune Tower, all designed by Mr. Meyers.

During World War II Navy Com- mander Meyers labored in Washington, D.C., on secret aviation uses for radar, tv and guided missiles. When he returned to WGN he asked to be excused from intensive fm plans to devote full time to development of tv, research he had begun in 1927.

Tv Opens New Era • The fruitage: WGN-TV took the air in early 1948 and soon Mr. Meyers' numerous technical developments and component designs became standards for the industry. Within two years his crews had 22 cameras and three remote units to work their heavy schedules of live studio shows and remotes.

Mr. Meyers married Madelon Lagers- trom of Elgin in 1926. They have one son, Jack, now 34, also at WGN-TV. Mr. Meyers gave up flying his own planes before World War II, but he still enjoys photography as a hobby. His top avocation though is showing his granddaughter a good time at his lodge on the Chippewa Indian Reservation in Wisconsin with the rest of the family.
Now the world

It's time for the broadcasting community—advertisers, agencies and broadcasters—to take a good look at the overseas market.

The advertising business—agencies in a position to know report—is in the midst of its greatest world expansion (see Special International Report in this issue). Few go so far as to see in the current growth of international TV the reason for this advertising explosion, but all admit it is fortuitous that television is becoming a worldwide medium at a time when so many important advertising budgets are available. Wherever commercial television is on the air it will obviously get a major share of those budgets.

There are now some 40 countries with commercial TV. In 25 of these U.S. networks, group owners and others are investors in stations and related services. While these partial station ownerships are of necessity minority holdings most stockholders seem pleased with their prospects of making money. Many are looking for additional investments in the belief that they can get a faster pay-out from foreign stations than they can from U.S. outlets. Most stations abroad sell for less than the going rate on those in important American markets.

Overseas programming revenue for Screen Gems, MCA and other American film distributors is expected to top $52 million this year, up $8 million from 1961. Here again the market seems to be improving, with promise of even bigger revenues to come. The larger agencies report increased broadcast billings from their overseas offices.

Television is, of course, further advanced in some countries than in others. It has progressed fastest where it is allowed to be commercial and to derive sustenance from advertising revenue.

Indeed commercial television is rapidly becoming global in its coverage. To the advertiser whose markets extend abroad, TV already is a basic medium. At its present rate of development it will soon be the basic medium.

Freedom from numbers

Two mandates—one a law and the other an ethic—stand in the way of broadcasting's full-fledged acceptance as a responsible medium of journalism.

This session of Congress will adjourn without having acted on repeal or suspension of Section 315—the political section of the Communications Act requiring equal time to qualified candidates for public office.

And 1962 will be recorded as a no-gain year in the quest of broadcasters for equal access in coverage of court trials which would come through abandonment of the legal profession's Canon 35, despite repeated demonstrations that television and radio can be well-mannered, efficient and unobtrusive members of the reporting profession.

Important progress had been made in the drive toward repeal of Section 315. But mistakes also were made in this bi-election year by individual broadcasters who aroused some incumbents seeking re-election by take-it-or-leave-it ultimatums to debate with their lessor known opponents. Thus the drive for outright appeal must begin from scratch at the next session.

Because 1963 will be off-year, without the emotional involvements of incumbent-candidates, the atmosphere should be better for outright repeal. But it won't come easily.

For Canon 35 it has been a year of disappointments and postponements. The American Bar Assn. had dawdled and delayed experiments that were to demonstrate the ability of broadcasters to report without disturbing court decorum. And, within the past fortnight, careful plans for controlled live television coverage of the Billie Sol Estes trial at Austin went awry because of the intrusion of other broadcast-camera and newsreel equipment. There followed an edict by the presiding judge banning live coverage of direct testimony because the Texas criminal code specifies that no witness may hear the testimony of another witness in the same case.

To the surprise of no one in broadcasting, the Estes trial was played up in newspaper coverage as a fiasco. Actually the WFBA-TV live pick-up of what proved to be a routine legal joust between prosecution and defense counsel was efficient and without untoward incident.

Section 315 and Canon 35 will be at the top of next year's agenda for broadcasters' full membership in the profession of journalism. The tribulations of 1962 should inspire broadcasters to redouble their efforts.

Research with a reason

Some $12 billion a year is being spent on advertising in this country, and everybody in advertising supposes that this must have a massive effect on the U.S. economy. Nobody, however, has ever known what influence advertising really exerts on general business conditions. This basic question will be explored in a study to be jointly undertaken by the U.S. Dept. of Commerce and representatives of the advertising business.

It will be difficult to isolate advertising from other business energies and arrive at a precise measurement of advertising effects. It should be possible, however, to obtain more information than has been available up to now—assuming, of course, that the study group is objective, competent and adequately financed.

The purposes of the study, as described in detail elsewhere in this issue, are important enough to justify contributions from the government and from all the private groups that have special interests in advertising. In the latter broadcasting must certainly be included, although it was missing at the meeting of the advertising committee of the Dept. of Commerce in which the study was approved. The NAB, which like all other media and advertising associations is a member of the Commerce committee, was not represented in an attendance that included officials of the American Newspaper Publishers Assn., the Direct Mail Assn., the Outdoor Advertising Assn., two business magazine associations, the Agricultural Publishers Assn., the ANA, the AAAA and the Advertising Federation of America.

"Is this one of those long crawls you're always griping about?"
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RCA maintains a stock of more than 6 million exact replacement parts—covering RCA Broadcast Equipment built as far back as the early '30's. RCA Replacement Parts Service is open 24 hours a day.

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John Kienitz, Professor of Art History at the University of Wisconsin, Karel Yasko, State Architect and President of the Madison Art Association, and Don Andresen, Director of Public Affairs, WISC-TV.

Brought to Madison by a grant from the CBS FOUNDATION to the Museum of Modern Art, "Portraits from The Collections of The Museum of Modern Art" was seen by thousands at the University of Wisconsin Center Building this month. The exhibit was presented by the Madison Art Association.

WISC-TV takes pride in promoting such educational and cultural events through programs and public service messages to Channel 3 viewers throughout our coverage area in Wisconsin, Illinois and Iowa.