TV spots moving at record pace with 60's scarce. p27
Agencies plan additional spot radio buys in '64. p32
Congress closer to suspending equal-time provision. p54
CBS to NAB: Don't seek federal aid against pay TV. p72
LOOKING FOR THE AUDIENCE IN SIOUX CITY?

IT'S RIGHT HERE!

KVTV
CHANNEL 9

Daytime, nighttime, news time, anytime, you'll find the buying audience in the great Sioux City market on KVTV, Channel 9. Total news coverage of the entire four state coverage area, top CBS-TV entertainment, hours of penetrating, local-live programming . . . that's what draws the crowds to KVTV, Channel 9, in Sioux City . . . the leader for more than 11 years in the giant Sioux City market.

THE SIOUX CITY TV MARKET

Population ........................................... 752,400*
TV Homes ........................................... 214,100**
Total Retail Sales ................................. $1,020,256,000*

*Sales Management—Survey of Buying Power 1964
**ARB—Television Market Estimate
Extension with a purpose...

WCBM has, and will retain, eastern Maryland's affluent adult listeners, Baltimore's largest local radio news staff, CBS News, a deep involvement in community affairs, national representation by Metro Radio Sales and Arthur Godfrey.

Under Metromedia, WCBM will gain an entirely new facility that features the latest in studios and equipment, a larger investment in the programming product, outstanding newsmen like world correspondent David Schoenbrun and science reporters Stuart Loory and Earl Ubell plus the accumulated experience of the parent company.

WCBM Baltimore
680 AM / 106.5 FM
JOHN ELMER, V.P. & GENERAL MANAGER
REPRESENTED NATIONALLY BY METRO RADIO SALES
METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.
Channel 4 delivers 91.8% more homes per average quarter hour, 9 am to midnite, Sunday through Saturday, than the next station in the Dallas–Fort Worth market, 107.1% more than station "C" and 182.7% more than station "D."

See your Advertising Time Sales representative.

Excerpt from the Nielsen Station Index Report for the period ending March 22, 1964, which contains definitions of the data and reminders as to their use. Copyrighted 1964 by A. C. Nielsen Company and reprinted with permission.
Who's boss?

Showdown with FCC staff on pressures to force conformity with its programming ideas is developing rapidly, with Commissioner Lee Loewinger spearheading drive. Situation erupted over staff proposal last month that unopposed Pacific Northwest UHF applicant be set for hearing because it didn't comply with request for clarification of programming plans.

Judge Loewinger insisted FCC could not dictate programming and told colleagues he would dissent from hearing order which majority had tentatively approved. When case came up again last week, Broadcast Bureau lawyers, having seen draft of Loewinger dissent and without prior notice, changed basis of hearing request from program balance to failure to seek out local views. Commissioner Loewinger was livid. When case next comes up — possibly this week — it's bound to be hot, with issue not merely programming but whether staff lawyers or commissioners control policy.

McCaw's Manhattan plan

Word is getting around New York that principal in that city's growing wired-television system is Elroy McCaw, veteran broadcaster who two years ago sold his wins New York, which he had bought for $450,000 nine years before, to Westinghouse for $10 million. Mr. McCaw could not be reached for confirmation, but reports are that he has invested in Sterling Information Services which supplies Teleguide TV to hotels and other public places and is in big expansion program that could lead to creation of CATV system in Manhattan (BROADCASTING, April 20).

Mr. McCaw still owns KTVW(TV) in Tacoma, 50% of KELA Centralia and 45% of KXIT(FM) in Seattle, all Washington, and KCTO(TV) in Denver — which, until plans fell through last week (see story page 78), had been ticketed as outlet for Teleguide pay television operation.

Critics of clutter

Confirmation of widespread viewer disapproval of television clutter has been reported to National Association of Broadcasters' TV code staff. Preliminary readings of returned questionnaires sent to code subscribers show stations are hearing viewer criticism about profusion of commercials, billboards, credits, promos, etc. Station managers agree and almost unanimously favor sharp reduction in all elements of clutter — except commercials. Final results of survey will form major part of code staff's presentation at meeting in Washington May 21-22.

Post time

Here's way one well-backed NAB board leadership campaign lines up for elections to take place at board sessions in Washington, June 15-18: Radio board: for chairman, Harold Essex, WJJS Winston-Salem, N. C.; for vice chairman, Jack Lee, WPRO Providence, R. I. TV board: for chairman, Mike Shapiro, WFAA-TV Dallas; for vice chairman, John F. Dille Jr., WJSY-TV Elkhart, Ind.

Wide open race is seen for joint board chairman election which requires 33 of aggregate of 44 votes. Among aspirants are: Willard Schroeder, WOOD-AM-FM-AM Grand Rapids, Mich., radio board chairman last year, and Ben Strouse, WWDI Washington, current radio board chairman. Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla., current vice chairman of TV board, is not active candidate but presumably would accept. Incumbent chairman is William B. Quarton, WMT-AM-FM Cedar Rapids.

Rates on circulation?

Is CBS-TV moving closer to cost-per-thousand basis in pricing its daytime programs? Some of its clients think so, based on recent notifications they've received regarding new prices on programs in which they're involved. Actually it seems to be more a continuation of old trend than something new, since daytime prices already vary substantially from one program to another. Adjustments are being made "selectively" among daytime and Saturday-morning shows, effective in fall (CLOSED CIRCUIT, Feb. 10). CBS-TV won't talk about details, but it's understood one major new feature is discontinuance of separate pricing for time and program, with new approach to show for each program one gross, commissionable price covering everything.

First bills of health

First "certificates of application for accreditation" issued by Broadcast Rating Council were mailed Friday to American Research Bureau, C. E. Hooper Inc., A. C. Nielsen Co. and Pulse Inc. This means they've met "preliminary requirements" under council's procedures (BROADCASTING, April 6). Next step: performance audits (cost of which is still uncertain, pending completion of trial runs now underway). When they pass that hurdle, Kenneth H. Baker, BRC executive director, will recommend regular accreditation certificates be issued. Meanwhile, Sindlinger & Co.'s request for "certificate of application" is pending, awaiting further information requested by council.

Computerized returns

United Press International will pay RCA in excess of $50,000 for rights to computer-gleaned information on Nov. 3 presidential election — data which is also supplied to RCA subsidiary, NBC. Deal resembles that which gives New York Times rights to CBS computerized election analysis (BROADCASTING, April 20). However, UPI will not use computer data to predict election outcome, rational being it's not proper function of wire service to make election projections.

Ice about to break?

FCC Chairman E. William Henry has been putting pressure on staff in matter of AM freeze. Chairman is on public record with prediction that freeze, imposed two years ago, would be lifted this month or next, and he'd rather not be proven bad forecaster. But before freeze can be lifted, commission must act on proposed rule-making to revise AM allocations policy. Staff is deeply immersed in preparation of recommendation on that complex project. And, when prodded by chairman for progress report, says, hopefully, document will be ready for commission by end of May. But even if that deadline is met, no one is betting commission will be able to take final action within following months.

Sweeney tells it to FTC

Questions challenging basis of distribution of special FM study done for National Association of FM Broadcasters by Pulse Inc. reportedly are under study at Federal Trade Commission. They were raised reluctantly by Kevin Sweeney, president-general manager of KGML Avalon, Calif., and KBIG(FM) Los Angeles, who said he was told he could not have copy of study unless he contributed 300 spot announcements to Magnavox Corp., set manufacturer that is said to have put about $200,000 into NAFMB.
"We are featuring geodetic vessels today!"

So say Supermarket proprietors Tom Garten, right, and John Sinclair (General Manager and Charleston Manager of WSAZ-TV, respectively). And what they’re talking about is another bit of handiwork of the highly skilled, highly paid residents of their area. It’s the Marietta Manufacturing Company’s giant survey vessel, the Sands, a U.S. Navy project that speaks well for the industrial diversification of the 4-state 72-county advertising buy we call Supermarket. And which is, as well, one of the more interesting ways in which Supermarket’s 2 million residents earn more than 4 billion bananas per annum.

Tom and John invite you, as an advertiser, to stop in—or to consult your Katz Agency man—for an equally interesting Superstation story. The story of WSAZ-TV, the one and only way to tell your story to all of Supermarket.

WSAZ-TV, Channel 3, has studios in Charleston and Huntington, West Virginia, and is a Goodwill Station and NBC Primary.
Spot television is selling better than ever this year for three out of four stations, and some are nearly sold out. Minutes are hottest commodity, and good ones are hard to find. See...

**RECORD PACE FOR TV SPOTS... 27**

"Dodge Boys" jingle jangles cash register and bumbling cartoon characters captivate Detroit in 13-week radio-TV campaign. Now dealers in other markets are scrambling after the BBDO idea. See...

**CAN'T ESCAPE 'DODGE BOYS'... 34**

Television film residual fees would be doubled by SAG, from 140% to 280% in payments and new overtime schedule. Negotiations with producers are to start this week. See...

**SAG WANTS FEES DOUBLED... 46**

Congress clears way for equal-time suspension, but radio-TV debates by presidential candidates will be decided by the hopefuls. Only minor stumbling blocks to bill's passage remain. See...

**SUSPENSION CLOSER... 54**

You have to gamble to stay on top of programming heap, CBS-TV affiliates told by Aubrey. Dann points to examples of "tinkering with success" that viewers will see on CBS next season. See...

**GAMBLE TO STAY AHEAD... 60**

Everyone's worried about how newsmen cover court proceedings. Broadcasters, lawyers and newspapermen are calling for code of ethics. Brookings nearing decision on Stanton proposal. See...

**A CODE FOR NEWSMEN?... 48**

FCC should keep its hands off wired pay TV, Richard Salant of CBS says. If California's system fails, pay TV is through, but if it prospers, he says, CBS will have to enter field. See...

**SPLIT IN ANTI-PAY-TV RANKS... 72**

Drama returns to ABC Radio in late June. Network already has 78 affiliates lined up to carry "Theater 5," but doesn't expect to break even at first. Production to start this week. See...

**ABC DRAMA IN JUNE... 62**

Fred Ford reportedly will stick with FCC, maybe until after election. He wants private law practice, but will wait until President Johnson decides on his successor. See...

**FORD WILL STAY AWHILE... 74**

East is East and so is West when it comes to radio listening. Colorado survey finds. Benchmark statewide research shows audience uses medium about the same way as anyone else. See...

**WHAT COLORADO THINKS... 80**

---

**DEPARTMENTS**

| AT DEADLINE                        | 9 |
| BROADCAST ADVERTISING              | 27 |
| BUSINESS BRIEFLY                   | 36 |
| CHANGING HANDS                     | 86 |
| CLOSED CIRCUIT                     | 5 |
| COMMERCIALS IN PRODUCTION          | 38 |
| DATEBOOK                           | 14 |
| EDITORIAL PAGE                     | 106 |
| EQUIPMENT & ENGINEERING            | 44 |
| FANFARE                            | 70 |
| FATES & FORTUNES                   | 88 |
| FILM SALES                         | 68 |
| FINANCIAL REPORTS                  | 40 |
| FOR THE RECORD                     | 93 |
| LEAD STORY                         | 27 |
| THE MEDIA                          | 72 |
| MONDAY MEMO                        | 18 |
| OPEN MIKE                          | 20 |
| PROGRAMING                         | 46 |
| WEEK'S HEADLINERS                  | 10 |
| WEEK'S PROFILE                     | 105 |

---

Broadcasting

The Business Weekly of Television and Radio

Published every Monday. 53rd issue (Yearbook Number) published in November by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook Number $13.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
SOME OF HARRIET’S FRIENDS

KMTV’s Harriet Olson has many friends. We asked some of them to pose for this trade ad. Harriet’s daily colorcast is unique in the Omaha market. For ten years, “Conversations” has served our area as a public platform, a stage and a school. Good causes are announced here. Local talent performs here. Opportunities and ideas are offered here. “Conversations” is creative programming with emphasis on service. It is also surprisingly successful commercially. Have a conversation with Petry about KMTV.

Harriet’s friends shown above represent:

- YWCA
- Douglas County Cancer Society
- Internal Revenue Service
- Joslyn Art Museum
- Social Security Administration
- Omaha Symphony
- Nebraska Game Commission

Omaha Council of United Church Women
Open Door Mission
Heart Association
Council of Business Women
Volunteer Bureau
Omaha Knights Hockey Club
Boy Scouts

PTA Council
Good Shepard Home For Girls
Omaha Public Library
Vocational School of Practical Nursing
U. S. Navy
Red Cross
U. S. Army Recruiting
Interpublic gets
Alka-Seltzer

Miles Laboratories Inc., Elkhart, Ind., Friday (May 8) placed its $12 million Alka-Seltzer account with Jack Tinker and Partners, a component of The Interpublic Group of companies, New York, effective Sept. 1.

In 1963 Alka-Seltzer placed $10.5 million in gross time billings in television, with $7.1 million in network TV, according to Television Bureau of Advertising.

Miles announced in late March its decision to take Alka-Seltzer out of Wade Advertising, Chicago, where account had been since 1931 (BROADCASTING, March 30).

O. G. Kennedy, president, Miles Products Division, said firm did not seek competitive presentations in new agency search.

Wade continues as agency on Miles One-a-Day and Chocks vitamin lines, Bactine and Miles Nervine. Division's professional advertising remains at Robert E. Wilson Inc., New York.

TV program executives
meet in New York

National Association of Television Program Executives begins two-day program seminar at Hilton hotel in New York starting today (Monday).

Only minor changes have been made in schedule of panelists announced last month (BROADCASTING, April 13). Edgar J. Scherick, vice president for programming at ABC-TV, will replace Julius Barnathan, vice president and general manager of ABC-TV, on three-network representation on "The Network's Relationship to Local Programming" panel. Sterling C. (Red) Quinnlan of Field Enterprises Inc. will be added to one of panels.

General areas to be covered include various aspects of station programming, community service, film programming, political formats and talent sources.

Big business of news

Growing interest of advertisers, as well as news in network news and special events programming was reported Friday (May 8) by William Firman, ABC-TV director of news and special events sales, before Public Utilities Ad

SDX backs bookings
for additional data

Trustees of Brookings Institution, Washington, told staff Friday to further consider proposal that it undertake study of problems of TV coverage of judicial and legislative proceedings.

At same time, idea of study by Brooking's seconded by Sigma Delta Chi board which voted support of research project and announced it would initiate joint discussions with other media organizations on problems of freedom of information.

Sigma Delta Chi offer to cooperate in Brookings project is second backing given to proposal suggested by Dr. Frank Stanton, CBS president, last March. Last week, Donald McGannon, Westinghouse Broadcasting Co. president, offered WBC's cooperation.

Staff of Brookings, under Dr. Robert D. Calkins, president, was told to look into such questions as: Should Brookings engage in field outside its regular competence? Where is money coming from? Is staff available and competent to undertake study?

When Dr. Calkins will report back to executive committee of board is uncertain; it may be any time between two weeks and two months.

Board seemed interested in proposal, it's understood. Organization did one study involving TV, Televison and the Presidential Elections, in 1956 but most of it's work has been in economics, foreign policy and government areas.

When Dr. Stanton made suggestion, he offered CBS financial help. He also suggested advisory committee be established headed by someone like Newton N. Minow, former FCC chairman and now executive vice president and general counsel of Encyclopaedia Britannica, Chicago.

Revised radio reporting
form submitted to FCC

Committee representing broadcasters, communications bar and FCC has turned over to commission recommendations for revisions in FCC's proposed program reporting form for radio.

Committee form is substantially similar to FCC's version, which was issued for industry comment in late January (BROADCASTING, Jan. 27).

But in one major departure, committee would not require licensees to describe programming of competitors. This question in commission's form attracted considerable opposition.

Committee recommends that FCC merely ask licensee to describe and justify his own format.

Committee document applies only to renewal applications. Version of form that would be used in connection with applications for new stations or assignments and transfers is expected to be filed with FCC this week.

However, committee hasn't decided whether to recommend versions be combined in one form or used separately.

Commission has set June 30 as date for oral proceeding on proposed radio reporting form. Members of special committee that recommended changes in FCC form are James H. Crawford, WBTM Danville, Va.; Everett L. Dillard, WDON Wheaton, Md., and WASH (FM) Washington; Frank Fletcher, Federal Communications Bar Association, and Hyman H. Goldin, FCC staff.

KRLA applicant protests
FCC interim procedure

Topanga-Malibu Broadcasting Co., applicant for facilities of KRLA Pasadena-Los Angeles, has asked FCC to dismiss five applications for interim op

Ground swells

Signs of grass roots rebellion against FCC's proposed new television renewal form (BROADCASTING, April 27), even with suggested modifications, were beginning to appear last week. At least two state associations, which have met since release of modified proposals, have indicated action by resolution opposing form as burdensome, unnecessary and beyond FCC's legal authority.
WEEK'S HEADLINERS


Examiner opposes microwave renewals

FCC hearing examiner has recommended denial of Collier Electric Co.'s renewal applications for four microwave stations serving Collier-controlled community antenna television systems in Colorado and Nebraska.

Examiner Herbert Sharfman, in initial decision, held that although Collier held licenses as common carrier, it didn't function as one. He said company's only customers were its CATV systems.

He also said less than 14% of proposed service would be for public subscribers; remainder would be devoted to Collier-controlled CATV's.

Collier, owned entirely by James Everett Collier, serves CATV's in Sterling, Colo.; and Sidney, Kimball, Alliance, and Gering, all Nebraska.

Examiner also found against Collier on question of unauthorized transfer of control. Issue involved former partner, Karl O. Krummell, who sold interest and withdrew from partnership in January 1963.

Decision is believed to be first one in which denial of common carrier's renewal application was recommended largely on ground carrier failed to serve adequate number of public customers.

It's believed that other CATV interests are served by their own companies that have no other customers.

MCA's net earnings up

MCA Inc. reported Friday (May 8) that consolidated unaudited net earnings for first quarter of 1964 rose approximately 12% over comparable 1963 quarter.

First quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>53.62</td>
<td>49.62</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,306,002</td>
<td>3,197,796</td>
</tr>
</tbody>
</table>

For other personnel changes of the week see FATES & FORTUNES

Robert D. (Bob) Gordon and Donald L. Perris appointed general managers, respectively, of WCPO-AM-FM-TV Cincinnati and WVEU(TV) Cleveland. Stations are owned by Scripps-Howard Broadcasting Co. Mr. Gordon, who joined WCPO stations in 1960 and served most recently as assistant general manager, replaces Mortimer C. Watters, who will continue as VP and director of Scripps-Howard Broadcasting, which also has TV stations in Memphis and West Palm Beach, and radio stations in Memphis and Knoxville, Tenn. Mr. Perris succeeded James C. Hanrahan, who will also continue to serve as VP and director of Scripps-Howard Broadcasting Co. Mr. Hanrahan was first employee in 1935 of Scripps-Howard Radio Inc., predecessor of Scripps-Howard Broadcasting Co., and puts WVEU on air in 1947 as Ohio's first commercial TV station. Mr. Perris joined WVEU in 1948, has served as assistant general manager since 1958.

Rod Serling, TV Emmy-award winning playwright, elected to two-year term as president of National Academy of Television Arts and Sciences, effective June 15. Also elected were TV lawyer Royal E. Blakeman, executive VP; NBC News commentator Ben Grauer, secretary, and TV program distributor George Bagnall, to second term as treasurer.

Charles C. Barry, William J. Colihan Jr. and James P. Wilkerson elected executive VP's of Young & Rubicam, New York. Mr. Barry joined Y&R in 1959 as head of program and talent in radio-TV department and was elected senior VP and director of that department in 1961. Mr. Colihan has been with Y&R for 27 years. He was elected VP in 1957 and senior VP and chairman of plans board in 1959. Mr. Wilkerson, who has been with agency since 1940, was elected VP and account supervisor in 1953 and senior VP and director of Y&R's international division in 1959. He moved to London as director of agency's office in that city and returned to U. S. in 1963 as head of client services.

Examiner opposes microwave renewals

FCC hearing examiner has recommended denial of Collier Electric Co.'s renewal applications for four microwave stations serving Collier-controlled community antenna television systems in Colorado and Nebraska.

Examiner Herbert Sharfman, in initial decision, held that although Collier held licenses as common carrier, it didn't function as one. He said company's only customers were its CATV systems.

He also said less than 14% of proposed service would be for public subscribers; remainder would be devoted to Collier-controlled CATV's.

Collier, owned entirely by James Everett Collier, serves CATV's in Sterling, Colo.; and Sidney, Kimball, Alliance, and Gering, all Nebraska.

Examiner also found against Collier on question of unauthorized transfer of control. Issue involved former partner, Karl O. Krummell, who sold interest and withdrew from partnership in January 1963.

Decision is believed to be first one in which denial of common carrier's renewal application was recommended largely on ground carrier failed to serve adequate number of public customers.

It's believed that other CATV interests are served by their own companies that have no other customers.

MCA's net earnings up

MCA Inc. reported Friday (May 8) that consolidated unaudited net earnings for first quarter of 1964 rose approximately 12% over comparable 1963 quarter.

First quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>53.62</td>
<td>49.62</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,306,002</td>
<td>3,197,796</td>
</tr>
</tbody>
</table>

For other personnel changes of the week see FATES & FORTUNES
149 HIGHEST RATED HOURS FOR STRIPPING
Here's the program that offers just about everything—77 Sunset Strip. Bristling action. Breathtaking suspense. Bright romance. Bustling humor. Bouncy music. And best of all ... bulging network ratings. Over the first four of six seasons 77 Sunset Strip ran on the network, Warner Bros. produced 149 hour-long episodes. These, the highest rated episodes in the series, are now available for the first time on an individual market basis.

Averages 40% Share of Audience
During the first four seasons on the network, 77 Sunset Strip averaged a whopping 24.6 rating, good for a 40% share of audience.* These are the seasons when the dashing team of Bailey and Spencer set the standards for future private investigator series. When “Kookie,” the jive-talking parking lot attendant made hair-combing a teen-age must. When the up-beat theme music of 77 Sunset Strip caught the fancy of millions of television viewers—and even non-viewers.

Stars Zimbalist, Smith and Byrnes
Starring Efrem Zimbalist, Jr., as Stu Bailey, Roger Smith as Jeff Spencer, and Edward Byrnes as "Kookie," 77 Sunset Strip also features Louis Quinn as Roscoe, the horse-racing specialist with a nose for news, and Jacqueline Beer as Suzanne, the pretty Gal Friday. Big name guest stars, too! Ask about Warner Bros. new Monday-to-Friday program concept—"The Sunset Strip."

What makes a great salesman?

Spending $24.00 out of his first day's sales of $24.67 for the next day's advertising may not sound like good business practice, but it started a young merchant named John Wanamaker on the road to fortune. It also launched a department store known the world over. Wanamaker's phenomenal success was based on a constant flow of merchandising and advertising ideas. He was the first merchant to open a "composite" store containing thousands of unrelated items. The first to light a retail store electri-
The first to inaugurate a one-price policy. The first to run daily full-page newspaper advertisements.

But Wanamaker's most imitated "first" was his daring money-back policy. To support it, and insure customer good will, he insisted his sales people tell patrons the exact quality of the goods they were purchasing. If he saw a customer go out of his store in a new Wanamaker suit that didn't fit properly, he led him back to the clerk that had waited on him and personally supervised a refitting.

Wanamaker built America's largest retail clothing business and one of the world's department store giants. But his most precious legacy was his reputation. He believed the John Wanamaker name worth far more than buildings, equipment and stock. The Storer stations have a proud reputation, too: for responsible programming that matches community preferences—and turns more listeners and viewers into buyers. In Philadelphia, Storer's great salesman is WIBG, an important station in an important market.
A calendar of important meetings and events in the field of communications.

**Indicates first or revised listing.**

**MAY**

May 10-12—Meeting of the Pennsylvania Association of Broadcasters, The Inn, Buck Hill Falls, Pa. Speaker: Representative Walter Rogers (D-Tex.), chairman, House Communications Subcommittee.

May 11—Deadline for reply comments on FCC rulemaking to govern grants in microwave services to systems supplying community antenna operators with facilities.

May 11-12—Programing seminar by the National Association of Television Program Executives. Among the panelists are Michael Dann, vice president, programs, CBS-TV; Julius Barnathan, vice president and general manager of ABC-TV; Grant Tinker, West Coast program vice president, NBC-TV; Robert E. Lee, FCC commissioner, and W. Theodore Pierson, Washington attorney.


May 12—Mississippi CATV Association, technicians meeting, Sun-n-Sand motel, Jackson.

May 12—National Association for Better Radio and Television, 14th annual awards banquet. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., will deliver the chief address. Wilshire Country Club, 7 p.m., Los Angeles.

May 12—Annual stockholders meeting of Metromedia Inc., New York.


May 13—Meeting of the Future of TV in America Committee of the National Association of Broadcasters, Washington.


May 13—Twentieth annual Radio and Television Correspondents dinner, 8 p.m., Sheraton Park hotel, Washington.

May 13-14—South-Central CATV Association meeting, Sun-n-Sand motel, Jackson, Miss.

May 14—Annual stockholders meeting...
voted the number 1 broadcast news media in Pennsylvania by Associated Press!

WPEN NEWS
radio 95 philadelphia

3rd consecutive year...winner of 3 Associated Press News Awards

Jules Rind WPEN News Director
Mark Forrest WPEN Political Reporter
Guy Le Bar WPEN Philadelphia
Lee Norman WPEN Philadelphia
Allen Jay WPEN Philadelphia
Ed Needham WPEN Philadelphia
Bill Smith WPEN Philadelphia
Bud Outlaw WPEN Special Events
Jack McKinney WPEN Sports
Jim Bowler WPEN Music & Drama Critic

*April 24, 1964

BROADCASTING, May 11, 1964
ing of Reeves Broadcasting Corp., New York.


May 14—Spring managers meeting of New Jersey Association of Broadcasters, Wood Lawn, Rutgers University, New Brunswick, N. J.


May 14-16—Iowa Broadcasters Association, Congress Inn, Iowa City.

May 15—Debate on pay TV between Sylvester L. (Pat) Weaver, president of Subscription Television Inc., and Vincent T. Wasilewski, executive vice president of National Association of Broadcasters. STV plans to launch a closed-circuit pay-TV system in Los Angeles and San Francisco, starting July 1. The NAB has gone on record as opposing any form of pay TV. Commonwealth Club, San Francisco.

May 15—New deadline for filing comments on Federal Trade Commission's proposed rule to require cigarette labels and advertising to carry health hazard warnings.


May 20—Broadcast Pioneers, Los Angeles chapter, luncheon meeting. Harry Witt, chairman of the nominating committee, will submit a slate of officers to be elected for a year, beginning June 1. John Guedel will discuss "Surprises in the Hollywood Museum." Hollywood Roosevelt, starting at 11:45 a.m.

May 20—Annual stockholders meeting of The Outlet Co., Providence, R. I.

May 21—Los Angeles Advertising Women, presentation banquet to award "Lulu" trophies to winners in the 18th annual achievement awards competition for ads and related material created by western advertising and publicity women, used between April 22, 1963 and April 21, 1964. Entry blanks, and information available from LAAW, 4666 Forman Avenue, North Hollywood, Calif. Banquet to be held at the Hollywood Palladium.

May 21—Annual Emmy dinner and telecast (WGN-TV) of the Chicago chapter of the National Academy of Television Arts & Sciences, Great Hall, Pick-Congress hotel.

May 21-22—Spring conference of the Ohio Association of Broadcasters. Speakers include Sherrill Taylor, vice president-radio at National Association of Broadcasters; Dr. Seymour Banks, vice president of Leo Burnett Co., Chicago, and Pat Higgins of Carling Brewing Co. Commodore Perry hotel, Toledo.

May 21-22—Spring convention of Washington State Association of Broadcasters. Included on program will be management seminar on budgeting executive time and time-saving techniques and organization, and address by Robert F. MacLeod, executive vice president of Subscription Television Inc., on pay TV. Hilton Inn, Seattle.

May 21-23—Spring convention of the Alabama Broadcasters Association. Program participants include Representative Walter Rogers (D-Tex.) and Max Paglin, former FCC general counsel and now partner in Washington law firm of O'Bryan, Grove, Paglin, Jaskiewicz, Selis, Gilliam & Purbrese. The Broadwater Beach hotel, Biloxi, Miss.

May 23—Tenth annual program on entertainment law by University of Southern California and the Beverly Hills Bar Association. Four attorneys who are specialists in entertainment law will speak are Herman F. Selvin, privacy in motion picture and TV production; Daniel A. Weber, "Practical Considerations in 'Entertainment' Litigation"; Victor S. Netterville, the problems of insurance coverage for privacy, plagiarism and related problems; and Robert A. Schuman, impact of recent tax legislation on motion picture and TV production. Judge Macklin Fleming of the Los Angeles Superior Court will be luncheon speaker at Town and Gown, Beverly Hills, Calif.


*Indicates first or revised listing.
the hostess

Thinks nobody is really anybody until she invites them to a party. Has to listen to the radio each morning to find out if she had a good time. Suffers from recurring nightmare: nobody shows up but the caterer. Devoted, of course, to WTOP RADIO, the important station in Washington, D.C. that’s many things to many people.

WTOP RADIO
Washington, D.C.
Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY
Agency talent hunters cry about the shortage of good creative people. But too often they are turning away their most qualified applicants without even the courtesy of a legitimate interview.

These people are turned away because many of them do not fall into the stereotyped pattern of recognition in vogue today and because the agencies show little creativity of their own in seeking out new people.

Take copywriters. Many agencies fail to recognize a good one when he is squarely in their sights, and they have the same trouble recognizing a bad one.

Survival • All of us have known writers who got on the payroll despite their shortcomings. They survive because they have never made any really big mistakes. On the other hand they would never come up with any really big ideas.

Sooner or later time and lack of talent catch up with them and we find them working in department stores or selling house trailers.

While these people were making a precarious living at their ill-chosen specialty, other people were seeking out agency personnel offices because they "knew they could write advertising."

They were individuals like the short order cook who was six weeks short of his college degree in education; the tire salesman who somehow had become a food chain advertising manager and who wrote musicals as a labor of love; and newspapermen and law students, and secretaries with a burning urge to do more than just type or take dictation.

Oversight • We found ourselves bewailing the lack of bright people with ideas and the ability to write. Then it occurred to us perhaps we were not looking hard enough at the people visiting the personnel office.

We began to wonder just what does it take to make a good copywriter? What does it take to recognize one?

We began to experiment gingerly with some arbitrary standards for measuring the dimensions of a good writer. Taking a hard look at some of the really good people in this business we found many common denominators.

The most important of these was the capacity to think and the ability to think in many dimensions. For instance, it takes imaginative, exploratory thinking—a sort of free association that's still subject to the transcendent discipline of the problem—to help develop interesting advertising ideas.

It takes still another kind of thinking to marshal the logical, consecutive thoughts that lead a listener, viewer or reader from a reasonable premise to a favorable conclusion about whatever you're advertising. It takes disciplined thinking to develop the clear, quick and concise message—the message that is clear and not merely clever.

Showmanship • We also found that a good advertising man has many of the instincts of a good showman. He has a showman's feeling for his audience. This quality is vital in view of the hysterical competition of today's media.

You can't attract an audience unless the presentation is interesting.

Another important asset is a talent for persuading. A good writer understands the psychology of selling and he acquires a product knowledge. To this he adds a hard-earned, hard-learned knowledge of what will sell his audience.

How can we separate this rare individual from the parade that visits the personnel office? Where the individual has established no track record in the business we often employ a carefully prepared test assignment. We probe for the specific talents that seem to be common property of good copywriters.

As a beginning we look for the ability to interpret and distill a communication, without destroying its soul.

We look for the salesman. If he has a product advantage to talk about we want a writer who knows people well enough to speak in terms that will be most meaningful to them.

We look for the strategist who knows what is and isn't essential in a selling argument.

Hopping the Hurdles • We also build a few traps into the hypothetical cases used in our test assignments and we observe how they are dealt with. Whatever happens gives us another dimension of a writer's capacity to be an advertising man.

It has been our practice to make this test assignment easily available to anyone who believes he has what it takes. We have interviewed hundreds of people who subsequently took the assignment home with them. Some of them we never heard from. The majority who did submit their solutions failed to measure up as writers.

On the other hand there were an important few who did measure up. We found there were three or four, perhaps, out of every hundred people we interviewed. We've found places for just about all of those who qualified.

Among them is the former tire salesman who wrote musical shows that were never produced. He has more good ad campaigns to his credit in two years than some writers have in ten. Another of our good campaign producers was writing off-beat greeting cards before he saw us. Still another was selling shoes a year ago.

In case you are beginning to think we wouldn't employ anyone with a background in writing, let me add that we've made some welcome additions to our staff from these ranks. But a disappointing majority of employed writers who seek us out for interview are those who seem to have no rationale for their presence in the business. They have attained a certain seniority and are "ready to accept a bigger challenge" if given the right opportunity—and the right money.

If I find myself looking for a writer tomorrow, I can afford to wait a couple of weeks to see who might turn up in our lobby and ask about the test. We've found some real winners out there; in fact over half of our present staff and we haven't had a real failure yet.

Moreover, I'm sure some of our writers wouldn't be in advertising today if we had been careless at the first interview and let them get away.

Checked your lobby lately?

---

F. Ellsworth Fish, associate copy director for Campbell-Ewald Co., Detroit, joined C-E as a copywriter on the agency's Chevrolet account in 1953. He spent 10 years in retail advertising prior to his joining C-E, six of them as art director and then copywriter for the J. L. Hudson Co. department store in Detroit. At C-E Mr. Fish is also group creative director on Marathon Oil, Boeing, Firestone, Rockwell-Standard and other accounts.
WKNR
THE STATION THAT KNOWS DETROIT

FAR AND AWAY
THE PEOPLE'S CHOICE IN 1964!

<table>
<thead>
<tr>
<th>Time</th>
<th>WKNR</th>
<th><em>SECOND IN THE MORNING</em></th>
<th><em>FIRST IN THE AFTERNOON</em></th>
<th><em>FIRST ON SUNDAY</em></th>
<th><em>FIRST ON SATURDAY</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday</td>
<td>15.2</td>
<td>4.7 points behind first station</td>
<td>8.1 points ahead of second station</td>
<td>11.1 points ahead of second station</td>
<td>15 points ahead of second station</td>
</tr>
<tr>
<td>7 AM—12 Noon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday thru Friday</td>
<td>22.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Noon—6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>24.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 AM—6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saturday</td>
<td>27.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 AM—6 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunday thru Saturday</td>
<td>29.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 PM—10 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

VOTE EARLY AND OFTEN!

SEE YOUR PAUL RAYMER MAN

*See Hooper Radio Audience Index, March-April, 1964. The data used are estimates only, subject to errors and limitations inherent in indicated sources. WKNR does not assume responsibility for the accuracy, completeness or validity of such original data.
In July of 1963, Dallas sent Washington, D. C. a banker of great distinction, L. A. Jennings, who, prior to his Dallas experience, had been First Deputy Comptroller of the Currency for many years. Elected Chairman of the Board and chief executive officer of Riggs National Bank, Mr. Jennings brings us a world-wide banking skill, alive with the kind of leadership which has been a part of Riggs Bank thinking since 1836. We are proud that this largest bank in Washington, Riggs, has chosen WWDC Radio as an important way in which to talk to the people of this community about full banking services. Our thanks to them, and their advertising agency, Kal, Ehrlich & Merrick, for the confidence they've shown in WWDC, "the station that keeps people in mind."

Represented nationally by Blair Radio

WWDC RADIO WASHINGTON D. C.
The winning television series stations have been waiting for

Now available for market-by-market sale

- a winner on the NBC-TV network—two strong seasons
- a winner with the whole family—tops in viewers-per-set
- a winner with the critics—nationwide awards and high praise

58 half-hour episodes that will be a sure winner of audiences and advertisers on your station

For the full story, contact any MGM-TV salesman today

New York • Chicago • Culver City • Charlotte • Toronto
TIGHT DEADLINE

KCBS Radio News Director Don Mozley brings 20 years' worth of cool judgment, calm nerves to his task of distilling the day's news for San Francisco listeners. From bomb tests at Bikini to Chessman in San Quentin, Mozley's list of exclusives would fill a fat yellow roll of wire-copy paper. Seven major awards last year testified to the excellence of his toughminded team of top newsmen. KCBS is the brand-name news in San Francisco. People are sold on it. So are savings banks, clothing stores, motor oils, autos and airlines.

LIVE NIGHTLINE

For an opinionated hour each weeknight, the KCBS nighttime becomes San Francisco's hot line. Viewpoint listeners grind axes on such free-wheeling topics as "What's Happening to Morality?" Whether they'd rather ban the bomb or bomb the banners, Viewpoint moderator Al Douglas gives each caller three minutes to tell San Francisco why. This high-impact programming is two-way radio. It involves listeners, creates dynamic interaction—and delivers quality response to advertisers.

Omaha 15 years ago like a snowball gathered momentum and developed into an avalanche of great radio programming everywhere.

Todd died at the age of 39, which means he started at the age of 24. It would seem to me to be only right that somewhere in the broadcasting industry, a fitting memorial be awarded annually to the outstanding man or woman in radio under 39 years of age, who has done most for the improvement of this medium during the past year. Let's properly acknowledge the greatness and the effect of a man who did the most for radio.—Jack L. Sand- ler, vice president and general manager, WQAM Miami.

Final draft

EDITOR: I am enclosing a copy of my letter to Erwin H. Ephron, press relations director of A. C. Nielsen Co., replying to his comment in Open Mike (BROADCASTING, April 27). (Letter follows)

"I have noted your letter to the editor regarding the magazine's April 20th report of my April 13th speech to the SMPTE convention. You are quoting from a press release containing excerpts for an early draft of my remarks. My researchers had reported the division of the Nielsen sample between daytime and nighttime ratings. Upon personal checking I found this to be inaccurate, as you state, and promptly eliminated this reference from the final draft...

"Similarly, however, my researchers reported the disproportionate placement of your audimeters in rural areas. This, upon personal checking, I was able to verify. If the sources of my verification were inaccurate, I apologize to the House of Nielsen. Even Nielsen accepts the theory of 'standard error.' I did, however, give Nielsen the edge by using the round figure of 1,200 audimeters in use, rather than the exact total of 1,119. So aren't we even?

"I make no claim to being a 'ratings expert,' as you infer in your letter to BROADCASTING. On the basis of the testimony in Washington before the Harris committee, it would appear there really is no such animal."—William Dozier, president, Greenway Productions Inc., Beverly Hills, Calif.

Good reception

EDITOR: Many thanks for the excellent wrap-up on the society's 95th technical conference (BROADCASTING, April 20).

—Michael Denson, director of information services, Society of Motion Picture and Television Engineers, New York.
Only the sunshine covers South Florida better than WTVJ

Going to the New York World's Fair? Be sure to visit Wometco's fabulous purpose show in the Florida exhibit!

South Florida's Largest Daily Circulation

WTVJ
A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

Broadcasting, May 11, 1964
ELIZABETH MONTGOMERY IS A WITCH

She's a nice witch. A pretty witch. A charming witch. But she is a genuine house-haunting, cauldron-stirring, broom-riding witch! And that's what keeps the laughs brewing on "Bewitched," one of the bright new comedies coming to ABC this Fall.

Bewitched is the show with everything. It has a fresh, hilariously funny situation. (What if your wife were a real witch?) It has a top-flight cast. (Elizabeth Montgomery, Agnes Morehead and Dick York.) It seems a sure bet to be among next year's top favorites. We pulled out all the stops to bring it to ABC.

Why?

Because we have a lot of faith in Bewitched as a show and even more in situation comedy as a format. Situation comedy has been good to us—and to our advertisers.

Take Thursday nights. Our three-show block of The Flintstones, Donna Reed and My Three Sons was seen in 20,000,000 different American homes at the peak of the viewing season. Donna has been grabbing huge audiences for six years now. The Flintstones and My Three Sons for four.

Wednesday night's marathon hit, The Adventures of Ozzie & Harriet, is now in its twelfth year. Since January, The Patty Duke Show has ranked among the top twenty-five programs in every single report. Viewers voted Inger Stevens, star of The Farmer's Daughter, the 1964 TV Guide Award for Favorite Female Performer. These successes with situation comedies are practically routine. Every one of this year's ABC situation comedies will be back next season.

But we're not resting on our laurels. Bewitched is just one part of the solid new crop of comedies coming to ABC this Fall. Bing Crosby, Mickey Rooney, Walter Brennan, George Burns and Connie Stevens will all bring new comedies to ABC. The delightful cartoon ghouls of Charles Addams will be brought to life on The Addams Family. No Time for Sergeants and Broadside will take pot shots at the lighter side of life in the service.

Every one of these new shows is a standout. That's our secret. We don't want just any situation comedy. We try our darndest to come up with the good ones. Original, well produced, well directed, well acted.

It pays. We've got a line-up of smiling sponsors to prove it.

ABC Television Network
By the time you've heard of it, they've marked it passé. They can't wait for a fad to wear itself out. They're on the way to take over the future. And they know just where they're going to stop along the route...at college, that good job, the home in the suburbs. But they're not stopping anywhere right now.

They're on the move. But wherever they are they're tuned to WABC. At the beach it's the bright sound of Bob Dayton or Dan Ingram. Evenings are livelier with Scott Muni and Bruce Morrow. And without Charlie Greer weekends just wouldn't be.

But don't let these teen-agers fool you. They may look as if they're only half listening but when you talk to them on WABC you register...for the $15 billion they'll splurge this year on everything from soft drinks to convertibles, from next year's college spending to the young-homemaker-buying they'll soon be doing. But they haven't made up their minds which brands to buy...yet!

Got the picture? Give them the word on... WABC

ABC OWNED RADIO STATIONS

Represented by Blair Radio
TV SPOT SELLS AT RECORD PACE

Some stations are nearly sold out in prime periods; minutes are in greatest demand with other lengths in short supply.

Spot television business is moving toward summer at a record pace, with good commercial availabilities in short supply and with many stations approaching sold-out status in high-audience periods.

Choice one-minute availabilities, historically in greatest demand among agencies, are scarce on the "average" station for long stretches of the day, and the supply of availabilities to accommodate other commercial lengths appears to be shorter than ever before in television history.

The demand thus far this year, following better-than-usual business in 1963, is pushing current national sales totals for three out of every four stations beyond the levels attained at this time a year ago. Almost nine out of ten are doing at least as well as in May 1963.

Annual Spring Report * These conclusions emerged last week from Broadcasting's annual spring TV spot business survey of stations and were supported by an informal sampling of leading station representation organizations.

The station survey found the most consistent—and in many cases dramatic—increases in spring TV sales levels among broadcasters in one-station markets and in markets with four or more stations.

In three-station markets, gains were evident in sales of some commercial lengths in some day parts, but on the average their business appeared to be clinging close to last spring's levels rather than moving ahead with the consistency noticeable in reports from other markets.

With only occasional exceptions, the stations appeared confident that their 1964 full-year sales would exceed 1963's, although many expected temporary "soft" periods to develop between now and the end of December.

First Week of May * Sales for the first full week of May, the survey found, were running higher than at the same time a year ago on 75% of the stations and were maintaining year-ago levels on another 11%, leaving 14% who reported drop-offs.

Among stations who estimated the extent of their gains, the average increase was 22%. Among those describing slower sales, the average decline was 8%.

The pattern of gains and drop-offs varied from market to market and also, as sales representatives emphasized, in some cases from station to station within the same market.

The level of sales of the principal commercial lengths similarly varied from station to station, with some stations reporting as little as 15 or 20% of their availabilities sold in some time periods while other stations indicated 95 to 100% saturation of their peak sales levels.

One station reported it was completely sold out of all availabilities, all lengths, in all time periods. A number of stations in markets of all sizes reported no one-minute availabilities left in early-evening and prime-time hours and relatively few in afternoon and prime time.

It doesn't take a fat wallet to go steady with spot TV

The small-budget advertiser—and the big spender—are advised to take a closer look at spot television as a selling tool in a new sales presentation developed by Television Advertising Representatives.

Of more than 1,200 regional and national accounts using spot TV more than half spent less than $100,000 in the medium and over one-third spent under $50,000. These statistics and case studies of advertisers who have used spot TV to face special marketing situations lead the TvAR report.

Spot is also recommended as a valuable supplement to network television.

Robert McGredy, managing director of TvAR, described the new report, "How To Be A Giant," as less sophisticated than previous presentations by TvAR ("Twenty's Plenty" and "Tilt") and intended primarily for advertisers not yet active in spot TV.

The presentation which employs a voice-over film clip technique will be offered to advertisers, agency groups and sales associations throughout the country.

TvAR, headquartered in New York, represents WBB-TV Boston; WJZ-TV Baltimore; WTOP-TV Washington; WBTY(TV) Charlotte; WTBS-TV (TV) Jacksonville; KDCA-TV Pittsburgh; KYW-TV Cleveland and KPIX-TV (TV) San Francisco.
TV SPOT SELLS AT RECORD PACE continued

late-night periods.
Supply of Twenties • The supply of 20-second availabilities also was re-
ported to be substantially shorter now than a year ago in practically all time
periods in both multiple-station and single-station markets. Sales of ID's and
10-second announcements similarly showed gains of several percentage
points in most markets.

Broadcasters' comments on the sales outlook for the full year were over-
whelmingly optimistic but showed some differences in degree of optimism, rang-
ing from "favorable" to "booming."

There were conflicting views on the effect that this summer's political cam-
paigns may have on sales, with some stations fearful that political business
may have an overall braking effect while others said they are counting on it to
carry sales totals higher.

Apart from the political business in-
fluences, several stations said they were
uncertain about maintaining their cur-
rent pace through the summer but felt
that even if there is a hot-weather
slump business will rebound in the fall.
Others volunteered that "early sum-
mer," at least, looks promising and in
some cases "strong," and anticipated no
unusual dropoff.

Autumn Outlook Good • There were
some reservations, but the consensus
appeared to be that autumn will prove
strong.

The stations were uniformly agreed
that the availabilities in greatest de-
mand among agencies—and consequent-
ly in shortest supply among stations—
are the one-minute lengths, particularly
in fringe and prime-time periods. This
has long been the case, but the current
survey found signs of an upsurge of
buyer interest in 20-second positions as
well. Some stations reported 20-second availabilities in relatively short supply
along with minute positions.

Station representation firms queried
by Broadcasting were almost unani-
mous in reporting sales gains thus far
this year and in anticipating advances
for the full year.

Among those willing to indicate the
extent of their billings gains thus far
the average increase was about 17%.
For 1964 as a whole, the average anticip-
ated gain—among the few reps who
offered full-year percentage estimates—
was about 10%

Some station representatives felt that
summer spot business may feel the ef-
fects of a "holdback" by normally sub-
stantial advertisers who have made ma-
jor investments in New York World's Fair exhibits and then cut back, at
least temporarily, on advertising.

Cigarette Advertisers • They specu-
lated that even if spot TV loses some
business in this way, however, it may
gain some from another source—in-
creased outlays by cigarette advertisers.

They reasoned that with the cigarette
industry's new emphasis on avoiding ap-
peals to youthful viewers, cigarette ad-
vertisers may find it more convenient
to use spot than network to concentrate
on hours when the audience is primari-
ly adult.

One representative suggested that, al-
though he expected spot business for
the year to show a gain, a number of
stations might be headed for trouble
in their current plans to raise rates. It
was his view that some stations might
draw their rate increases had diverted
rather than attracted business.

The reps as a group appeared to be
less inclined than stations to see a real
"shortage" of availabilities. Most agreed
that minutes in particular are in heavy
demand generally and are in short sup-
ply in some or even in many markets,
and some called the supply "very short"
on most of the stations they represent.
But in many cases they also took pains
to note that the shortage is "not gen-
eral" or represents no "serious prob-
lem" or, in some cases, "is not really a
shortage."

Midwest rep firm expands
and reorganizes setup

Leonard F. Auerbach, president
of Ohio Stations Representatives Inc. and
board chairman of Penn State Reps
Inc., has announc-
ed several major
changes in the com-
bine. A new office
will be opened in
Cincinnati, opera-
tions will be ex-
panded into In-
iana and Kentucky,
and the organiza-
tion's name will be
changed to Region-
al Reps Associates
with Ohio Stations,
Penn State Reps, New York State,
Indiana and Kentucky divisions).

Don O. Hays has been appointed a
vice president of the firm and regional
manager of its new Cincinnati office.
He has served as general manager of
WAKZ Charleston, W. Va., since 1959.
and has been in the broadcasting field
for 18 years.

Ohio Stations Representatives has
also started the Ohio Radio Network,
a group of over 30 large and small
market radio stations which can be
purchased with one order and one in-
voice and, according to Mr. Auerbach,
deliver a population of more than 10
million.

During the last three months of 1963,
our stations posted increases of up to
65% in national revenue.

Media billings were supposed to be
down that quarter, but Metro Radio
Salesmen hate generalities, love facts.

Their presentations are complete,
thoroughly researched...and as those
figures show, effective. Because we rep-
resent a short list, our men really know
their stations and their markets. Time
buyers and advertisers like the way
we sell: WHWK, NEW YORK; KLAC, LOS
ANGELES; WPT, PHILADELPHIA; WHK,
CLEVELAND; WOR, BOSTON; KMBC,
KANSAS CITY; WDB, HARTFORD.

OFFICES: NEW YORK, CHICAGO, BOSTON,
PHILADELPHIA, ST. LOUIS, DETROIT,
LOS ANGELES AND SAN FRANCISCO.

OCTOBER NOVEMBER

Metro Radio Sales
not us!
RECIPE FOR SUCCESS Take 370 pounds of nuts (Mickey Deems & Joey Faye); add 2,162 sight gags, 1,078 prat-falls & 296 custard pies. Mix well with a dash of hysteria, stir in plenty of comedy guest stars & add a case of showmanship. Spread generously across the board & enjoy 200 comedy shows for kids... for adults... for anybody who likes to laugh.
Glass makers promote bottled beer on TV

The Glass Container Manufacturers Institute, New York, will spend approximately $600,000 for a saturation spot schedule on all six commercial TV stations in New York City this summer.

Running from May 17 to Sept. 5, the campaign will include at least 350 minute-length announcements in addition to 20-second spots and ID's. The announcements will promote "compact no-return" beer bottles. Pictured is a scene from one of the commercials. The campaign is being handled by Benton & Bowles, New York.

Codes with teeth show good faith

If self-regulation in advertising is better than government regulation then it is something worth fighting for, James S. Fish, vice president and director of corporate advertising, General Mills Inc., told the annual meeting of the Public Utilities Advertising Association Friday (May 8) in Minneapolis.

Mr. Fish said one good way of showing belief in self-regulation is the development of voluntary industry codes which are more than mere paper philosophies. Codes must have teeth in them and be enforced, he said.

Citing the recent steps of the cigarette industry to develop a code with teeth, Mr. Fish said he hoped the tobacco manufacturers are not too late with their remedy. He noted that they have seen the issue developing for at least two or three years and might have moved much sooner to forestall government intervention and demonstrate their good intentions.

On Thursday (May 7) the PUAA announced its annual advertising awards, including those for the best radio and TV advertising of the year by member utilities. The "best copy" award in radio went to the Hawaiian Electric Co. for institutional advertising and to the Indiana-Michigan Electric Co. for direct merchandising-sales promotion.

The top television commercial awards went to Southern California and Southern Counties gas companies, for firms with over 400,000 customers; Montana-Dakota Utilities Co., for 150,000-400,000 customer category, and to Hope Natural Gas Co., Clarksburg, W. Va., for under-150,000 customer category. Lacledes Gas Co., St. Louis, was winner in its category for TV advertising programs.

Ken Nordine, president of K-Arts Inc., Chicago, demonstrated successful radio commercials to the PUAA to prove that radio can command attention as you "stare with your ears."

Salada moves account

Salada Foods Inc., Woburn, Mass., last week assigned advertising for all its products to Carl Ally Inc., New York. The entire account, estimated at $3 million, is expected to allot a large portion of its budget to spot and network TV this summer.

The Ally agency was named to handle Salada's Junket Rennet Custard last November. In January the agency picked up Salada's True Fruit Drinks and in February was assigned Salada's Iced Tea Mix.

The remaining products assigned last week are: the complete Junket line, Salada's Tea and Tea Bags and Instant Salada Tea.

NAB's happier about Falstaff's 'Laughter'

Two 30-second Falstaff beer radio commercials, ruled as unacceptable by the National Association of Broadcasters' radio code authority (Broadcasting, March 23) have been satisfactorily revised, Howard H. Bell, director of the NAB's code authority, announced last week.

Placed exclusively on the West Coast by Wade Advertising, Los Angeles, the "Sound of Laughter" spots were revised, Mr. Bell said in a memorandum to radio code subscribers, in a spirit of cooperation with Wade, a "splendid example of self-regulation in action. Other commercials in the Falstaff campaign are being changed, Mr. Bell said.

The code authority had objected to the original spots because they gave "the impression of intoxication in both laughter and dialogue. In the new commercials, NAB said, the laughter has been altered slightly and the copy has been changed so that the dialogue appears to motivate the chuckles. Wade at first was reluctant to change the spots, it was said, but relented when code subscribers began to drop the advertising.

Mr. Bell emphasized that the commercials involved are only those scheduled for Falstaff Brewing Co.'s West Coast Division.

Rep appointments...

- KDPI Wichita, Kan.: Mid-West Time Sales, Kansas City, Mo., as regional representative.
- WSUN-AM-TV St. Petersburg, Fla.: Bomar Lowrance & Associates Inc., Atlanta, as regional representative.

Broadcasting, May 11, 1964
If community service is a criterion in your weighing of a station's influence on people, WSOC-TV will score highly. Outstanding among recent staff-produced documentaries was "Pick Up the Pieces". This program on rehabilitation of emotionally disturbed children at Alexander Children's Center in Charlotte earned high acclaim for WSOC-TV throughout the Carolinas. **Charlotte's WSOC-TV**

---

**CBS**

CBS BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHBD AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WGOO AM-FM, KIFO, KTVU, San Francisco-Oakland.

BROADCASTING, May 11, 1964
Agencies planning more buys in radio

CBS Spot-sponsored study shows programing considered more important than ratings

A study commissioned by CBS Radio Spot Sales in seven major markets indicates that media and timebuying executives in those areas plan to buy more radio in 1964 than in 1963.

This conclusion was one of the highlights of a survey conducted by Charles Harriman Smith Associates Inc., among local agency personnel in St. Louis, San Francisco, Boston, Philadelphia, Los Angeles, Chicago and New York. The study, based on a 54% return of 608 questionnaires within the seven cities, was designed to ascertain the opinion of local agency buyers on the advertising values and audience make-up of radio stations in their markets.

Other significant points to emerge from the study were: 55% of the respondents felt that programing is more important than ratings when buying a station, 4% felt it was less important, 31% about the same, and 10% had no opinion. Also, 53% felt there was more radio listening in their markets this year than last year, 46% said it was about the same and 1% felt there was less listening.

Two Areas - The Smith study covers two broad areas—overall viewpoints on radio, and individual market evaluations of radio stations serving each area. Copies of the study have been sent to CBS Radio Spot Sales offices in New York, Philadelphia, Detroit, Los Angeles, Chicago, Atlanta, San Francisco and St. Louis. Agency presentations will begin later this week.

Additional markets in which CBS Radio Spot Sales has stations are under study and data will be released soon. Maurice Webster, vice president and general manager, CBS Radio Spot Sales, said some top media and research officials at major agencies had been provided with a preview of results of the study and their reactions were "uniformly enthusiastic." Mr. Webster noted that these major agency officials agreed on the value of the approach because it provides agency buyers as a whole with "information from a panel of local buyers in each market who have first-hand knowledge of the local radio stations."

Among the agency executives who endorsed the approach were Herbert Melanove, vice president and media director, BBDO; Thomas J. Lynch, assistant director, media relations and planning, Young & Rubicam; Harry Waller Daniels, director of research, MacManus, John & Adams; Jules Fine, associate media director, Ogilvy. Benson & Mather, and Vincent J. Rafi, manager, media operations, McCann-Marshall.

The study sought to ascertain information in each market on the most-bought station; audience demographic characteristics; stations preferred for a mass consumer product; formats of stations; effect of production devices on commercials; best stations for news; stations most mentioned for outstanding community services and for programs most favorably talked about; stations mentioned most for editorial effectiveness and believability.

Radio reaches the right ears

Unimart, California chain of department stores, able to directionalize message

Most advertisers use radio because of a conviction that it is the most widespread medium, reaching almost everybody at almost any time of day or night at the lowest cost per individual. But that generalization doesn't apply to Unimart, a California chain of 10 membership department stores.

"We use radio because it enables us to talk directly to a particular segment of the population," Jack Caanan, director of public relations for Unimart, explains. "Our commercials are all institutional, designed to obtain members at $2 per family. We aim them at individual groups, such as blue-collar workers, Negroes, Spanish-speaking people, residents of a particular area, and radio does a fine job of delivering each message directly to the group we want it to reach."

Good Music Appeal - Currently, Unimart is using radio to reach the "longhairs," Mr. Caanan said. The chain is sponsoring the Sunday afternoon concerts of the New York Philharmonic Orchestra, broadcast live from New York's Lincoln Center, on KRHM(FM) Los Angeles. The concert series, which started last November and will continue to the end of the concert season this month, has more than paid for itself already, delivering some 400 new memberships to Unimart in the first three months.

Unimart now has over 300,000 members, Mr. Caanan reported, from all walks of life and all socio-economic sections of the California population. Last year, Unimart's fourth, the stores had a total business volume of $100 million. The chain's advertising appropriation is $600,000 a year, slightly over one-half of 1% of the sales total, the public relations executive noted, with 90% going into direct mail and 10% into radio. The direct mail budget is spent largely for a monthly tabloid newspaper, The Unimart Messen-

ger, contents of which are chiefly ads for the current merchandise specials, ranging from frozen orange juice to TV sets and diamond rings.

Advantages Stressed - In contrast to the product advertising in the mailing pieces, Unimart's radio advertising is devoted to selling the advantages of membership to the particular population segment that is the target of a campaign. By matching the appeal to the needs of the group and by choosing the station with the largest following among the members of that group, Unimart has found radio an ideal medium, he said.

"It's inexpensive, it produces immediate results and it's so flexible that we can change copy at a moment's notice. And that's almost the literal truth. I can dictate new copy to the station by telephone and have it on the air within 10 minutes."

Furthermore, radio seems to work well with all types of listeners. "We started with Edward P. Morgan's evening newscasts, and while the spots cost us $90 apiece, which was expensive for us, they got us over the hump. Since then we've gone after the country-and-western music fans, the Negro and
Spanish groups, the symphony lovers and other special-interest groups with equal success. In San Diego, we tried our first FM broadcasting, over KITI there. In less than an hour 30 Navy families had visited the store and the flow kept up. It surprised us but it sold us on FM."

**Bunker cites success of 2 RMP campaigns**

Two advertisers—Delta Air Lines and Best Foods—have increased their radio budgets after participating in Radio Advertising Bureau’s Radio Marketing Plan campaigns.

Edmund C. Bunker, RAB president, told the Phoenix Advertising Club on May 4 that Delta’s test in New Orleans and Best Food’s test for Skippy peanut butter in upstate New York were “typical” of results RAB has been able to achieve for more than 20 national and regional advertisers under the plan.

In RMP, radio’s effect on the consumer is measured by the advertisers. Research and surveying are selected by advertisers and their agencies, and RAB underwrites the research bill in most cases, and also consults on the strategy. The Delta and Skippy radio testing was detailed publicly in an RAB presentation in Philadelphia (BROADCASTING, March 16).

Delta aimed for the 6% of businessmen who do most of the commercial flying in jets—the radio campaign seeking to reach the regulars among patrons while enhancing in specific terms the airline’s image. Mr. Bunker reported that Delta has substantially increased its budget in radio because of the test campaign.

Best Foods’ Skippy, unlike Delta which focused on a select group, sought the young homemaker with children. The radio test increased brand awareness, and buying levels went up in areas where the peanut butter’s sales had been slipping. Mr. Bunker said the tests proved radio impact so conclusively that Best Foods is now testing radio “extensively” for three more of its products.

Mr. Bunker cited Dixie beer in New Orleans, Dade National Bank in Miami and the MG dealers in Los Angeles as examples of local advertisers scoring dramatic successes with radio on relatively limited budgets.

**ANA’s spring meeting opens today in New York**

The annual spring meeting of the Association of National Advertisers will be held in New York today (May 11) and tomorrow with discussion centering on such subjects as an evaluation of advertising, government activities in consumer affairs and the implications of the “population explosion.”

There's no escaping the 'Dodge Boys'

13-WEEK DETROIT BLITZ IS NOW COAST-TO-COAST REGIONAL PUSH

The "Dodge Boys" managed to whip up quite a fuss in the Detroit area last year as their local radio-TV shenanigans drew crowds to Dodge dealer showrooms and sent them home again with lots of nice new cars.

In fact the sales figures that were piled up underneath all the froth of their noisy, neighborly or sometimes down-to-earth hard sell commercials attracted the attention of other Dodge dealer groups. The result:

This year 17 out of the 20 Dodge (dealer) Advertising Associations throughout the country are deep in "Dodge Boys" promotions and are making heavy use of radio and television plus newspapers. The broadcast schedules are now on several hundred stations from coast to coast.

BBDO, Detroit, is coordinating agency, although the dealer groups are autonomous and place their local or regional buys through the BBDO offices in their areas which regularly represent them. The Detroit office of BBDO also places Dodge factory advertising which is apart from the dealer group buys as is each local dealer's own advertising.

Last year's initial promotion which attracted so much attention and imitation was the campaign of the Tri-County Dodge Advertising Association in Detroit using the theme "The Whole Town's Talking about the Dodge Boys." The first 13-week blitz included varied spots on three TV stations and 150 weekly spots on nine area radio stations.

Great Boost * This drive was credited with helping produce a record 154.6% increase over the same sales period of the previous year for the participating Dodge dealers. During the same period Dodge jumped from eighth to fourth place against industry competition in what the automotive trade considers one of the world's toughest car markets.

Earl Orr, chairman of the sales and merchandising committee of the national Dodge Dealer Advisory Conference, observed that the "all-time sales records compiled by Dodge during the 1963 model year and during the present model year may be attributed at least partially to the dealer ad groups and to the favored 'Dodge Boys' theme."

Mr. Orr said that through heavy use of broadcast media and newspapers our ad group campaigns have inspired increased public regard for our dealers and excited keener interest in our products.

Although exact budget figures for each of the dealer associations were not available, Mr. Orr estimated these appropriations to be "considerable." He explained that media selection varies with the dealer group and the budgets generally appear to be split about 50-50 between broadcast and print although in some areas radio-TV may have the larger share.

"Dealer association advertising is an added source of revenue to broadcasters and other media," Mr. Orr noted, because it is a supplemental third source in addition to local dealer advertising and national factory billings. In many cases the success of the dealer group efforts has encouraged the dealers to substantially increase their own local budgets, he indicated.

Some of the associations like Detroit's Tri-County, Minneapolis Region DAA and the Greater Chicago DAA are completing their third campaigns during the current quarter. Others are in phase two. Many have been award winners from their respective local advertising clubs.

The dealer groups have freely exchanged "Dodge Boys" campaign ideas which have helped increase the overall advertising impact. For example, the Mid-Atlantic and Philadelphia Region DAA groups brightened their campaigns with a one-minute radio spot using a march tempo. The commercial included a 20-second live bridge for local mesages. It was quickly incorporated in radio drives elsewhere throughout the eastern half of the country.

When the Philadelphia region (including Washington and Baltimore) introduced this spot on a saturation basis, the "Dodge Boys" marching song was on the air more than 1,000 times weekly there.

To Each His Own * Each regional campaign is suited to its own local area, from Spanish-language copy in the Southwest to pure Yankee in the New England states. Last week a new series of 20 and 60-second cartoon TV commercials began in the Dallas region. On radio "Los Muchachos Dodge" is becoming a familiar phrase in border towns like Laredo, and radio spots in western New Mexico have been translated into Navajo.

In New England the dealers use a regional TV network of nine stations for a weekly quarter-hour sports series plus a heavy buy of radio and TV spots. Some of these have successfully won over to Dodge new customers who had been driving other brand cars. Chiefly in radio, this portion of the drive in-

* A typical radio spot

MAN 1: Friends . . . Romans . . . countrymen . . . lend me your ears. We come not to bury Ford and Chevrolet . . . but to praise the Dodge Boys.

MAN 2: Oh come off it, Clyde. The Dodge Boys don't need an act. Folks know the Dodge Boys . . . our own Dodge dealers are setting new sales records every day . . . because they're straight-talking guys . . . who have a friendly down-to-earth way of doing business. The Dodge Boys are . . .

MAN 1: That's absolutely amazing. Completely extraordinary. Say . . . would you mind moving your foot?

MAN 2: What's wrong?

MAN 1: You're standing on my foot.

The Dodge Boys back their cars with service and famous Dodge dependability

34 (BROADCAST ADVERTISING) BROADCASTING, May 11, 1964
Why KABC-TV bought Volumes 7, 8, and 9 of Seven Arts' "Films of the 50's"

Says Elton Rule:
ABC Vice President and General Manager of KABC-TV, Los Angeles, California.

"Early in 1964, we were determined to build the largest weekend movie following in Los Angeles, no easy task against established opposition. We programmed 'The Saturday Night Movie,' 10:30 PM Saturday, and 'Theatre 7 Premiere,' Sunday at 10:00 PM, and went out

TO ACQUIRE THE BEST FILM LIBRARY AVAILABLE IN THE COUNTRY!

Our only criteria: the features must be first-run and first-quality! The end result was our purchase of Seven Arts' Volumes 7 and 8 plus the newly released Volume 9 which includes in its four parts 215 Universal Post-'50 films...the largest and most important movie buy in the station's history.

Sponsors immediately agreed with our choice, for such blue chip advertisers as Toni, Clairol, P & G, Listerine, Gallo, L & M, Lever Bros., Anheuser-Busch and Helene Curtis requested and bought spots in our new movie programming time.

We at KABC-TV are pleased with the acceptance of the Seven Arts' "Films of the 50's" by both sponsors and public and we are well on our way to establishing a new pattern of weekend viewing in Los Angeles."
volves clever but hard-hitting spots dubbed "Courtin' Chevy" or "Wooin' Ford" owners. There's a "Rambler Roundup" too.

In the Pacific Northwest the dealer groups are using radio in most of the cities where the dealer members are located as well as TV in major markets. Another example might be the Pittsburgh Region DAA which has committed a record budget to introduce the "Dodge Boys" in the three-state region of western Pennsylvania, eastern Ohio and West Virginia. The 127-member group is using spots on 68 radio stations and 10 TV outlets.

Arnie Thompson, manager of passenger car advertising for Dodge, described the "Dodge Boys" campaign as "one of the most effective merchandisings of a success story in memory." He felt the "total effect has done much for divisional and product identity" as well as dealers and their businesses.

Another proposal for anticigarette drive

The president of a large New York advertising agency last week said it would be "an irresistible challenge to any agency and all media, particularly broadcast," to try making smoking unfashionable through an anticigarette advertising campaign.

Ernest A. Jones, president of MacManus, John & Adams Inc., said if such a campaign was successful "then cigarettes within the generation now in its teens well might become about as popular as butel nut." Giving the keynote address at a meeting of the Kentucky Broadcasters Association in Louisville, Mr. Jones said current cigarette advertising is "more boring than sinning."

David Ogilvy, chairman of Ogilvy, Benson & Mather, New York, also has suggested such an anticigarette campaign (BROADCASTING, April 20). Neither the Ogilvy nor the Jones agencies have cigarette accounts.

Mr. Jones also touched on several other inflammable issues now confronting broadcasters. "I think," he said, "that eventually liquor advertising of an innocuous-reminder type will be carried by broadcast media in selected hours after the teen-agers have gone to bed—which in my experience means about five in the morning."

He admitted he was puzzled that liquor advertising is allowed in other media and not in broadcasting.

Mr. Jones also told the Kentucky broadcasters that their industry is in sore need of deeper and more thorough research. Demographic profiles are essential, he stated, for the media planner "may even shy away unconsciously from the media having the most unknowns." And he said that cases of an individual station's "documented effectiveness" are the "kind of information that is remembered and acted upon by the smart agency media people." He suggested that station managers could supply agencies with this information with "a simple newsletter."

The "Mike" awards of the KBA were presented at the meeting to Nathan Lord, secretary-treasurer of Wave Inc., and Bert Combs, former governor of Kentucky. Mr. Lord's award cited in part "his role in founding the KBA in 1945." Mr. Combs, whose term ended last December, was honored for "his support of legislation favorable to broadcasting.

Business briefly...


Colgate-Palmolive Co., New York, through D'Arcy Advertising, that city, plans a summer campaign on NBC-TV and ABC-TV as well as a heavy schedule of spot television. The drive will be aimed at the complete line of Halo shampoos and hair sprays.

Zenith Radio Corp., through Foote, Cone & Belding, both Chicago, United Air Lines, Chicago, through N. W. Ayer, Philadelphia, and Kaiser Jeep Corp., Toledo, Ohio, through Compton Advertising, New York, have purchased sponsorship of NBC-TV colorcast of the third annual $75,000 World Series of Golf Sept. 12-13 (4:30-6 p.m. EDT).

Humble Oil & Refining Co., Houston, through McCann-Erickson, that city, has purchased full sponsorship of two NBC-TV one-hour specials: Sikkim and Its Yankee Queen, in color, June 17 (9-11 p.m. EDT) and The French Army, June 9 (10-11 p.m. EDT).

Beech-Nut Life Savers, Canajoharie, N. Y., through Benton & Bowles, New York, plans this month an introductory campaign featuring heavy use of network and spot television for new Frosty Mint chewing gum. The drive will include buys in several day and evening programs over ABC-TV and NBC-TV.

Maxwell House division, General Foods Corp., White Plains, N. Y., plans to introduce new soluble coffee with campaign featuring heavy radio and TV. New Product, Maxini Concentrated instant coffee, will be test marketed in Albany, N. Y., area this month.

Buick Motor division of General Mo-

Entry No. 2 in tar derby

The American Tobacco Co. which reintroduced nicotine and "tar" content claims in cigarette packaging and advertising in January, last week furthered the practice, adapting it to its Montclair menthol cigarette.

Following the method it adopted for its new Carlton brand, American Tobacco will submit the Montclair to periodic laboratory tests for tar and nicotine content and print the findings on the cigarette packages and use them in advertising.

The "new" Montclair was introduced in New York, Los Angeles, and Chicago last week. Robert Walker, American Tobacco co-president, said further markets would be opened as soon as production permits. Spot television is being used in the introductory campaign. The agency is Sullivan, Stauffer, Colwell & Bayles, New York.

For the Montclair, the company is initially claiming 5.2 mg of "tar" per cigarette and 0.5 mg nicotine. This compares to original claims for the Carlton of 2.5 mg of "tar" and 0.4 mg of nicotine in each cigarette.
The problem is: one out of every four New Yorkers has serious mental problems. And in New York City, one out of four is 2 million people.

WNBC-TV explored New York's mental health problem recently, in a full-hour special program entitled The Island Within. The emphasis on the program was not hospital treatment, but the community's responsibility to help its mentally ill.

The New York Times called The Island Within "a quietly reassuring report of the progress that can be made if a community provides sufficient facilities and personnel." The New York Daily News called it "an exceptionally worthwhile program." The New York Herald Tribune said the broadcast "effectively underscored the human responsibility of all of us, the entire community, for our ills and their treatment." The New York City Community Mental Health Board officially commended the program.

New York City has more psychiatrists and more mental health clinics than any other city on earth.

So, what's the problem?

Regularly coming to grips with community responsibilities in the New York area is the formidable task we have set for WNBC-TV's programming. When we succeed, we get notices like those above. And we know of no better recipe for a station's emotional well-being than that sort of encouragement.

NBC Owned Television Stations: WRCV-TV Philadelphia, WRC-TV Washington, D.C., WNBQ Chicago, KNBC Los Angeles
February network TV billings

**NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS**
by day parts
(Source: TVB/LNA-BAR)

<table>
<thead>
<tr>
<th></th>
<th>January-February</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1963</td>
</tr>
<tr>
<td>Daytime</td>
<td>$23,066.3</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>17,351.6</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>5,714.7</td>
</tr>
<tr>
<td>Total</td>
<td>$88,785.5</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION GROSS TIME BILLINGS BY NETWORK**
MONTH-BY-MONTH 1964

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$18,556.1</td>
<td>$29,177.7</td>
<td>$26,801.0</td>
<td>$74,474.8</td>
</tr>
<tr>
<td>February</td>
<td>$18,350.1</td>
<td>27,716.2</td>
<td>25,822.4</td>
<td>71,888.7</td>
</tr>
</tbody>
</table>

*Tors, Detroit, through McCann-Erickson, that city, and Goodyear Tire & Rubber Co., Akron, Ohio, through Young & Rubicam, New York, will sponsor the ABC-TV telecast of the Buick Open golf tournament June 13-14.*

Best Foods Division of Corn Products Co., New York, through Guild, Bascom & Bonfigli, that city, plans this week to launch an extensive spot TV campaign for Bosco chocolate-flavored syrup. The drive, which will feature 10- and 60-second spots over 40 stations in 18 markets, will run for three weeks.

Commercials in production ... 

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

**Ed Graham Productions Inc.**
518 Fifth Avenue, New York 36.


**John LoBuono and Associates**
4555 DeTonty Avenue, St. Louis 10.

Mrs. Allison's Cookies, St. Louis (cookies); one 60 for radio, musical. John LoBuono and Beasley Smith, directors. Placed direct.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.


Sandler Film Commercials Inc., 8926 Melrose Avenue, Hollywood 36.


**Computer session in Chicago**

How advertisers and agencies can use computers to improve advertising efficiency and increase profit margins will be explored at an all-day seminar in Chicago May 26 at the Drake hotel, sponsored by the Broadcast Advertising Club. Among the speakers are Joe St. Georges, Young & Rubicam; Paul Vanderheiden, Kimberly-Clark Corp.; Wilson Swigert, A. C. Nielsen Co.; Thomas A. Wright Jr., Leo Burnett Co., and John L. Rigotti, Foote, Cone & Belding.

West Coast reps merge

William L. Simpson and Associates, Seattle, and H. S. Jacobson and Associates, Portland, Ore., have announced a merger that will enable the two regional rep firms to develop research, establish a sales development program and install a centralized billing system through which agencies can pay for all time on all stations represented by these firms with a single monthly check. Each of the firms will retain its own name.

**FCC drops complaint against WKY-AM-TV**

The FCC apparently is not planning to investigate further the complaint by the National Council for Industrial Peace that WKY-AM-TV Oklahoma City, Okla., refused to carry spot announcements against proposed right-to-work legislation in that state in an effort to censor the opposition campaign (Broadcasting, April 27).

The commission has written the council informing it that further action by the FCC doesn't appear to be warranted. The commission explained that WKY-AM-TV refused to carry the spots because they were not accompanied by releases from the persons whose voices and statements were used. The commission told the council WKY-AM-TV's attorneys had informed the stations that such releases were necessary under Oklahoma law.

**Ad Council asked to back "war on poverty"**

Some 200 members of the Advertising Council at its annual meeting in Washington last week heard President Johnson ask for their support for his "war on poverty" and the civil rights bill now pending before the Senate.

"You are the great communicators of our country," he said. "Help us to communicate the urgency of these programs to all America." The country can successfully combat poverty, President Johnson asserted, "only if people like you are in the front line."

The council also heard six cabinet officers and several other government officials.

**Metro Radio gets KIMN**

Metro Radio Sales, New York, announced last week that on June 1 it will start representing KIMN Denver, which will be the second Metro-represented station not part of the six-station Metromedia group. The other nongroup station is WARC Hartford, Conn. Metro Radio Sales is a service of Metropolitan Broadcasting, a division of Metromedia Inc.
New bridge to Assateague under construction.

"SHADOW OF THE BOARDWALK"
A WMAR-TV Documentary

The Assateague Island Controversy.
Private or Public Ownership? What do the people think?

Assateague Island, a low-lying strip of Maryland territory on the Atlantic Ocean, has been a year-long subject of controversy. The question: Should Assateague Island be preserved as a national seashore park, as proposed by Secretary of the Interior, Stewart L. Udall, and seemingly approved by Maryland's Senators and Governor or should it stay wild, rugged beauty be left to private hands for development into another Ocean City?

The nearing completion of a bridge, making Assateague more easily accessible, threatens to open up the area for private development and, by raising real estate prices, thwart federal acquisition.

Recently, WMAR-TV presented SHADOW OF THE BOARDWALK, an updated study of the problem, and recommended editorially that the island be acquired by available Federal funds and preserved for all time for all the people.

Unsolicited letters poured in by the hundreds. While the actual totals change daily, the mail count shows a 40-to-1 ratio of viewers agreeing with WMAR-TV.

SHADOW OF THE BOARDWALK is another in the continuing series of WMAR-TV documentary films on subjects affecting Baltimoreans—and Marylanders.

In Maryland Most People Watch

WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
It's full steam ahead at RCA

Stockholders told NBC had record high earnings in 1963; color set sales this year are up 65%; quarterly profits up for 12th period in a row

The outlook for NBC and its parent company, RCA, is for record profits during 1964, RCA stockholders were told May 5 at the company’s 45th annual meeting.

In 1963, NBC sales topped $400 million and earnings were at an all-time high, Robert Sarnoff, chairman of the network, reported to the stockholders. So far this year, Mr. Sarnoff continued, first-quarter revenues and profits “substantially exceeded the comparable period a year ago for our 10th consecutive record quarter.” TV network sales, he said, are currently ahead of last year’s pace, and all other divisions are in sound position for increased sales and profits, he stated.

NBC also expects to set a new record for public service this year, Mr. Sarnoff said. The political conventions, campaigns and elections, he declared, “will present a major test of our news leadership not only in terms of performance and prestige but also in the very practical direction of attracting commercial support.” He reminded that Gulf Oil Corp. has purchased 15 months in advance full sponsorship of NBC’s TV and radio coverage of the conventions and elections and renewed sponsorship of the “instant specials” to be produced by NBC News in 1964.

The 43 special broadcasts of the primaries, pre-convention and pre-election activities will also be sponsored by major advertisers, Mr. Sarnoff said. He cited Humble Oil Co.’s multi-million-dollar commitment to 26 actuality specials, and noted that the “fully sponsored” Huntley-Brinkley Report continues to “draw the biggest audience of any regular news series.”

With TV rights to NCAA football games regained for two years and “already sold out” for 1964, plus five-year rights to the American Football League pro games and “exclusive sold-out coverage of the 1964 summer Olympics from Tokyo,” NBC has “solidified our front-running position in every area of sports broadcasting,” Mr. Sarnoff told the RCA stockholders. He added four football bowl games, the World Series and top golf, tennis and other sports events to the NBC line-up.

Coast-to-Coast • Held in Burbank, Calif., the first time an RCA meeting has taken place outside New York, the three-hour session was also unique in that stockholders in New York could not only watch and hear proceedings in Burbank, but could join in the questions via a closed circuit color TV hookup connecting the two groups. The meeting also set a record high for attendance, with 1,200 present in NBC’s Peacock Studio in New York and 925 at the Burbank studio. RCA board chairman David Sarnoff conducted the West Coast meeting, at which most of the company’s board was also present. Robert L. Werner, executive vice president and general attorney as well as a board member, served as moderator in New York.

RCA had the best first quarter in its history in the opening three months of this year, General Sarnoff reported. This was the 12th consecutive quarter with profits better than those of the same period of the previous year. April earnings, substantially above a year ago, indicate a 13th better quarter coming up. RCA’s earnings for 1963 were 86% higher than for 1961, with an average annual rate of profit increase during the two-year period nearly triple that of American manufacturing as a whole, General Sarnoff stated. He added that management expects profits for 1964 will be “substantially higher than they were last year” and “set another new record for RCA.”

Sales to government have declined in the past few years, from 38% of RCA’s total business in 1961 to just over 30% last year, Elmer W. Engstrom, RCA president, told the stockholders. But, he said, “during the same period our consumer and commercial product sales have risen from 38% to 44% of RCA’s total volume. Since profit margins are substantially greater in consumer and commercial than in government areas, there has been a sharp increase in our ratio of earnings to sales.”

Color TV Booming • TV set sales will amount to about $2 billion this year for the whole industry, with RCA getting a quarter of that sum, the RCA president declared. Black-and-white set sales continue to rise, he said, and “color television has reached boom proportions and is now earning more for us than all the rest of our home instruments combined.”

W. Walter Watts, group executive vice president, said that distributor-to-dealer sales of color TV sets are running 65% ahead of a year ago, with black-and-white business 21% ahead.

Component sales were up 15% in the first quarter of this year over the same period a year ago, with profits up 25%, Mr. Watts stated. He credited increased sales of color tubes for a major part of the increase. He predicted a 50% increase in RCA’s color tube production this year, with a scheduled output of 1.3 million color tubes. A new 25-inch 90-degree rectangular color tube, which he called the largest size practicable for home use, is now in limited production and ready for sampling to set manufacturers for inclusion in next season’s color sets.

The multi-million-dollar design and
"Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed."

Ottawa, Illinois - 21 August, 1858

WGN proudly announces another special service to the world of broadcasting. During the 1964-1965 World's Fair in New York, WGN has exclusive radio and television rights to the daily programs honoring Abraham Lincoln from the Lincoln Theatre of the Illinois "Land of Lincoln" pavilion. Special events in the theatre may range from addresses by world-famous Lincoln scholars or distinguished members of our government to the reading of an eighth grade Lincoln essay by its youthful author. For availability of newsfilms and audio tapes of these exclusive programs write: Tradition of Lincoln, WGN, Inc., 2501 West Bradley Place, Chicago, Illinois 60618.

A NATIONWIDE SERVICE OF

WGN
RADIO • TELEVISION • CHICAGO
March stock trading reported by SEC

The Securities & Exchange Commission has reported March stock transactions by officers and directors of broadcasting and allied companies in its April issue of Official Summary (all common stock unless otherwise indicated):

American Broadcasting - Paramount Theaters—Martin Brown exercised option to purchase 275 shares, now holds 651; Jerome B. Golden, 676 on option, now holds 1,460; L. H. Goldenson, 13,550 on option, bought 27, now holds 70,000; Simon B. Siegel, 4,009 on option, now holds 10,816; Mortimer Weinbach, 676 on option, now holds 1,353.

Capital Cities Broadcasting Corp.—Gerald Dicketer sold 500, now holds 17,588; Donald A. Feis bought 500, now holds 3,750; Daniel H. Smith bought 1,000, now holds 1,000.

CBS Inc.—Kenneth W. Hoehn sold 200, now holds 3,276.

MCA Inc.—Tart B. Schreiber sold 2,000, now holds 220,000.

Metromedia Inc.—Thomas T. Goldsmith Jr. bought 200, now holds 460; John C. Griswold bought 100, now holds 150.

Tart Broadcasting Co.—Roger B. Read bought 300, now holds 1,062.

Time Inc. 1st quarter sets revenue record

Record revenues for the first quarter have been reported by Time Inc., publishing firm with broadcast holdings. The report noted that advertising revenues from the firm's magazines and broadcast stations are generally lower in the first and third quarters and higher in the second and fourth quarters.

Three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share (loss)*</td>
<td>$ 0.11</td>
<td>$(0.40)</td>
</tr>
<tr>
<td>Net revenues</td>
<td>85,784,000</td>
<td>74,700,000</td>
</tr>
<tr>
<td>Income (loss) before income taxes</td>
<td>425,006</td>
<td>(1,497,000)</td>
</tr>
<tr>
<td>Net Income (Loss)</td>
<td>252,006</td>
<td>$(862,000)</td>
</tr>
</tbody>
</table>

*Prior to three-for-one split of April 16, 1964.

3M's first quarter up 10%

Minnesota Mining and Manufacturing Co., which owns the Mutual Broadcasting System, has reported increases in first quarter sales and earnings over the same period last year. Sales were up 10%, the St. Paul firm said, with all major operating groups gaining in volume.

First three months:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$ 0.40</td>
<td>$ 0.37</td>
</tr>
<tr>
<td>Sales</td>
<td>192,079,000</td>
<td>174,405,000</td>
</tr>
<tr>
<td>Net income</td>
<td>20,878,000</td>
<td>19,460,000</td>
</tr>
</tbody>
</table>

Motorola sets new record

Motorola Inc., Chicago, reports first quarter sales this year have set a 36-year record, exceeding last year's first quarter by 12%.

Robert W. Galvin, president, told stockholders last week that earnings for 1964 should top 1963's when the company earned a record $12.9 million.

Three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share*</td>
<td>$ 1.05</td>
<td>$ 0.84</td>
</tr>
<tr>
<td>Sales and other income</td>
<td>90,355,972</td>
<td>89,596,098</td>
</tr>
<tr>
<td>Net Income before taxes</td>
<td>8,612,158</td>
<td>3,199,146</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,229,877</td>
<td>1,356,967</td>
</tr>
</tbody>
</table>
| *Based on 4,630,282 shares outstanding on March 31 in both periods.

BROADCASTING, May 11, 1964

Comsat files stock plan

Offering calls for 10 million shares at $20 a share

The Communications Satellite Corp. filed its long-awaited prospectus with the Securities & Exchange Commission last week. It proposes to offer 10 million shares at $20 a share. Half of the shares will be reserved for purchase by common carriers; the other half by the general public.

The offering contemplates raising $200 million, with distribution to be handled by 11 major underwriters and over 1,000 sub-dealers.

The corporation states that it hopes to have an experimental synchronous satellite in operation over the Atlantic Ocean by mid-1965, capable of transmitting television, telephone, and tele-type messages on a commercial basis.

It warns throughout the prospectus that although its potentials are sky high, the possibilities of making a profit are fraught with uncertainties.

Under a tentative list of programs, Comsat says it plans to spend from $14 to $20 million on the 1965 Syncon; from $55 to $65 million for design and development, from $75 to $90 million manufacturing and placing in orbit satellites to provide a full service in the latter half of 1967, $9 to $10 million for the construction in the U. S. of a command and control center; $17 to $20 million for the construction of terminal stations; $20 to $25 million for research and development and administration.

This adds up to between $190 and $230 million.

The corporation explains that it has made proposals to foreign countries to join in the ownership and to help underwrite the cost of the satellite system. Comsat, however, will retain control of the U. S. portion of the system, it emphasizes.

After the stock is sold, the new owners will elect directors to supersede the present board appointed by President Kennedy two years ago. Public shareholders will chose six, common carrier shareholders will chose six, and the President will name three "public" directors.

The public will become eligible to purchase stock in Comsat next month, it's believed. Carriers wishing to buy stock must receive the approval of the FCC. Already over 200 carriers (AT&T, ITT, etc.) have asked for this permission.
Living color with only black-and-white studio lighting

With this 3-tube set in the TV camera, the studio lighting you now use for B&W pickup is all you need to transmit superior color pictures. At the same time, you air high resolution pictures having normal tone rendition for B&W receivers. You avoid many of the lighting costs normally associated with high-quality studio color pickup...as well as the high scene-lighting temperatures and need for extra air-conditioning.

Precision construction, field mesh, and closely matched tube characteristics assure excellent registration and color uniformity over the entire scanned area.

RCA-4415 AND 4416 IMAGE ORTHICONs

High signal-to-noise ratio and signal output, and excellent life expectancy are additional features of the RCA-4415 and -4416.

This factory-matched set consists of two RCA-4415’s and one RCA-4416 with a high blue sensitivity which increases over-all camera sensitivity by as much as a factor of two. For quick identification, each image orthicon is marked for its particular color channel.

Write or call your local distributor of RCA broadcast tubes for information on these orthicons that enable you to air living color with only B&W studio lighting.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

The Most Trusted Name in Electronics
At last—CBS sees period of healthy growth for color ahead

Color television is "out of the doldrums and gives every evidence of having entered a period of healthy growth," William B. Lodge, CBS-TV network vice president for affiliate relations and engineering told the general conference of CBS-TV affiliates in New York last Wednesday (see page 76).

Mr. Lodge's appraisal was regarded as the most optimistic that CBS has officially given to color. He emphasized, however, that while CBS-TV is prepared to move into color "when the time is right," it does not plan to make a precipitate plunge.

He said it would be a mistake to move too late with too little but that it could also be disastrous—conceivably dropping a network into third place in a three-way race—to concentrate too much on color while most viewers are looking at black-and-white receivers.

Color Investment  Explaining that CBS-TV believes color will be "important" at "some time in the future," Mr. Lodge reported that the network has invested more than $13 million in color. Two of CBS-TV's studios in Hollywood are equipped for live color and Broadcast Center in New York is "designed from the ground up with color in mind," he continued. He estimated that $9 million worth or more than 90% of the initial technical installation at Broadcast Center will be used for color.

Mr. Lodge told affiliates that CBS-TV was "completely aware" of the trend toward color and cited statistics compiled by David Blank, CBS economic advisor, placing the number of color sets now in service at 2 million and projecting that the total will reach almost 3 million by the end of the year.

According to the CBS estimates, annual color set sales have grown from 95,000 in 1958 to 700,000 in 1963 and are expected to reach a record high of 1.2 million in 1964.

Mr. Lodge estimated current color-set ownership at about 4% of all TV homes and thought it would reach about 6% by the end of the year—and might approach 10% by the end of 1965.

Ready to Move  CBS-TV is prepared to move into color programming on a substantial scale when the time is appropriate, Mr. Lodge asserted. He said the network has concentrated on black-and-white programs because "only 4% of the homes" are able to receive color, but added: "We are completely flexible on this and we are ready to spend just as much or more than anyone else on color when the time is right."

He said CBS-TV considers it "poor business to give color away free." He noted that CBS-TV offers advertisers the opportunity to have their programs and commercials broadcast in color, but said few advertisers are willing to "pay for producing their programs in color on transmission on the network."

He summarized CBS-TV's views on color in this way: "Despite a natural reaction to jump on the color bandwagon for fear of being left behind, we think that a flexible, conservative approach is the wisest for us and for you. We don't intend to get caught at the starting gate when color becomes a significant factor. And we are willing to go all out on color when this seems necessary."

Senators give homework to nominee

SHOULD DEFENSE DEPARTMENT BE COMSAT CUSTOMER?

James D. O'Connell, nominated to advise the President on telecommunications policy, was given homework assignments on two communications problems by the Senate Commerce Committee during a hearing on his qualifications for the post last Tuesday (May 5).

The committee did not vote, but there was no sign of opposition to Mr. O'Connell, former chief of the Army Signal Corps and a retired lieutenant general. It was expected the committee would approve his nomination in an executive session tomorrow (May 12).

The senators asked Mr. O'Connell to report back on (1) the advisability of the Defense Department leasing channels from Communications Satellite Corp. and (2) how the U. S. should form its space communications policy.

Senator John O. Pastore (D-R. I.), chairman of the Communications Subcommittee, said, "I don't think the military ought to be used to bail out the private corporation . . . but if it's more economical to use private facilities . . . then it is only amenable and compatible with our way of life." Comsat Corp. and the Defense Department have been discussing this question for months and are reported to have reached an impasse. Earlier plans called for Defense to build its own satellite system.

The questioning did not touch on the broadcasting area.

Lee wants FTC to look into anti-UHF ad

An anti-all-channel receiver advertisement has so disturbed FCC Commissioner Robert E. Lee he may ask that the matter be referred to the Federal Trade Commission.

The ad, taken by an RCA distributor in Oklahoma City, says all-channel sets will cost $25 more than VHF-only but will be of no use to the consumer. It asserts there are no UHF stations in the area.

However, an educational TV station, KOKR-TV, is operating on channel 25, in Oklahoma City, and an application is pending for a commercial station on channel 19 there.

Commissioner Lee, who is the FCC's most vigorous supporter of UHF, said he probably will ask the commission this week to bring the matter to the attention of the FTC, which has jurisdiction over misleading advertising.

A member of Commissioner Lee's staff expressed concern over the potential spread of anti-all-channel set ads now that the law requiring the manufacture of only those sets is effective.

He said dealers who have stocked up on VHF-only receivers might be tempted to campaign against the all-channel set. He said this would harm UHF's all over the country.

An RCA official in Washington said the Oklahoma City ad had not been submitted as a co-op ad and wouldn't have been approved if it had. "It doesn't represent RCA," he said.
Music needs no translation. Its magic transcends boundaries of time and place to speak with universal meaning to all people everywhere. This month, "International Hour: Music from Hollywood" inaugurates the fourth annual international program exchange. A unique adventure in global television, the exchange was created by the CBS Owned television stations to bring audiences in five major U.S. communities fine cultural programs from abroad. And at the same time, to make possible the free exchange of International Hour programs among all of the participating nations. (This year, by special arrangement with the CBS Owned television stations, the series will also be seen on ten stations of the Eastern Educational Network.) "International Hour: Music from Hollywood," the American contribution to the exchange, presents a concert of memorable music composed for motion pictures, performed at the famed Hollywood Bowl by Mel Tormé and the 100-man Hollywood Bowl Symphony Orchestra. Academy Award-winner Ray Milland hosts this special hour-long program produced by CBS Owned KNXT in Los Angeles. In weeks to come, the distinguished actor E. G. Marshall will introduce programs of music and dance originated by broadcasters in such diverse nations as France, Peru, Canada, Argentina, Italy, Australia, Japan, Yugoslavia and West Germany. Thus, once more, International Hour will serve to sound a chord of understanding among people of many lands. Plan to be watching each week during the series. And let the music speak for itself.

**CBS TELEVISION STATIONS**

- **WBBM-TV Chicago**, 7 pm. Thursday, May 7
- **Channel 2, KNXT Los Angeles**, 9 pm. Sunday, May 10
- **Channel 4, KMOV-TV St. Louis**, 9 pm. Monday, May 18
- **Channel 10, WCAU-TV Philadelphia**, 8 pm. Wednesday, May 20
- **WCBS-TV New York**, 6 pm. Thursday, May 21

Music needs no translation. Its magic transcends boundaries of time and place to speak with universal meaning to all people everywhere. This month, "International Hour: Music from Hollywood" inaugurates the fourth annual international program exchange. A unique adventure in global television, the exchange was created by the CBS Owned television stations to bring audiences in five major U.S. communities fine cultural programs from abroad. And at the same time, to make possible the free exchange of International Hour programs among all of the participating nations. (This year, by special arrangement with the CBS Owned television stations, the series will also be seen on ten stations of the Eastern Educational Network.) "International Hour: Music from Hollywood," the American contribution to the exchange, presents a concert of memorable music composed for motion pictures, performed at the famed Hollywood Bowl by Mel Tormé and the 100-man Hollywood Bowl Symphony Orchestra. Academy Award-winner Ray Milland hosts this special hour-long program produced by CBS Owned KNXT in Los Angeles. In weeks to come, the distinguished actor E. G. Marshall will introduce programs of music and dance originated by broadcasters in such diverse nations as France, Peru, Canada, Argentina, Italy, Australia, Japan, Yugoslavia and West Germany. Thus, once more, International Hour will serve to sound a chord of understanding among people of many lands. Plan to be watching each week during the series. And let the music speak for itself.

**CBS TELEVISION STATIONS**

- **WBBM-TV Chicago**, 7 pm. Thursday, May 7
- **Channel 2, KNXT Los Angeles**, 9 pm. Sunday, May 10
- **Channel 4, KMOV-TV St. Louis**, 9 pm. Monday, May 18
- **Channel 10, WCAU-TV Philadelphia**, 8 pm. Wednesday, May 20
- **WCBS-TV New York**, 6 pm. Thursday, May 21
SAG wants TV film residual fees doubled

Proposal calls for 280% in residual payments;

Guild also offers new plan for overtime pay

An increase of 100% in residual payments for actors, singers and stuntmen employed in TV films is the major request of the Screen Actors Guild for a new collective bargaining agreement to succeed the one expiring June 30. SAG proposals were served Wednesday (May 5) on the Association of Motion Picture and Television Producers, with whom negotiations are to commence next Thursday (May 12).

SAG is not asking for any increase in basic minimum rates, but it proposes that overtime rates be raised from the present time-and-a-half for the ninth and tenth hours and double time beyond that, to time-and-a-half for the ninth hour, double time for the 10th and triple time over that. The guild also proposes that the six-day work week for on-location filming be reduced to five eight-hours days, as in the studio.

For residual fees, the present SAG formula for reruns in the U.S. and Canada is a minimum of 35% of applicable minimum rate for the second run (first rerun), 30% for the third run and 25% each for the fourth, fifth and sixth runs, with no payment to performers for runs beyond the sixth. The proposed plan would boost residuals to 100% for the second run, 75% for the third, 50% for the fourth, 30% for the fifth and 25% for the sixth run. This formula totals 280%, double the 140% total under the present system. The SAG proposal also calls for the elimination of free broadcasts by forbidding more than the paid-for six runs of any TV film.

For foreign reruns, SAG proposes that worldwide rights can be obtained for 60% of the total applicable minimum, except in Great Britain, where the 60% fee would cover only one run, with minimums of 33 1/3% apiece for second and third runs. This is roughly equal in dollars to the domestic rerun policy of British Equity, whose limit of three runs would also be applied. The present agreement, which went into effect July 1, 1960, does not call for any pay for performers for foreign use.

SAG is also proposing new terms for many other items, such as trailers.

George Chandler, past president of SAG, will head its negotiating committee, with Dana Andrews, current president, as an ex-officio member. Other members are: Ann Doran, Steve Forrest, Charlton Heston, Frank Ferguson, MacDonald Carey, Gilbert Perkins, Walter Pidgeon, Don Randolph and the SAG executive staff and legal counsel.

House salutes radio-TV gallery, newsmen

Leaders of the House of Representatives offered bipartisan praise for the House Radio-TV Gallery and broadcast newsmen on the 25th anniversary of the resolution that established the gallery in May 1939.

Special attention was focused on Robert M. Menaugh, who has been superintendent of the operation since its inception and also helped establish a Senate radio gallery later in 1939.

Congress's recognition of the importance of broadcast news was emphasized when, coincident with the establishment of the galleries, the radio networks assigned outstanding Washington newsmen fulltime to the Capitol: Fulton Lewis Jr. of MBS, a key behind-the-scenes mover for the galleries; Al Warner of CBS and H. R. (Buck) Baukage of NBC (Broadcasting, May 1, 1939).

Until then, radio reporters were denied correspondent credentials and could obtain accreditation only by working parttime for one of the print media.
"The American Commitment: Viet Nam" a one-hour television special in the March of Time tradition

"What the United States is doing in this country is something of which every American can be proud, and is a lasting contribution, way beyond the daily ups and downs and fluctuations of politics and diplomacy."

Henry Cabot Lodge, Jr.

Future Time-Life Broadcast specials will explore the kaleidoscope of America's world commitment through such films as: The Ubiquitous Diplomats; Business Tyros and Tycoons; The New Cosmopolites; and Angels on the Amazon. Other Time-Life Broadcast programs now available for sponsorship or station sale: Men of Fortune; Women of Affairs; World's Fair Highlights.

For full details call Bill Arnold, LL 6-4205, Time-Life Broadcast, Time & Life Building, N.Y. 20, N.Y.
A code of ethics for newsmen?

Bandwagon for guidelines piles higher and higher with lawyers and media newsman; decision expected soon by Brookings on Stanton’s suggested study

The rights and responsibilities of newsman in covering court proceedings occupied the attention of broadcasters, newspaper reporters and editors and lawyers last week from Massachusetts to Wisconsin.

Possible solutions to the problem of conflicting rights of defendants and free journalism ranged from the establishment of a code of ethics for newsman, to out-and-out legislation telling the news media what they may or may not report.

One concrete idea, that a study of the whole problem be undertaken by the renowned Brookings Institution in Washington (first made last month and initiated last week by Frank Stanton, CBS president), was slated to be voted upon by the institution’s board of trustees last Friday (May 8). There were indications that Brookings may be interested (see at Deadline, this issue).

The topic of news media and court proceedings was discussed in New York, in Boston, in Columbia, Mo., and in Madison, Wis. The subject was the principal or a major portion of speeches by, in addition to Dr. Stanton, Don McGannon, president of Westinghouse Broadcasting Co.; LeRoy Collins, president of the National Association of Broadcasters; W. Theodore Pierson, Washington communications lawyer; Robert J. Manning, assistant secretary of state for public affairs; Dean Erwin N. Griswold, Harvard Law School, and Richard A. Cheverton, news director of WOOD-AM-FM-TV Grand Rapids, Mich.

Television is making progress in some areas of its problems of access to and coverage of major news events but needs to make much more, Dr. Stanton told the opening-day luncheon of CBS affiliates last week.

Brookings Study — He said the outlook is “most promising” that the Brookings Institution will undertake a study of the basic issues involved in media coverage of police cases and judicial proceedings along lines he suggested a few weeks ago (Broadcasting, March 30).

He said Brookings had “reacted with interest” along with leaders in many fields and planned to submit recommendations to its board of trustees Friday (May 8).

Robert D. Calkins, president of Brookings, said that the Stanton proposal would be submitted to the board of trustees, who will be asked if the study should be undertaken.

“So far,” Dr. Calkins said, “the institution is uncommitted.” He also emphasized that any study would result in a document analyzing the issues of conflicting rights in TV and press coverage of court proceedings. It would not, he added, formulate or recommend a code for news media.

Dr. Stanton also reported on plans for a million-dollar permanent television studio in the White House, to be set up by the networks and maintained by them on a “ready basis” 54 hours a week at an annual cost of $200,000 to $250,000.

“When this advance in television’s ability to bring the President to the people is brought about,” he said after describing the hazards and difficulties in getting President Johnson to a TV studio for a quick announcement of the settlement of the railroad strike (Broadcasting, April 27), “we will have overcome one of the most troublesome problems we had with regard to television’s access to White House news.”

Dr. Stanton also called for development of less bulky TV equipment to minimize “the harassment that large and conspicuous equipment produces” when television covers news events. He said CBS had been experimenting, and voiced hope that before long we will have significant contributions to make toward the elimination of the physical vexations television sometimes occasioned in covering news events.

He said TV news has been “on a technological plateau” since the introduction of the TV tape recorder. He added: “We are seriously short-changing our medium and the public by neglecting R&D [research and development] for news-gathering equipment. We must apply ourselves to the development of effective, miniature, mobile equipment, for this is one of the most productive ways to open new horizons for television news.”

The “behavior of news personnel” must also be improved, he said, “relying upon common sense, common courtesy and common respect for the rights and feelings of others as our guidelines” to overcome the lapses, barbarities and stupidities that sometimes mark the on-air work of a minority of TV newsman.

Mr. McGannon volunteered Westinghouse Broadcasting’s “utmost cooperation” with the proposal that an independent study be made on setting up a voluntary inter-media code of fair practices to guide coverage of legislative and judicial proceedings as well as pre-trial and detention periods.

Mr. McGannon told a Boston seminar that such a study “is the only way to effectively determine all legal and legitimate rights and interests.” He said that journalists must find a way to exercise voluntary restraints in their

Polster gets blamed

Representative Durwood G. Hall (R-Mo.) attacked the CBS and NBC news departments last week for their reports that between 10 and 11% of the votes Alabama Governor George Wallace won in Indiana’s presidential primary was from Republican crossover.

Not only was this “absurd,” Representative Hall said in separate speeches on the House floor, but the source for the reports was a “former employee of the Democratic National Committee,” Lou Harris, head of a public opinion research firm now under contract to CBS News for election analysis.

He criticized NBC as “no less blameless” for broadcasting the same figures and said, “I understand our major wire services also used the figures.”

Insult was added to injury, Representative Hall said, when CBS News filmed an interview with him on his complaints but failed to use it and repeated the “allegation of a cross-over.” Excerpts were on CBS Radio May 6, said William Small, Washington bureau manager. He and Mr. Harris defended the data and said it was obtained directly from voting records in Indiana.
coverage of crime news "if for no other reason than to preclude the imposition of other solutions, more dogmatic and—in my mind—less reasonable."

Mr. McGannon took the position that radio and television provide an opportunity for "greater public understanding, awareness, interest, stimulation, response and appreciation" of public events and activities. Therefore, he said, a code should be formulated that would allow for unhampered coverage of such activities without violating anyone's constitutional rights.

Code and Accreditation * The Boston meeting also heard Mr. Pierson recommend the adoption of a code-accreditation formula for news coverage of both out-of-court and in-court activities.

News media, he advocated, should adopt a code of ethics to be followed in reporting on a crime and its adjudication and also on the conduct of representatives inside a courtroom. But before journalists are admitted to a court for the purpose of reporting its proceedings to the public, they would have to be accredited—and that accreditation would be granted or withdrawn by the court only upon the recommendation of the voluntary association or professional societies within each medium.

He also recommended that courts should follow the Colorado rule where judges use their discretion on coverage of trials—including limitations on number of reporters, pooling arrangements, type and location of equipment, arrangements for judicial control of live broadcast matter through switching mechanisms, etc.

A voluntary and self-administered code, Mr. Pierson concluded, "ought to contribute significantly to the dignity and decorum of court proceedings ... [and further] media coverage of crime would tend to conform more to the needs of justice than is currently possible in view of the constitutional restrictions upon the judicial power of contempt."

Is There a Right? * A frank question mark about the people's right to know in all things was put before the Boston meeting by Mr. Manning.

Questioning the principle of the right to know when it can compromise the nation's security, Mr. Manning said:

"The occasionally mindless devotion of the press to exposure for exposure's sake can put us at a disadvantage. . . . The press wants to know a great deal more than do the people in whose name it acts."

The freedom to print "without reprisal or fear" can, Mr. Manning added, run contrary to "an equally basic part of the public interest, namely the ability of the government to carry out the people's business of defending our interests abroad and guarding the nation's security."

To illustrate this point Mr. Manning described a recent newspaper story which "by dint of shrewd reportorial enterprise" reported disarmament proposals the United States was about to submit at the Geneva conference. The story not only gave the Soviet negotiators at Geneva knowledge of what the U. S. was going to say but also "important clues on the priorities in which we ranked our proposals," Mr. Manning said. He did not name the newspaper.

Mr. Manning questioned whether the American reader really felt it necessary that he know the details of the U. S. position in such specific detail.

But Representative John E. Moss (D-Calif.) took issue with the Manning position. Mr. Moss, who heads a House subcommittee on government information, said that his mail reflects a lack of understanding and information about foreign affairs. "Anything we do to contribute to more public discussion," Mr. Moss said, "aids in the achievement of the foreign policy objectives we have."

Dean Griswold denounced radio and TV reporters for pushing microphones before suspects in criminal cases and demanding answers to incriminating questions. He also sharply criticized Dallas officials for releasing evidence they had gathered on Lee Oswald, accused slayer of President John F. Kennedy, before the case was presented to a jury.

Edward L. Wright of Little Rock, Ark., representing the American Bar Association, urged newsmen to establish a code and called on lawyers to follow the code already established. He said the climate for action is better now

Those computers will hum election night

Critics to the contrary, television networks should carry national election results as early as possible, even if the polls have not closed in some parts of the country. And CBS, for one, intends to do just that in November's presidential election.

This was the first of many points made by Richard S. Salant, CBS Inc. vice president and assistant to the president, at a meeting of the network's affiliates in New York last week (see pages 60, 72, 76).

CBS News' use of computers in vote analysis means that the network may know the winner before the polls close in the western states, Mr. Salant said, and some have protested that such early reporting could lead voters in the West to vote for the winner or stay away from the polls because their man has come a cropper. Mr. Salant said, however, that CBS research has shown "there is absolutely no conclusive evidence that broadcasting of election results does or does not affect the subsequent vote" and that "it is most improbable that broadcasting election results have any significant effect on the subsequent vote."

He expressed deep opposition to any legislation or regulation to silence reports on voting until the polls close. It is far better, Mr. Salant said, to give early reports than to allow the proliferation of misleading rumors among the electorate of the nation.

More Business * CBS's vote analysis methods, meanwhile, picked up another newspaper subscriber. The New York Times some weeks ago contracted to use the network's results, and last week the Washington Post subscribed, it was announced jointly by Fred W. Friendly, president of CBS News and J. R. Wiggins, editor of the Post.

Under the agreement, the newspaper has exclusive rights in the Washington, D. C., area to CBS News' Vote Profile Analysis, a body of voting information and analysis which provides data on voting performance among ethnic, religious, demographic and other groups and permits early determination of the outcome of races on a statewide basis throughout the nation. The agreement also permits the Los Angeles Times-Washington Post News Service to provide its subscribers with news stories based on information included in Vote Profile Analysis data.

In addition, the agreement last week stipulated that a Post affiliate, Newsweek magazine, will be permitted to utilize the data contained in the CBS News service.
First four-color offset press in the Pittsburgh area is this new Harris 43 x 60" sheet-fed. Installed for Pittsburgh's Herbick & Held Company to boost its press capacity, the new machine is the latest piece of equipment in the firm's continuing expansion program. Harris Control Zone Design throughout every vital area allows finer quality lithography at speeds up to 6500 iph.

Look to Harris-Intertype... for the skillful interplay of electronics and advanced printing equipment... for significant strides in printing, publishing and communication technology. These developments are bringing you products with a future to make your future more productive — the true measure of "what's going on at Harris-Intertype."

What's going on at...
A new and exciting concept in web offset press design enables this Harris-Cottrell Model 1000 press to prove that fine print quality can be consistent with exceptional print/fold speeds — up to 32,000 signatures per hour. Speed, register and other operations are controlled from the electronic console. This five-unit Model 1000, installed at Medallion Printers in Los Angeles, is shown producing a multicolor 24-page magazine.

The latest advances in communications technology are incorporated in ABC's new Television and Radio Control Center in Washington, D.C. This fully transistorized Solid Statesman President Console, a key factor in this advanced center, was built by our Gates Radio division. It handles all incoming and outgoing audio on ABC's round-robin East Coast network.

A new presensitized grained plate has been developed by our Lithoplate division specifically for use on web offset newspaper presses. One of the major advantages of the new Harris plate is its grained surface, which gives the plate excellent water-retention properties needed for offset newspaper printing.

HARRIS-INTERTYPE

HARRIS-INTERTYPE CORPORATION
GENERAL OFFICE: 55 PUBLIC SQUARE • CLEVELAND, OHIO, 44113
PRODUCTS WITH A FUTURE
Harris Presses • Seybold Cutters • Macey Collators • Cottrell Presses • Intertype
Typesetting Machines • Schenker Business Forms Presses • Lithoplate Chemicals and
Sensitized Plates • Gates Broadcasting Equipment • PRD Microwave Instruments

These instrument packages are used in "mobile microwave laboratories" made by our
PRD Electronics division for testing checkout and guidance systems at Army missile sites.
The test equipment is shown here being prepared for shipment.
than ever before.

Opposed to all suggestions that news-
men establish and follow a code of
ethics in reporting criminal cases was
Judge Bernard S. Meyer, New York,
who called for legislation that would
enumerate what news media could and
could not repeat before a trial.

The two-day Boston seminar on “Do
the People Have the Right to Know?”
was sponsored by the Massachusetts
Association of Broadcasters, the Mas-
sachusetts Newspaper Information Ser-
vice, and the state and city bar associ-
ations.

Tool of Court • NAB’s Mr. Collins,
told a Missouri Association of Broad-
casters meeting that the day is not far
distant when the official records of the
court will be made on tape or film or
both. Then, of course the presence of
the broadcast reporter will be accepted
by those participating just as easily as
the present day stenographer making
her shorthand notes.

Mr. Collins was echoing a sugges-
tion made last month by U. S. District
Judge William Becker of Kansas City
at a conference on crime and the courts
at the University of Missouri (Broad-
casting, April 13). Judge Becker pre-
dicted that TV tape facilities in a court-
room will eventually be used to make
available to appeals courts the demean-
or of the witnesses which can’t be de-
determined from the “cold, written steno-
graphic record.”

Because so many people still feel that
the introduction of TV into a courtroom
or a legislative hearing means “messy"
causes, lights, and “high commotion,”
Mr. Collins said he has personally
called upon representatives of each
house of the Congress to select a spe-
cial hearing room which broadcasters
can equip at their own expense to prove
that TV can report without interfer-
ence to the proceedings underway.
These requests, the NAB president
said, are still under advisement.

“Many of our problems,” Mr. Col-
lius said, “stem from the absence at
times of simple good manners. Some-
times newsmen in the competitive jost-
lings to get a story have been arrogant,
loud, dictatorial and unmanpered. They
have no right to be any of these.”

But, Mr. Collins added, public offi-
cials not only have the right but the
duty to impose legitimate restraints on
newsman. Judges have the right and
duty to determine when a man’s con-
stitutional rights may be impiered and
they also have the right and duty at
times to say ‘no.’” And, Mr. Collins
went on, every reporter should have a
sound understanding of and a respect
for the rights of parties and witnesses
in courts and in other governmental
proceedings.

Mr. Cheverton upheld the right of
newsmen to print what they are given.
Such news may very well improve the
chance of a fair trial, he was scheduled
to tell an audience at the University of
Wisconsin’s Journalism Institute May 9.

Suppression of legitimate informa-
tion available before a trial would be
reckless, he said. It presupposes there
never would be police brutality or de-
nial of rights of the accused.

Speaking of pre-trial publicity, Mr.
Cheverton emphasized that “news media
exist to provide a means of communici-
ting information about all aspects and
activities of our society.”

The reporter cannot be a censor, Mr.
Cheverton said. “If a reporter is given
information and he is certain it is legi-
timate, and if he writes his story ob-
jectively and accurately, he is pursing
a responsibility. . . . If he ignores the
information or suppresses it, he is an
advocate rather than a reporter.”

Newsmen should be aware, Mr.
Cheverton said, that although pre-trial
information can be legitimate it should
be measured against the constitutional
rights of the accused. “In the final an-
alysis,” Mr. Cheverton concluded, “the
determination as to whether pre-trail
information is damaging has to be made
by the legal experts.”

Senator pushes
candidate guide

Yarborough says McLendon’s
campaign conduct is type
he would investigate

Gordon McLendon’s conduct of his
radio and television campaign for the
Texas Democratic senatorial nomination
would be investigated by the Senate Spe-
cial Freedom of Communications Sub-
committee if its chairman hadn’t been
Mr. McLendon’s opponent.

So said Senator Ralph Yarborough
(D-Tex.), subcommittee chairman, who
won renomination in a primary election
May 1 following a bitter campaign
against Mr. McLendon of Dallas, presi-
dent of McLendon stations. The senator
said he could not properly head such an
investigation himself, but would not rule
out the possibility another subcommittee
member might.

However, Senator Yarborough said,
he has ordered the subcommittee staff
to rush to completion its work on a can-
didate guide to political broadcasting
which has been in preparation more than
a year (CLOSED CIRCUIT, Sept. 30,
1963).

Discussing the campaign Tuesday
(May 5), Senator Yarborough said he
thought most Texas broadcasters and
the FCC had treated him fairly. But he
warned that the general elections this
fall would probably create so many po-
litical broadcasting problems that the
FCC should be staffed to provide pro-
gram monitors.

His requests for monitors were de-
ned during the Texas campaign, but the
commission ruled favorably for the sen-
on two crucial complaints:

One was his demand for equal time
on three McLendon owned radio sta-
tions (KLF Dallas, KILT Houston and
KTXS San Antonio) on which Mr. Mc-
Lendon had been broadcasting as a can-
didate since February (BROADCAST-
ing, April 27).

Following the ruling, each of the Mc-
Lendon stations played 54 Yarborough
minute spots daily in the last four days
of the campaign. They also played a
half-hour program supplied by the sen-
on. This added up to about half the
time the Yarborough forces thought the
senator had accumulated. The stations
received no further time demands.

Another issue was the senator’s tele-
graphed warning to 39 television sta-
tions serving Texas that they were not
immune from libel suits if they carried
a McLendon campaign filen since ac-
tionable statements were made by per-
sons other than Mr. McLendon, who is
protected by Section 315. A tentative
declaratory ruling requested from the
FCC supported the senator.

Protecting ‘Rights’ • Although he has
ordered no probe by his subcommittee,
Senator Yarborough has engaged three
law firms to see what his “rights” are
and whether they were abused during
the campaign. He would not elaborate,
but the senator has labeled as an “in-
amous lie” the controversial film Mr.
McLendon introduced in the last two
weeks of the race. It depicts two men
discussing an alleged $50,000 contribu-
tion to the senator in 1960 by Billie
Sol Estes.

The senator commented that the re-
cent Supreme Court decision in a New
York Times libel case that public offi-
cials are subject to even normally libel-
ous criticism if it is not malicious had
complicated his lawyers’ task.

Senator Yarborough said he consid-
ered his victory “a complete repudia-
tion of this electronic smear.” Returns
from Texas late last week gave the senator
about 38% of the vote, 895,127 to
667,454.

 Asked whether, in view of his ex-
perience, he thought broadcasters should
be permitted to run for office, Senator Yar-
borough said, “Well, they're free citi-
zens.” But he added that the “greater
danger than the licensee himself” is the
practice of “putting someone on the air”
as a weathercaster or newscaster to
build him up about a year before an
election.

52 (Programming)

Broadcasting, May 11, 1964
Ya Gotta Know the Territory!

Iowa-born Meredith Willson was talking about Iowa when he wrote "The Music Man." But Professor Harold Hill lived in another day. We're talking about NOW.

Look what's happened to our booming Industrial-Agricultural Economy here. And look where the lion's share of that expansion has happened...right here in our Central Iowa Area blanketed by KRNT RADIO and KRNT TELEVISION.

1952-1962 Percentage of Gain in:

<table>
<thead>
<tr>
<th></th>
<th>State Increase</th>
<th>26 County Increase</th>
<th>9 County Increase</th>
<th>Polk County Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>6.1%</td>
<td>6.7%</td>
<td>13.9%</td>
<td>19.5%</td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>34.2%</td>
<td>40.8%</td>
<td>45.2%</td>
<td>43.6%</td>
</tr>
</tbody>
</table>

And what's your line?

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Sales</td>
<td>37.1%</td>
<td>37.8%</td>
<td>45.0%</td>
<td>48.3%</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>56.9%</td>
<td>67.3%</td>
<td>72.4%</td>
<td>67.5%</td>
</tr>
<tr>
<td>Automotive Registration</td>
<td>27.4%</td>
<td>29.8%</td>
<td>40.5%</td>
<td>50.9%</td>
</tr>
<tr>
<td>Furniture-Appliance Sales</td>
<td>10.7%</td>
<td>14.7%</td>
<td>24.2%</td>
<td>24.1%</td>
</tr>
</tbody>
</table>

The big increases, all around, have been in our KRNT Radio/TV Area. Here's where you get the most for your advertising dollar. You can build your Iowa sales faster, greater, with the station that most people believe in and depend upon.

Nearly ¾ of the local television business in this 3-station market is on KRNT-TV, and our local radio business is not far behind.

For testing or regular schedules, the KRNT stations in Des Moines are the choice of knowledgeable sponsors and agencies.

KRNT RADIO and KRNT TELEVISION

An Operation of Cowles Magazines and Broadcasting, Inc.
Represented by the Katz Agency, Inc.
Equal time suspension closer

Procedural questions seen only possible barrier
to congressional approval for coming campaign;
face-to-face debates are still a question mark

House and Senate conferees cleared the way last week for final congressional approval of a measure to suspend equal time requirements in this fall's presidential and vice presidential campaigns.

Whether this action actually would result in a confrontation of the candidates on radio and television as in 1960 is up to the men who will head the Democratic and Republican tickets. But it is intended to at least remove legal barriers.

Agreement reached Thursday (May 7) only ironed out technical differences in House and Senate-passed versions of HJ Res 247, the suspension resolution which lay idle for seven months since initial congressional approval last year (Broadcasting, Oct. 7, 1963).

Both houses have yet to accept the reports of their conferees, which are expected to be available today (Monday). No substantive objections to final action were apparent last week and only procedural obstacles, if any, seemed likely to add further delay.

The Last Time? A group of congressmen who participated in Thursday's 30-minute House-Senate conference said they thought Congress should not again permit an experimental suspension of Section 315 at the national level. It was learned they gave their support to HJ Res 247 with the understanding that they would not do so in 1968.

They said this for different reasons. Representative John E. Moss (D-Calif.), long a defender of Section 315, said so many major races involve only two candidates in the general elections that broadcasters do not need protection from equal time demands of splinter candidates.

Senator Hugh Scott (R-Pa.) opposed similar action again because he, like a growing body of senators, believes that other major races should be considered for exemption from equal time requirements.

And there was also concern that the Communications Act should not be manipulated so that the Democratic and Republican parties can receive free network time.

In the form approved Thursday, the resolution provides that the suspension of Section 315 shall occur during the 60-day period prior to the general election Nov. 3. The House had once preferred 75 days, but since the Democratic convention ends Aug. 28, it was agreed only 60 days would be necessary.

More Reports to the FCC The resolution has a reporting provision, however, that affects more than just the top national races. It requires broadcasters, including the networks, to provide the FCC with sufficient information to report to Congress by May 1, 1965 on the suspension's effect on the presidential and vice presidential campaigns and "the role of broadcast stations and networks in other political campaigns during 1964."

The reporting requirement was subject of considerable discussion which included FCC staff following Thursday's conference because of a change in wording from reports on "rates" to "overall schedule of rates." Even the new wording (requested by the FCC) is conceded to be ambiguous, but conferees clearly did not want to burden broadcasters and the FCC with the chore of gathering and presenting rate information "because of the many possible combinations of numbers, length, and frequency of broadcasters which are sold at different rates," as the Senate's initial report said last year.

What concerned the conferees, they explained, was that broadcasters be careful to heed a requirement of Section 315 that charges assessed for political broadcasts "shall not exceed the charges made for comparable use of such station for other purposes."

The Democratic chairmen of the commerce committees have been under increasing pressure from broadcasters, Republican politicians and recently some newspapers to move ahead with the resolution.

CBS Poll Favors Debates Only two
Now Minow finds a ‘few oases’ in the wasteland

Newton N. Minow, former FCC chairman who once characterized television as a “vast wasteland,” said last week that there has been some improvement in the content of TV programs.

On WABC-TV New York’s Page One program May 3, Mr. Minow told a panel of TV columnists that the wasteland has “a few oases here and there” because of the heavier use of news and informational programming on network television.

Mr. Minow also said he felt that the trend by local stations to editorialize on national and international affairs was desirable and he hoped it would be emulated by networks.

Mostly, however, Mr. Minow was still critical of commercial television. He said that during the past 15 years television has been instrumental in raising the public’s tastes and standards, yet continues to underrate the public and to “talk down” to it.

On other issues, Mr. Minow favored “a good fair try” for pay TV; some government “ground rules” for community antenna television; more independence by broadcasters from ratings services; enforcement by the National Association of Broadcasters of its own commercial code, and generally more competition for the three existing commercial TV networks so that the public could have a “better choice” of programs.

He also said that if he were still with the FCC, he would be inclined to vote against renewal of broadcast licenses for any owner that did not serve a substantial part of the community. His statement was in reference to a petition recently filed with the FCC by the United Church of Christ, which charged that two Mississippi TV stations discriminated against the Negro population in the community.

Now executive vice president and general counsel of Encyclopaedia Britannica, Mr. Minow said he had no plans to run for public office but would use such opportunities as being a judge of the Peabody awards and becoming a director of educational television to exercise his right as a citizen to “attempt to influence public policy” according to the way he believes it ought to be.

Mr. Minow’s complimentary observations on TV followed another public appearance in New York five days earlier in which he also commended television (Broadcasting, May 4).

days before the conference Dr. Frank Stanton, CBS president, reported that a Gallup poll survey initiated by CBS found that 71% of the American people would like to see TV debates between the two major-party nominees again this year. This compares with 64% of eligible voters who participated in the 1960 balloting, Dr. Stanton told CBS affiliates in New York (see pages 60, 72, 76). He said the Gallup study, conducted during the week ended May 2, found 20% of the people did not want debates, while 9% had no opinion.

It has been widely thought that the Democratic chairmen of the commerce committees, both personally close to the President, have been delaying a conference either at the wish of or in the unsolicited behalf of President Johnson.

In apparent reference to this, Dr. Stanton said: “The test should not be, it cannot be, what potential candidate these debates might hurt or help. The test must be whether it is in the public interest—in terms of what the public, not any potential candidate—wants. Surely on these criteria there ought to be a conference and prompt enactment of this legislation which is now so near and yet so far away.”

Representative Harris was careful to point out to the conferees that he heard no expression of the President’s wishes, either from the White House or the President himself. Senator Pastore indicated he had had no word from that level either.
7 in radio-TV get SDX honors

Editorializing, spot news reporting, documentaries earn praise from national professional journalism society

Broadcast journalism figured prominently in the 1963 Distinguished Achievement Awards presented May 2 in Phoenix, Ariz. by Sigma Delta Chi, professional journalism society. Radio-TV won seven awards.

Radio awards were received by Elmo Ellis, WSB Atlanta, for the station's editorial campaign on traffic control, and by Jerry Landau, WINS New York, for the station's coverage of a Welfare Island bus accident.

James A. Byron, news editor of WBAP Fort Worth-Dallas, and former SDX national president, received a citation for the station's comprehensive coverage of "President John F. Kennedy's only visit to Texas."

Jerry R. Reeves, general manager of KDCA-TV Pittsburgh, accepted a citation for a documentary on unemployment in Pittsburgh and western Pennsylvania. This award was shared with NBC for its program, The American Revolution of 1963, dealing with civil rights, with the award accepted by Robert Northshield, NBC News general manager.

Louis H. Murray, executive vice president, WRTA Altoona, Pa. received the distinguished service award for editorializing on radio in a campaign which led to removal of the name of a mayoral candidate and his subsequent indictment.

The television editorializing award was won by Tom Martin, formerly of KPDA-TV Amarillo, Tex., for a series of five editorials exposing hate propaganda. Mr. Martin, in accepting the award, said that the impact of television editorials was far greater than that of the printed word and predicted a new "golden day" of journalism with television competing effectively in the area of opinion with the newspapers in their communities.

In accepting an award to the Chicago Daily News on slum clearance, Lawrence Fanning, executive editor, said the campaign was actually a joint venture with the news department of WBBM-TV Chicago. He said that while he still regarded television as a competitor, when maximum impact becomes more important than exclusivity "newspapers and television can combine into an awesome communications force."


Ted Koop, Washington vice president of CBS Inc. and national president of Sigma Delta Chi, who made the presentations, also presented fellow plaques and keys to James Copley, president of Copley Press Inc., and Sol Taishoff, editor and publisher, Broadcasting and Television magazines, Paul Miller, president of Gannett newspapers (and stations) and president of the Associated Press also elected a fellow, was absent. Buren McCormack, vice president and editorial director of the Wall Street Journal and past national president, was given a special award.

KAET(TV) finds a way to beat video baseball blackouts

KAET(TV) Tempe, Ariz., has developed its own system for beating sportscast video blackouts. Prevented by conference regulations from telecasting live a May 2 doubleheader between the Arizona State University and University of Arizona baseball teams in Tucson, the Arizona State educational station visually recreated the action for its Phoenix area viewers. While normal play-by-play audio was fed from the field, station personnel in the studio provided the video using a facsimile field, scoreboard and photographs of players.

Conceived "as something of a lark" by station manager Sheldon P. Siegel and executive producer Chuck Allen, the process was first used for an April 11 doubleheader.
WINOH® (pronounced WIN-O)

WINOH is a fast, pulsating game which takes just minutes to reach a fever pitch and just seconds to play. WINOH's versatility is proven in its widespread audience excitement and its adaptability to every local sponsor imaginable. WINOH can be programmed for 5—15—or 30 minutes.

WINOH is tailored to fit every market budget
WINOH name is trademarked
WINOH cards are copyrighted
WINOH auto-optic device is patented
WINOH is franchised to only one station in each market and fully patented for your exclusive protection. Easy to play all day long — morning, noon or night. We supply everything. Auto-optic machine, printed cards, prizes, jackpot and the largest viewing audience ever imagined — you supply the car to carry the money to the bank — unbelievable, but true.

Make your own deal
CASH OR TRADE

Let WINOH lock-up your market
write to Al Petker, President
BROADCASTERS SERVICE BUREAU
8730 Wilshire Blvd., Beverly Hills, Calif.
Phone: Area Code (213) 657-2350

Please don't phone, write for info on station letterhead.

and for

RADIO STATIONS

Al Petker's "GIFTS FOR TIME" used by over 2000 radio stations. Executive gifts, contest awards and engraved sales builders ... Contest formats to build larger listening audiences ... Patented and copyrighted approved games ... Write Al Petker for Catalogues and "No Cash" Package Plans

BROADCASTERS SERVICE BUREAU
a division of Al Petker Publicity
8730 Wilshire Blvd., Beverly Hills, Calif.
More ASCAP fee cases

ABC Radio, MBS ask court for lower fees for music on their programs

ABC Radio and Mutual last week filed papers with the southern district court in New York asserting the changed pattern of their programing entitled them to reduced fees for the use of music in the repertory of the American Society of Composers, Authors & Publishers.

ABC Radio claimed that its yearly fees to ASCAP increased 120% from $60,409 to $132,820 between 1960 and 1963, while receipts from the sale of network time have gained by only 60% and while operating losses have increased.

ABC Radio asked the court to determine reasonable ASCAP fees for both a blanket and a per-program license.

ASCAP has offered the radio networks an extension of their current blanket licenses or a per-program license in which fees for commercial programs using ASCAP music would be based on a percentage of "the aggregate highest one-minute rate for all stations broadcasting the program."

ABC contends that if the per-program method is effected then percentage fees ought to be based on amounts received from sponsors, or in the case of sustaining programs, on the rates that would have applied had the programs been sponsored.

The network argues that although TV has become the major factor in the broadcasting industry, ASCAP fees are still higher for radio than for television.

The ABC statement further asserts that music's value to radio networks has decreased as recording techniques have improved and local stations have become the major originators of music programing. The network claims its only sponsored musical program, Breakfast Club, contributes less than 10% of its commercial program receipts.

Papers filed by Mutual said the network would urge that it be granted a blanket license for commercial and sustaining program use of ASCAP music which would "substantially reduce" its commitment to the organization and which would reflect a reduced dependence on music programing by the network for its revenues.

Mutual indicated that its use of ASCAP music has dropped by 35% since 1959. From 1960 to 1963, the network says its ASCAP fees grew from $34,492 to $68,169. The musical content of its overall programing declined during that 3-year period by more than 25%.

Mutual requested that the court view its position as different from the other radio networks in light of the fact that it neither owns stations nor is affiliated with a TV network and thus "cannot gain relief in other co-pending proceedings."

Metromedia in Appeal • The Metromedia radio stations, which were denied a contempt motion against ASCAP in the same district court in March, last week appealed that decision to the circuit court.

Metromedia had asked Judge Sylvester Ryan of the district court to hold ASCAP in contempt for refusing to offer a license based on the gross receipts of Metromedia stations.

Metromedia vice president and general counsel Robert Dreyer has argued that its stations' costly news operations ought to be deducted from the figure on which ASCAP fees are based. The argument was echoed by CBS-owned radio stations in another petition to the court for lower ASCAP fees (At Deadline, May 4).

Mr. Dreyer said briefs in the appeal would be filed in the circuit court in June.

An RKO General statement in behalf of its owned and operated radio stations, also filed in the district court last week, said the group associates itself with the position set forth by the All-Industry Radio Committee in support of lower payments to ASCAP. In addition the RKO General group charges that ASCAP's demands on local radio are "directed to maintaining a 'windfall'" rather than adjusting ASCAP's compensation to the contribution made by ASCAP to the group's revenues.

TV documentaries planned

Filmvideo Releasing Corp., New York, announced last week it plans to produce 12 documentaries of 60- or 90-minutes in length for release to television and theaters.

Maurice H. Zouary, president of Filmvideo, said the company will use its stock film library of more than 15 million feet to produce the programs. The titles of the planned documentaries, he said, include The Story of the Reformation, When Vaudeville Was King, The History of Weapons, When Radio Was King and Fifty Years of Royalty.
Do you sell toothpaste in Boston?

Whatever you sell, brush up on the facts about what's new in Boston radio and prevent sales decay! WMEX delivers the largest share of the five-county Boston mass market — the audience of big, young, growing families — at a far lower cost per thousand! Get the full story from your McGavren-Guild man. It's a story with real teeth in it!
$1 million a night on the table

Successful formats have to be tinkered with if shows are to stay on top, CBS-TV affiliates told; network sports formula to be expanded this fall

"Gambles" and "tinkering with success" are essential for staying in front in the program audience race, CBS-TV network officials told the tenth annual meeting of their affiliates last week (also see pages 44, 72)—and then offered examples of both in unveiling the CBS-TV schedule for the 1964-65 season.

President James T. Aubrey Jr. said that despite Nielsen ratings figures show-cbs CBS-TV with "nine out of the ten top nighttime shows and all of the top ten during the daytime," the competition among TV networks "has never been as rough as it is today—and it is getting rougher all the time" because "the stakes are getting bigger all the time."

He said CBS-TV has "gambled 170 million on our programing for the coming season" with total program costs running to "more than a million dollars a night every night of the year."

Moreover, he said, "we can never be willing to let well enough alone."

Michael H. Dann, programing vice president, pointed out instances of "tinkering with success" in his rundown of next fall's schedule. Among them:

- Two male leads will be added to the cast of The Nurses (Tues., 10-11 p.m.), and a further innovation may see occasional two-part stories—starting on Nurses and ending two nights later on The Defenders, which moves to the Thursday 10-11 p.m. period next fall.
- Occasional "name star specials" may be introduced into the Rawhide series (Fri. 7:30-8:30 p.m.).
- Tinkering extends to the schedule as well as to individual shows, Mr. Dann made plain as he announced that The Joey Bishop Show will move from NBC-TV to CBS-TV and go into the Sunday 9:30-10 p.m. period next September. He said plans for the Bill and Martha comedy series, which had been scheduled for that period, had been abandoned "for contractual reasons" that he did not otherwise describe.
- In the CBS-TV daytime schedule, repeats of the nighttime Andy Griffith Show will be carried Monday through Friday at 11-11:30 a.m. while repeats of Jack Benny's nighttime CBS-TV program—Mr. Benny himself is moving to NBC-TV—will be presented Sundays at 5:5-6:30 p.m. The Griffith daytime series will move The Real McCoys to the 11:30 a.m.-noon period, replacing Pete and Gladys.
- The daytime schedule tinkering a year from now may include the introduction of repeats of nighttime Candid Camera, Petticoat Junction and Beverly Hillbillies series. Officials said plans were being made for probable insertion of these into the 1965-66 daytime schedule.

In presenting his rundown on new CBS-TV programs, Mr. Dann reviewed the standards which, he said, CBS uses in selecting new entries: (1) Creative control of the programs must rest with CBS; (2) they must feature stars that are "recognizable and well known" and (3) they must represent "new and refreshing" forms and formats.

Two at a Time • Mr. Dann also reported that on all its new programs this year CBS-TV will make two episodes and then close down production for some six weeks to make sure approaches are right and flaws kept to a minimum. This, he explained, is intended to avoid making a number of episodes and discovering too late that the show needs doctoring.

Among the new entries for 1964-65—many of which were presented to the affiliates in pilot or expected form—are Many Happy Returns (Mon., 9:30-10); Slattery's People (Mon., 10-11); World War I (Tues., 8-8:30), Cara Williams Show (Wed., 9:30-10), The Munsters (Thurs., 7:30-8); The Baileys of Balboa (Thurs., 9:30-10); The Entertainers (Fri., 8:30-9:30), Gomer Pyle, USMC (Fri., 9:30-00); The Reporter, formerly titled Yours Truly, Danny Taylor (Fri., 10-11); Gilligan's Island (Sat. 8:30-9) and Mr. Broadway (Sat, 9-10).

President Aubrey said the network's willingness to take risks is evident in many forms, from its $28.2 million purchase of two-year rights to National Football League games and $3.6 million acquisition of two-year rights to the NFL championship games (see page 76), to the rescheduling of existing shows. During 23 nighttime periods next fall, he said, CBS-TV will be presenting "either new programs or old ones in new time slots."

Prices Climbing • Rising program costs and rising station rates, he said, have brought the average price for a half-hour program to about $150,000 and put an enormous burden on the advertiser by making it "more and more difficult for him to spread his television appropriation."

The advertiser, he said, "must concentrate his investment on the network that consistently delivers him the biggest audiences. This means we cannot relax. We must stay as lean and hungry as our competitors if we are to maintain our leadership."

CBS-TV, Mr. Aubrey said, will continue to take "great risks even at the cost of an occasional failure," because...
In a typical month, Air Express made overnight delivery of 97% of 1675 shipments to Collins Radio, Cedar Rapids, Iowa.

Air Express overnight deliveries help speed production... cut inventory... step up customer service... beat tough shipping problems. Whatever you make! Wherever you are! Even if you're miles from any scheduled airline service. Rates are low... security maximum... even armed surveillance is available for valuable cargo. Only Air Express can offer this kind of expedited delivery between 21,000 points in the U.S. Call REA Express for Air Express Service.

Air Expressdivision of
"to play it safe would be still riskier." He added:

"We can never be willing to let well enough alone. We must continually keep tampering and tinkering with success. No matter how good a track record a program has, we must keep trying to make it better. By adding a new production element. By introducing a new star. By moving it to a different time period. Or, if necessary, by having the guts to drop a program in spite of its successful record, if another one comes along that looks even more promising. The fact is that this principle pays off. And because we keep tinkering with success we have a lower program casualty rate than any other network."

**Need Support**

Mr. Aubrey said CBS-TV was "not taking these risks entirely in a vacuum," because "we are counting on your support, on your faith in the network's programing philosophy—in a word, on your clearance.

Leadership, he continued, "requires nationwide circulation—maximum station clearance. A single station in a single market that fails to provide clearance for an advertiser can make the difference between whether he buys the program or doesn't. Furthermore, a single station by failing to provide clearance can adversely affect the leadership and prosperity of every other station on the network."

William C. MacPhail, vice president for sports, told the affiliates that the CBS Golf Classic, which ran for 15 weeks last season, would return on Saturday afternoons next winter. The half-hour version of CBS Sports Spectacular will continue on Sunday afternoons through Sept. 20, when professional football will take over.

Some innovations in the network's production plans for the NFL games, Mr. MacPhail said, include keeping an isolated camera on downfield receivers during long pass plays. After the play, the tape from this camera will be run while the players are huddling and will show the pass pattern run by the pass receiver.

Mr. MacPhail said that taped interviews with coaches and players would be shown during the 15-minute program before the game; taped highlights of the first half's action would be shown during halftime; and highlights of the second half would be carried during the 15-minute show following the game, at which time efforts also would be made to obtain comments from the winning coach and players.

**Big Sports Schedule**

Mr. MacPhail told the affiliates that CBS-TV's sports department last year produced more than 500 hours of programing, more than any other network. He assured them that sports would continue to be a major part of the network's programing plans.

Richard W. Golden, director of CBS-TV market planning, outlined the approach used in attempting to convince advertisers they should buy CBS-TV programs.

He said that CBS-TV expects to retain its No. 1 rating position because experience shows that popular programs from previous years tend to retain their popularity the next year. Since CBS-TV had 21 of the top 40 programs this year, Mr. Golden said, the question next year will not be "which network," but rather "how much" CBS will lead the two other networks.

He cited figures to show that CBS-TV this past season had substantial leads over ABC-TV and NBC-TV in the number of programs with a share of audience over 35 and 40%, in the number of evenings attracting the most viewers, and in the later evening hours when the viewing audience consists mostly of adults.

Since CBS-TV had the largest audience in 28 of the 49 half-hours of prime time programming during the week, Mr. Golden said, momentum should help the network to continue as the ratings leader for the 1964-65 season.

---

### Cannes winner

**Making of the President—1960**

made by Wolper Productions and aired on ABC-TV last December, was awarded the grand prize at the International Television Festival in Cannes, France, May 1. Naked City, syndicated series also originally shown on ABC-TV, won special mention.

---

**‘Theater 5’ to start in June**

ABC Radio has 78 "firm" commitments for across-the-board drama schedule

ABC Radio now expects to offer Monday through Friday dramatic programs to affiliates in late June.

The network's president, Robert Pauley, said last week, ABC already has 78 "firm" commitments, many of these representing "the key markets." The service has the potential of the 406 ABC interconnected stations, all of which can receive the feed.

ABC Radio's drama series is titled *Theater 5* and production probably will begin this week. Ed Byron, who created *Mr. District Attorney* on radio, is executive producer in charge of the drama series and has been assembling writers. ABC also announced last week the appointment of Frank Maguire, head of Special Program Features Service and co-producer of *Flair Reports*, as manager of program development (see page 91). Mr. Maguire's unit also will include what John A. Thayer Jr., the network's national director of programing, called "syndicated programing" that supplements regular network service.

Both *Theater 5* and another program, *Dr. Joyce Brothers Show*, are produced for stations to offer for local sale, and are broadly considered as "syndicated programing." The half-hour program is to be 25 minutes in length and *Dr. Joyce Brothers* programs five-minutes long. The new dramas will be repertory, though without a stock company of actors, and scripts will be originals.

**A Concept**

The network indicated that it will sell selected markets to an advertiser but that a main interest is in having the radio drama concept succeed. If a national advertiser buys into the programs, the stations' national representatives will receive commission as they would in any spot buy.

First refusal will be given ABC affiliates in all markets but if over a period of time the programs are not accepted, the network doesn't intend to withhold them indefinitely from the market.

Stations will pay for each dramatic program on the basis of their highest one-minute rate. The *Dr. Joyce Brothers* programs work similarly but on a lower rate scale. Similar feeds to stations include *Paul Harvey*, *News* and parts of other news shows though they are on a nonpayment service basis to affiliates.

Cost of the dramatic shows is estimated at approximately $10,000 per week, and Mr. Pauley said it would probably be "a while" before the network breaks even. Their commercial success, he believes, will depend to a great extent on the larger markets programing the shows and selling them to advertisers. He indicated that once the series were successful, the network would be in a position then to invest in additional program product.

Mr. Pauley saw the drama series as an opportunity to advertisers to "get a jump on their competitors." He contended the drama concept may prove to advertisers that not only should they be back buying radio—and more and more advertisers have returned—but that it's also "smart to buy nighttime radio."
GET YOUR PITTSBURGHERS HERE!

In the food field, Kellogg does. They buy WIIC exclusively in the Pittsburgh market. There's just no better TV spot buy in the market. Check the figures and availabilities with Sales Manager Roger Rice or your Blair-TV man.

CHANNEL 11 WIIC NBC IN PITTSBURGH
PREDICTION FOR 1964:

This will be the local TV station's most popular program!
3M announces the first comprehensive program to help TV stations, advertisers, agencies create new profits with video tape!

Now, for the first time, local TV stations, tape producers, advertisers and agencies can receive real assistance in creating and producing better-selling commercials on video tape.

Here is a complete program that includes both professional demonstration and reference materials from 3M, maker of Scotch® Brand Video Tape. Local TV stations and tape producers will be able to offer expanded production counsel and services. They can provide practical materials to help advertisers take full advantage of video tape’s production convenience and versatility, “live” picture quality, and the speed, certainty, flexibility that only tape can provide.


If you operate a TV station with video tape recording equipment, and haven’t received full details on this program, please contact us. Call or write 3M Magnetic Products Division, Dept. MBX-54, St. Paul 19, Minn.
THEY DON'T MAKE ONE BIG ENOUGH...

A briefcase to hold all the Crosley Broadcasting patents. Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the caliber of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience.

Crosley Broadcasting engineering is just another achievement of the WLW Stations which has placed them among the most watched, most heard, most talked about stations in the United States. And...

Another example of Crosley 42 years of leadership

CROSLEY COLOR TV NETWORK
WLW-C WLW-T WLW-D WLW-I
Television Television Television Television
Columbus Cincinnati Dayton Indianapolis
WLW Radio Cincinnati - Nation's Highest Fidelity
Radio Station
CROSLEY BROADCASTING CORPORATION
a subsidiary of

Court turns down another WDKD appeal

E. G. Robinson Jr., owner of WDKD Kingstree, S. C., last week was rebuffed again in his long legal scrimmage over the FCC's refusal to renew his license. The FCC said it killed the station because of misrepresentations, but also involved were allegedly off-color broadcasts by Charlie Walker, a WDKD disk jockey.

The U. S. Court of Appeals in Washington last week turned down Mr. Robinson's request to rehear the case on the First Amendment issue. The court earlier had upheld the FCC's refusal to renew because of misrepresentation (Broadcasting, March 23) after a hearing by the usual number of judges - three. Mr. Robinson wanted all nine of the judges to rehear the case and rule on the constitutional issue, which the court shunned in its original decision.

The appeals court turned down the request last week without comment, but Circuit Judge J. Skelly Wright issued a concurring statement.

Wolper forms sales arm for syndication

Wolper Television Sales has been formed as a wholly owned distribution arm of Wolper Productions, to handle the sale of Wolper's documentary films. Ira Gottlieb, new Wolper vice president, heads the new organization from offices in New York. In announcing the creation of WTS, David L. Wolper, president of the parent firm, also said that it has acquired sales representation of all properties of Flamingo Television Sales, including feature theatrical motion pictures, cartoons and TV films, with the Superman series among the last group.

The William Morris Agency will continue to handle network and national sales of Wolper properties, with the new subsidiary concerned with sales to stations and advertisers on a local and regional basis.

Edison awards for youth programs

NBC-TV and CBS-TV each received two awards among the 17 presented last week by the Thomas Alva Edison Foundation to the mass media for distinguished contributions in 1963 to science education and education and service to youth.

KDIA, Pittsburgh, and WJRT-TV, Flint, Mich. were presented the radio, and TV station awards for their services to youth last year.

NBC-TV's Walt Disney's Wonderful World of Color received the award for the best children's series and its Watch Mr. Wizard won the best TV program for youth award.

The CBS Reports "Storm Over the Supreme Court" program was named the TV program that best portrayed America, while CBS-TV's The Great Challenge won the award as the series best portraying America.

The best science radio program for youth award was presented to CBS Radio for its Science Editor series.

NAB gets second delay in radio form hearing

The FCC last week granted an informal request by the National Association of Broadcasters, postponing the oral proceeding on the revised radio program reporting forms to June 30 from June 8. The FCC denied the request of the Texas Broadcasters Association that TV report form proceeding, scheduled for June 1, be further postponed.

The oral proceeding on the radio forms had been extended from May 25 to June 8 the preceding week (Broadcasting, May 4). Parties wishing to appear at the hearing are to file notice with the commission by June 15.

A joint committee of broadcasters, communications attorneys and FCC staff members, which is revising the radio reporting forms, is expected soon to submit its versions to the commission. A similar joint committee prepared the TV forms (Broadcasting, April 27).

Musicians to get raise under new 5-year pact

A new five-year contract between the American Federation of Musicians and the Association of Motion Picture and Television Producers calls for a 5% increase in scale after 2 1/2 years for musicians in TV or theatrical films.

Other major items in the agreement are: an increase in the scoring requirements for dramatic TV shows (as distinguished from westerns, comedies and other types) of two hours additional scoring for each series of 13 half-hour programs, three hours additional for each series of 13 hour shows and four hours additional for each series of 13 90-minute shows, in the first 2 1/2 years of the contract. For the second 2 1/2 years, the increase is to three, four and five hours scoring, respectively.

Copyists and arrangers will get double time for Saturday and Sunday...
Discover DIMENSION®
You'll be in good company. Accent-International, Div. of International Minerals & Chemical Corporation; The Aetna Casualty & Surety Co.; Aluminum Co. of America; American Telephone and Telegraph Company; Bristol-Myers Company; Campbell Soup Company; Church & Dwight Co., Inc.; Grove Laboratories, Inc.; Kraft Foods (Div. of National Dairy Products Corp.); Mars, Incorporated; Millers Falls Co.; The Nestle Company, Inc.; The Pennzoil Co. (of California); Sinclair Oil Corporation; Sylvania Electric Products, Inc.; Wm. Wrigley Jr. Co.; and W. F. Young, Inc. are using these lively conversation-piece programs!

DIMENSION® brightens the talk at lots of dinner tables. Wins awards for fine programming. And sells goods. When you consider the advertisers who have discovered DIMENSION® already...shouldn't you?

The CBS Radio Network

Note: "DIMENSION" is a registered service mark of CBS Radio.
work, 10% premiums for work between 8 p.m. and 1 a.m. and 20% for work from 1 to 6 a.m. Rehearsal musicians shall get the same night premiums as recording musicians. An orchestra manager is now required.

The agreement, from May 1, 1964, to April 30, 1969, covers the U. S. and Canada, with special conditions for Canadian musicians included. It calls for an antidiscrimination policy from both employers and the AFM.

Justice, FCC backing new plan on blackouts

A proposal to redefine areas that football teams can require television stations to blackout during telecasts of their home games now has the support of the FCC and the Department of Justice.

The federal agencies have endorsed HR 7365, proposed by Representative Frank A. Stubblefield (D-Ky.) and pending before the House Antitrust and Monopoly Subcommittee.

The measure is intended to prevent blackouts of areas outside a 75-mile radius of the site of a home professional game.

The Justice Department last week, and the FCC two weeks ago (Broadcasting, May 4), agreed that language should be changed in a 1961 law that permitted teams to act jointly in selling their broadcast rights. Representative Stubblefield's bill, backed by the FCC and Justice, would base blackouts on the location of a station either in or out of a 75-mile radius of the game site instead of, as Justice put it, "whether its signal reaches into 'home territory.'" The current use of "home territory" is preventing viewers living well outside the 75-mile radius from seeing home games in several instances.

WMAQ may be forerunner in new sound for O&O's

The sound of the NBC-owned stations is under study and one already has been "streamlined" to match the modern mood.

WMAQ Chicago brightened its overall format last week with faster-paced production techniques and new staging of most of its regular personalities and program concepts plus some new programs. Among the additions is an all-night jazz show in the 1-5 a.m. spot putting WMAQ back on a 24-hour basis for the first time in several years.

WMAQ continues with NBC's weekend Monitor programming as before although the network features were dropped May 2-3 only for heavy on-air promotion featuring listener voting in a recording star "battle of champions."

Curtis, Seven Arts talks off

The Curtis Publishing Co. and Seven Arts Productions Ltd. confirmed reports that they had been in negotiations for a merger, but both companies said that the discussions had been halted. A spokesman for Curtis said the company had been discussing acquisitions and mergers with many firms, including Seven Arts, over the past 18 months but added that Curtis was "not now in negotiations with Seven Arts."

Film sales...

Planet Patrol (M and A Alexander): KJH-TV Los Angeles

By-Line, Steve Wilson (M and A Alexander): KGMB-TV Honolulu


Volume 8 (Seven Arts): KDKA-TV Pittsburgh

Boston Symphony (Seven Arts): KEYT-TV Santa Barbara and KCHU-TV San Bernardino, both California

A Christmas Carol (Seven Arts): KOLO-TV Reno and KWSU-TV Pullman, Wash.

NBA back on network

ABC-TV and the National Basketball Association last week signed a contract for "a little less than $1 million" for the network to telemaste 16 NBA games next season, beginning Jan. 3, 1965, and running through April 11.

The contract, which took several weeks to negotiate (CLOSED CIRCUIT, April 27), provides for telecasts of 11 regular-season games and four championship playoff games on Sunday afternoons, with another playoff game probably to be telemaste in prime time some week night.

The contract marks the end of a two-year hiatus by the NBA from network television. This past season the league telemasted some games to a 24-city network it established.

**Stations DO Have Personality**

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells your product.

**LES BIEDERMAN, PRESIDENT**

STATISTIC -- The Northern Michigan Grade B area of WPBN-TV and WTOM-TV lists annual drug sales of $20,825,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTMN-TV WTMN WMBN WATC WATC WATC
Soren H. Munkhof, Gen. Mgr., Paul Bunyan Bldg., Traverse City

Broadcasting, May 11, 1964
DON'T TAKE THE BAIT...

THE BUSINESS YOU SAVE MAY BE YOUR OWN!

This is an appeal—from the 22,000 franchised new-car dealers who make up NADA—to the publishing, broadcasting and advertising industries. We ask you to join us in a fight. Our target is a fast-buck phoney—a con man who may pose as an automobile dealer or as any other ethical business or professional man. We know him. You know him. He’s easy to spot. He uses bait advertising and every deceptive, dishonest trick to cheat the public. He destroys the business and goodwill of all quality men in his “chosen” field. And he destroys believability in advertising. We are fighting with every legal means to keep this crook out of the retail automobile industry. Your support is vital because you possess the unique power to fight him on all fronts: the power to refuse dishonest advertising. If he can’t advertise, he dies! That’s why we say: “Don’t take the bait advertising.” The business you save may be yours...ours...and all business.

May we send you a free copy of “Recommended Standards of Practice for Advertising and Selling Automobiles”? Published by NADA and the Association of Better Business Bureaus, Inc. Please write to:

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION
Official Organization of America’s Franchised New-Car and Truck Dealers • 2000 "K" Street, N.W., Washington 6, D.C.

BROADCASTING, May 11, 1964
WIND to fight poverty and unemployment

WIND Chicago last week announced a full-year project to employ all aspects of its facilities to fight the problems of unemployment and poverty. Two major public forums have been scheduled this month as a starter.

Although full details are to be worked out, WIND's general manager, Edward Wallis, explained the project is being undertaken in recognition of the fact that "the power of broadcasting can successfully be brought to bear in the practical area of community involvement as a constructive force in the solution of problems."

The WIND forums will be presented at Chicago's Civic Theater on the evenings of May 19-20 and will feature top national figures addressing invited audiences. The full discussions will be aired. The project's title: "Focal Point—Target: Full Employment and the Elimination of Poverty."

Drumbeats . . .

Puppies and portables • Portable radios and hot dogs are such a natural summertime combination that Motorola Products Inc. and Armour & Co., both Chicago, decided to capitalize on it with a joint promotion. Armour, through Young & Rubicam there, plans a radio spot drive in some 40 markets this summer, plus newspapers, to push Armour Star franks. The packages will contain coupons giving $1.50 refunds on purchase of Motorola portables. The mustard, apparently, will be a la carte.

Giant mission • WNEW New York and Howard Clothes have sent a "Sports Mission to San Juan." Emissaries are the New York football Giants now in Puerto Rico for May to hold football clinics for Puerto Rican children. WNEW broadcasts the Giant games and Howard is a charter sponsor for the programs. The first group of Giants left for the Caribbean April 30 carrying a football inscribed by President John-

market in that city. The first bulletin traced the growth of the Negro population in New York from 1900-1960 and showed that this ethnic group there has increased from 60,666 to 1,087,931 during the 60-year period. Other bulletins will deal with the educational and income status of Negroes.

Oldest mother • WLIB New York is conducting a search for that city's oldest Negro mother. Among other prizes she and her children will be given a party at Basin Street East.

Summer job contest • Subscription Television Inc., Santa Monica, Calif., is offering California college students eight-week summer jobs. Six students will be selected on the basis of creative presentations on any phase of the operation of STV.

Safety Tips • The U. S. Rubber Co., New York, is offering radio stations a free LP featuring several safe driving tips by entertainment personalities. "Safe Driving, USA" may be obtained from U. S. Rubber radio-TV news manager, Art La Coure, 1230 Avenue of the Americas, New York 10020.

Detroit stations, police have traffic network

Seven area stations have joined with Detroit police in a freeway radio-Teletype network to benefit local motorists. Freeway patrol cars of the police traffic bureau report by special short-wave radio to traffic central, located at police communications headquarters. Officers experienced in freeway patrol coordinate the information and send a traffic advisory or a bulletin by Teletype to the participating stations.

Advisories contain information and suggestions and are aired as events occur or periodically. Bulletins contain directives to motorists for alternate routes as well as other related information and are reported immediately, when incidents take place.

Detroit's Traffic Safety Association is coordinator for the network and furnishes the police Teletype sender. All stations pay for their own receiving equipment. Eventually the network will be expanded to cover any traffic emergency or public disaster in the Detroit area.

Introducing a New Era in Television Tape Production: The Ampex VR-2000

More than a new look! More than a new name! The Ampex VR-2000 Videotape* television recorder offers a completely new concept in television tape recording. With the introduction of this all-new machine, the ability to achieve full production capability...on tape...becomes a reality. True "tele-production" becomes an accomplished fact instead of a glowing promise. From its Mark IV heads with rotary transformers and integral preamps, to its highly sophisticated control and monitoring system, the VR-2000 has been designed to entirely new parameters of quality and performance without regard for limitations of previous technology. The result is a recorder offering unparalleled results on current "low-band" standards...and opening the door to an entirely new "high-band" standard as an optional operating mode, providing a new performance level presently unattainable on any other recorder. For networks, television production companies, and quality-conscious stations, this "high-band" standard means vast improvements in bandwidth and signal-to-noise ratio...permits tape copies to the third generation with picture quality equal to "master" tapes made on today's recorders...gives color performance that outstrips anything ever demonstrated. Yet, for all its sophistication, the VR-2000 achieves a new degree of simplicity, dependability, and ease of maintenance. Only Ampex could build the VR-2000...and only Ampex offers a complete family of VTR production accessories: Intersync® (standard equipment on the VR-2000), Amtec®, Colortec®, Electronic Editor, Editec®...all proven products...not promises...ready now to increase your VTR profits and capabilities. So it's little wonder that a major European network is now installing the VR-2000. Ampex Corporation, Redwood City, California. Worldwide sales, service. Term leasing, financing.
Big split in anti-pay-TV ranks

CBS won't support NAB's plan to get government to stifle or stop wired systems; it says price of protection would be program control

CBS publicly dissented last week to the National Association of Broadcasters' announced plans to seek government protection against competition from subscription television, whether broadcast or distributed by wire.

The CBS position was announced by Richard S. Salant, CBS Inc. vice president and special assistant to Dr. Frank Stanton, president.

In a speech to a New York convention of CBS television affiliates, Mr. Salant reasserted his company's consistently stated belief that the government ought to prohibit the use of broadcast frequencies for pay TV, but he said CBS could not agree that the government ought to be asked to suppress or prohibit the distribution of pay TV by wire.

The NAB has been committed by its television board to seek legislation prohibiting the distribution of pay TV in any form.

Air and Wire * Pay TV on the air, said Mr. Salant, would necessarily preempt broadcast channels from free television. "Hence," said Mr. Salant, "it is not a matter of free competition which at any given moment provides the public with additional alternatives from which it can choose."

Because on-the-air pay TV would use government-regulated broadcast channels and would "pre-empt the air from free television purposes," said Mr. Salant, the government has the right to determine whether broadcast pay TV would be in the public interest. "And," he added, "as we have said many times, CBS does not believe it should be authorized."

But wired pay TV, said Mr. Salant, uses no broadcast frequencies that would otherwise be used by free television. CBS does not welcome the development of wired pay TV, he said, because if it succeeds it will "eventually have the same destructive effect on free television as over-the-air pay television." But, he said, "CBS cannot very well seek governmental protection just because we are threatened with competition from another medium of information or entertainment."

In a news conference after his speech Mr. Salant said that, as a practical matter, on-the-air pay TV is "dead." Though he did not amplify that remark, he made it in a week that saw one authorized broadcast experiment on KCTO(TV) Denver quit before it started (see page 78) and at a time when the only existing pay TV station, WHT(TV) Hartford, Conn., is known to be still operating at enormous loss.

Chance for Cable * Mr. Salant said he thought that if pay TV succeeds, it will be in wired form. He pointed out that cable systems are now capable of carrying as many as 12 different channels. According to CBS projections, at some point—he thought about 50 to 60% of the homes in a community—it becomes less expensive to operate by wire than by air.

It was obvious that CBS is watching with interest the development of the wired Subscription Television Inc. in Los Angeles and San Francisco. STV, the most elaborately planned and financed wire system yet proposed, is scheduled to go into operation July 1 (see story page 77). Mr. Salant said at his news conference that it was his personal belief that if STV fails, wired pay TV is "through."

If pay TV were to prove out, Mr. Salant said, as he and other CBS officials have said in the past, CBS could not stay out of it. "Holding our nose, we'll get into it if we have to," he said.

Price of Protection * In arguing before the affiliates that it would be wrong to solicit government protection against wired pay TV, Mr. Salant said the price of protection would come high. "If we encourage the government to come in to protect us from competition in order for us to survive or to preserve our profits," Mr. Salant said, "then, in the long run, we are going to have to pay for that by accepting the most comprehensive kind of regulation of the very guts of our business."

He said he could find proof of his thesis in the speech of FCC Chairman E. William Henry to the NAB convention last month. In suggesting that the government regulate wired pay TV, Mr. Henry said: "Wire pay TV should not be permitted to grow like Topsy. For pay television in any form must have a public interest justification. It cannot be so justified unless it brings to the public a greater variety of choice through specialized, high-quality programming. It must be a supplemental service, not a substitute service."

In the same speech Mr. Henry also said that free television must justify its protection by offering, among programing, "local news, local public affairs and other local programs."

And Mr. Salant last week: "We feel we must be skeptical about chairmen bearing gifts."

FCC as Boss * "Note," said Mr. Salant, "that the chairman says that wired pay television would be approved only if it provides a 'specialized, high-quality programing' which must be 'supplemental.' It is difficult to conceive of any criteria which would go further than these in putting the FCC deep into programing and programing judgments."

"There the seven commissioners would sit, deciding that this proposed program is 'specialized, high-quality' and 'supplemental' and so pay television can have it; and that proposed program is generalized, low-quality and basic, Pat Weaver, whose wired pay-TV system has precipitated split in broadcasters' ranks, is shown telling Sales Executives Club in New York last week that his program plans will be announced June 1 (see page 77).
and so free television can have it and pay television can't.

"Anybody who thinks that the programming judgments would relate only to pay television and would control its service is an optimist, to put it most charitably," said Mr. Salant. "And we can't have it both ways; we can't in good conscience ask the commission to get into the programming of those who may compete with us, but to stay out of our own programming."

Mr. Henry, in his NAB speech, also had said that pay TV ought to be prohibited from carrying advertising. "Of course we would be delighted," said Mr. Salant. "But should we? How acute can our dilemma be?"

When the FCC proposed to make rules limiting the quantity of commercials that could carry, Mr. Salant pointed out, broadcasters protested that the FCC had no power to make such a ruling. "Can we, who said that, now say that for pay television the commission can and should not only regulate but prohibit commercials altogether?" Mr. Salant asked.

WHERE NAB STANDS * On the subject of regulation of wired pay TV, Mr. Salant told the CBS affiliates, "we quite specifically part company from the recently stated position of the NAB."

At its winter meeting in Sarasota, Fla., last January, the NAB's television board adopted a resolution opposing all forms of pay TV which it defined as "any wireless, wire or cable facility transmitting or distributing programs into the home on a fee basis which are not in the first instance broadcast for reception by all members of the public without charge." The board proposed legislation empowering the FCC to take control over wire systems (Broadcasting, Feb. 3).

Included in the NAB television board's definition of pay TV were all community antenna systems that originate any programming.

On that subject, Mr. Salant also took issue last week. CATV presents the same dilemma, he said, that is presented by wired pay TV.

"Painful as it may be," said Mr. Salant, "I doubt that we can adopt a position concerning what the Congress or the FCC should do about CATV that can graft the issue of whether CATV is competition that hurts us. It seems to us that the principles of free competition apply equally here as in wired pay television. And so, to the extent that CATV does not use broadcasting channels, I doubt that we can demand regulation and prohibition from the government."

After he had concluded his speech, an affiliate reportedly asked him how he justified his contention that the FCC ought not to regulate CATV. The affiliate pointed out that many CATV systems use microwave relays which are under FCC regulation. Mr. Salant said the microwaves were used in such cases in the nature of a common carrier rather than a broadcast facility and were therefore "essentially beside the point."

CATV PROBLEMS * In his speech Mr. Salant said that CATV presents problems that go beyond its possible conversion to subscription operation. As long as CATV does nothing more than pick up broadcast signals and distribute them by wire to subscribers—and if broadcasters can establish that they have proprietary rights to their broadcasts—there is, said Mr. Salant, a fundamental difference between CATV and pay television.

"Wired pay television, as I have said, is another competitor," Mr. Salant told the affiliates. "But CATV is dependent for its existence on our and your product—network and local programs. Surely, if we have rights we can reasonably protect ourselves against injury to us at the hands of someone whose very existence depends on his use of what belongs to us."

"We can't expect the government to protect us from competition," Mr. Salant said. "But it does seem to us pretty elementary justice for us not to commit suicide inadvertently—or to permit us to be stabbed with our own weapon. While we may reject government help, nothing says that enlightened self-help is wrong."

Although Mr. Salant did not go farther in his description of the CATV problem, his remarks were accepted as having been prompted by the developing controversy over the development of CATV systems that deliver a multiplicity of distant stations to communities with limited broadcast facilities of their own. In such circumstances the local broadcasters have vigorously protested, and the FCC has been trying to work out a policy that will provide some security to stations located in areas penetrated by the signals of CATV systems.

Up in the Air * As for CBS, Mr. Salant said, "I am distressed, and a little ashamed, to find that our efforts to arrive at a sensible position on CATV are just about where they were when I last had anything to do with it over four years ago." (Mr. Salant has recently returned to the CBS corporate executive group after four years as president of CBS News.) Two weeks ago, he told the affiliates, Dr. Stanton set up a special committee to recommend the policy CBS ought to adopt on CATV. As a first order of business the committee is trying to determine the rights that broadcasters have in their broadcasts.

"If we do have rights we can protect," said Mr. Salant, "we are determined to establish them as soon as possible so that there could be some orderly and sensible basis for our granting or withholding permission for CATV pickups."

The CBS CATV committee, it was later learned, comprises Mr. Salant as chairman and Merle Jones, president of the CBS Television Stations Division, and Frank Shakespeare, vice president and assistant to the president of the CBS Television Network. Leon Brooks, Washington lawyer for CBS, is counsel and secretary to the network's committee on CATV.

The CBS Television Stations Division, under Mr. Jones, has already acquired an option to buy into a large CATV operation in Vancouver. B. C. Mr. Salant indicated in his news conference last week that the option would be exercised if the Canadian government approved CBS's "alien" ownership. At the moment, Mr. Salant said, CBS has no plans to go into CATV in this country—but neither has it any policy against doing so.

Pay TV and CATV were two of several subjects discussed by Mr. Salant in his speech to the affiliates. Among the others:

CBS News will use its computerized system of rapid projection of election returns in next November's election, despite criticisms that early projections could influence the voting in time zones where polls are still open (see story, pages 49, 87).

CBS will resist the FCC's proposals for various forms of program sharing or forced affiliation with UHF stations (see page 82).
Word now: Fred Ford will stay for a while

He still wants to practice law, but he'll stick with FCC until Johnson wants to pick successor

FCC Commissioner Frederick W. Ford, whose future has been the subject of considerable speculation in the past month, has reportedly agreed to remain with the commission beyond the end of his current term, June 30. He had been expected to leave the FCC on that date and enter law practice.

Promotion would delay making the status quo at the FCC with a presidential election campaign about to get underway (CLOSED CIRCUIT, April 27). Point is given to this consideration by President Johnson's involvement—through his family—in a substantial broadcast property in Texas, KTBC-AM-FM-TV Austin.

The President, however, has not been directly involved in the Ford matter. And one White House aide last week rejected as unfounded the view that the President would delay making an FCC appointment simply because of the impending campaign.

However, there was a report last week that the commissioner had withdrawn a letter to the White House stating he did not desire reappointment. There was also a report, which could not be confirmed, that a White House acknowledgment had also been withdrawn.

Commissioner Ford is said to be anxious to enter law practice. But Washington sources note that by delaying his plans for a few months, the commissioner would be able to enter practice after having done "a favor" for the administration—assuming President Johnson's re-election. There isn't much point, these sources say, in refusing to accommodate the administration.

Veteran Official * Commissioner Ford, who served as chairman of the FCC from March 15, 1960, to March 1, 1961, was appointed a commissioner by President Eisenhower in 1957. He had earlier served six years as a member of the commission staff and has a total of 25 years service with the government, including four years in the Air Force during World War II.

This service record entitled him to an estimated annual pension of $8,500 that he would begin immediately upon leaving the government. Furthermore, as a commissioner who had completed his term, he would be free to practice before the commission immediately. If he accepted reappointment and then resigned, he would be required by provisions of the Communications Act to wait one year before representing clients in FCC matters.

Speculation concerning Commissioner Ford's eventual successor began centering last week on the commission's executive director, Curtis B. Plummer, who has been mentioned previously (CLOSED CIRCUIT, April 27).

Mr. Plummer, a Maine Republican with 24 years of FCC service behind him, is reported to have some influential backing from among the industrial users of business radio services.

Representatives of the oil industry, the National Association of Manufacturers, shipping and lumber interests are among those said to be backing him. Mr. Plummer made his mark with these groups during his seven years—from 1955 to 1962—as chief of the Safety and Special Radio Services Bureau, which has jurisdiction over business radio.

Industry Wants Friend * The industry groups have long felt the commission was not sufficiently sympathetic to their needs. They feel business radio has not been allocated the spectrum space it needs. In Mr. Plummer they would have a commissioner familiar with their problems. Most commissioners, they feel, are too engrossed in the problems of broadcasting.

Mr. Plummer is also said to have the backing of Commissioner Robert T. Bartley, who is a nephew of the late House Speaker Sam Rayburn, President Johnson's long-time mentor and friend.

Another factor in Mr. Plummer's favor is that he is an engineer. The FCC has not had an engineer as a member since T. A. M. Craven left the commission in March 1963.

Mr. Plummer, who joined the FCC in 1940 as a radio inspector in Boston, has filled a number of key posts. He was named chief of the television engineering division in 1945 and chief engineer of the commission in 1950. He was chief of the Broadcast Bureau from 1951 to 1955. He was named to his present post in 1962, after heading the Safety and Special Radio Services Bureau.

Reconsideration sought in WWIZ nonrenewal

The Lorain Journal Co. has asked the FCC to reconsider the denial of a license renewal to WWIZ Lorain, Ohio, on the ground that the commission "completely ignored and rejected the great bulk of the evidence" relating to the charge that there had been an un-
authorized transfer of control of the station.

The action against wwwwz was part of a commission decision that deleted two of the three broadcast interests of Sanford A. Schaft (Broadcasting, April 27). Concerning wwwwz the commission found that Mr. Schaft had transferred 45% of the station to the Lorain Journal, without FCC permission.

The Journal told the commission that Mr. Schaft has always maintained control over the management of the station and that there has been no evidence to the contrary.

The commission decision against Mr. Schaft also denied a license to cover the construction permit for wxtv(tv) on channel 45 in Youngstown. Mr. Schaft holds 50% of the TV permit. The commission did, however, renew Mr. Schaft's license for WPAR.

Paterson applicant wants ch. 66 finalized

Spanish International Television Co. last week asked the FCC to finalize allocation of UHF channel 66 to Paterson, N. J.

Spanish International, one of four applicants for a UHF station in Paterson, also filed an application for an interim operation of channel 66, pending conclusion of the comparative hearing.

Competing with Spanish International are Progress Broadcasting Corp., Bartell Broadcasters Inc. and Trans-Tel Corp. The four had originally applied for channel 37, but later agreed to accept whatever UHF assignment the commission might make to Paterson when channel 37 was reserved for radio astronomy for a 10-year period (Broadcasting, Oct. 7, 1963).

Channel 66 is the sole UHF assignment allotted to Paterson in the FCC's proposed television allocations table.

Protestant group praises FCC Pacifica decision

The Protestant Council of the City of New York said last week it will present the FCC with one of its "Outstanding Achievements in Broadcasting" awards because of its decision to renew Pacifica's licenses was important to the maintenance of freedom of expression in broadcasting. The award will be presented in New York May 14.

GOP asks Harris to look into Austin situation

Two Republican members of the House Commerce Committee have urged its chairman Representative Oren Harris (D-Ark.), to order an investigation into the FCC's handling of a controversy involving Capital Cable Corp. and TV Cable of Austin, competing community antenna television firms serving Austin, Tex. (see page 79).

Representatives Ancher Nelson (R-Minn.) and Samuel L. Devine (R-Ohio) want a probe of the relationship between Capital Cable and KTBC-TV Austin, which owns an option to buy up to 50% of the company's stock. The FCC has ruled that TV Cable, which is served by microwave and is under FCC jurisdiction, must not duplicate KTBC-TV programs within 15 days of broadcast. Capital Cable, whose antenna is on KTBC-TV's tower, is not under FCC jurisdiction, is free to duplicate the station, and does (Broadcasting, May 4).

The congressmen, in separate speeches on the House floor, have asked whether Capital Cable-KTBC-TV relationship is in the public interest and say the committee should examine the situation.

WSPA-TV loses second bid for translator

The FCC, holding to an earlier decision, denied a request for a grant, without hearing, to WSPA-TV Spartanburg, S. C. of a VHF-TV translator station to rebroadcast the station's programs to the Asheville, N. C. area.

The commission based its previous decision on its rule that "a VHF translator will not be authorized to serve an area which is receiving satisfactory service from one or more UHF television broadcast stations or UHF translators," unless a waiver of the rule can be justified. WISE-TV (ch. 62) Asheville, N. C., has not opposed WSPA-TV's application (Broadcasting, April 6).

In seeking reconsideration WSPA-TV said that the purpose of the translator station is to reclaim a service area lost after the move of its transmitter from Paris Mountain to Hogback Mountain.
NFL sales cheer CBS affiliates

Compensation for carrying games restored after sell-out at top price; promised longer station breaks allowed, Aubrey assures annual meeting

Affiliate concern over trends in CBS-TV's station-compensation payments appeared to have been abated last week when the network announced it would be able to restore compensation on its 1964-65 pro football coverage.

President James T. Aubrey Jr. announced that the network had sold the National Football League games at something more than "an unheard-of figure" that made it unnecessary to go through with plans to eliminate compensation to stations for carrying the games.

In addition, other officials said the network would still allow the stations the longer station breaks originally promised them as a means of cutting their losses from noncompensation.

President Aubrey made his announcement at the outset of the affiliates' tenth annual meeting in New York. It brought a wave of applause that was subsequently translated into an official resolution of "sincere appreciation."

Mr. Aubrey said the network originally eliminated compensation to "throw in every possible penny" to reach its successful bid of $28.2 million for two-year rights to the NFL games (BROADCASTING, Jan. 27, Feb. 3). He said CBS then had to price the games at "an unheard-of figure" just to break even—and decided to go higher and seek a profit.

Sold at $60,000 = "In one of the finest sales jobs ever done," he said, the sales department "sold the games for two years firm at $60,000 a minute."

This was later described as an average price. At 18 commercial minutes per game and with 18 play-dates, this would mean $19.4 million a year—to which the second games in five doubleheaders could add, by unofficial estimate, another $3 million to $4 million a year.

Actually, authorities reported, one quarter of a midwest regional network and of two state networks on the West Coast remain to be sold. In the second games of the five doubleheaders, however, 12 of 14 minutes being offered in each game have already been sold.

Mr. Aubrey told the affiliates that restoration of compensation on the games was "no idle gesture"—that the payments would total "nearly a million dollars over the two-year period."

He also assured the affiliates that they would get their "fair share" if CBS-TV makes money on the even more expensive NFL championship games—which were bought at $3.6 million for two years and are being offered, he said, at $110,000 a minute on a firm two-year basis. On a one-year basis the price is $120,000 a minute.

Affiliates Relieved = Mr. Aubrey's announcement appeared to ease affiliate concern about compensation problems—even though their concern predated last January's NFL noncompensation policy by almost two years.

A special committee of affiliates has been keeping watch on economic problems and has had an economist making studies of compensation trends specifically.

The economist, Dr. Harold Barnett of Washington University in St. Louis, reported to the board of directors of the CBS-TV Affiliates Association last Monday. His report indicated that while rate increases have kept most stations' compensation near or above former levels, on a constant-rate basis compensation has been declining over the past several years (CLOSED CIRCUIT, May 4).

Dr. Barnett's report also was submitted to a closed meeting of all CBS-TV affiliates at Tuesday's session of the convention.

But, Thomas Murphy of Capital Cities Broadcasting, chairman of the affiliates board, reported afterward that Dr. Barnett had been given no new assignments. He said that compensation would remain a subject of continuing study, but thought it likely that it would be handled by the affiliates committee and the affiliates themselves.

Better Contracts = He also indicated that the special committee would devote itself primarily to working with the network to "improve and update and simplify" the standard affiliation contract between CBS-TV and stations.
Both he and William B. Lodge, CBS-TV vice president for affiliate relations and engineering, indicated this would be a long-term project.

Mr. Murphy said the affiliates had not asked for an increase in compensation and were "delighted" that compensation for the football games was being restored. Both network and affiliate sources said there had been no affiliate pressure to get the restoration, or even any "big noise" from affiliates when elimination of compensation was announced. Mr. Lodge said he hadn't received as many as "half a dozen complaints."

Mr. Murphy reported that Howard Lane of KOIN-TV Portland, Ore., had resigned as chairman of the special economic committee after two years of service. Richard A. Borel of WANS-TV Columbus, Ohio, was named to succeed him as chairman.

Compensation was also a major part of Mr. Lodge's report to the affiliates. He told them that total compensation payments in 1964 went from $68 million in 1961 to $77 million in 1963—and for the first quarter of 1964 were 10% or about $2 million ahead of the same period of 1963.

Equal to 1962 * The $77 million paid in 1963, he said, equals the 1962 total even though there was a reduction in rates in 1963 and commercial operations was suspended for the 4-day coverage of events surrounding the assassination of President Kennedy.

Of 187 stations affiliated with CBS-TV in the first quarter of both 1964 and 1963, Mr. Lodge said, all but eight stations, or 4%, received more compensation in the first quarter this year than last.

He broke the 187 stations down as follows: 37 stations received payments more than 25% higher than they received in the first quarter of 1963; 28 received increases between 15 and 25%; 41, increases of 10 to 15%; 46, increases of 5 to 10%, and 27, increases up to 5%.

Of the eight others, he said, the compensation of six was off by amounts up to 5%, one received 5 to 10% less than in the first quarter of 1963 and one was down by more than 10%.

In his report Mr. Lodge also:

* Saw color television set circulation beginning to make substantial strides (see page 44).
* Asked whether the affiliates wanted CBS-TV to continue feeding the "sunrise semester" educational series. They indicated they did, and he said it will continue.
* Asked whether they would prefer—as some affiliates had suggested—that Saturday-morning 30-second station breaks be consolidated into fewer but longer break, they voted affirmatively and Mr. Lodge reported that the change would be made.
* Reminded that the network had notified affiliates a few weeks ago that it would apply more generally than before its policy of making uncleared programs available to non-affiliates, and explained that this move was attributable to protests from non-affiliates about "unreasonable withholding" of such programs.
* Said CBS was developing a "black box" which, when installed at affiliated stations, would be linked with CBS-TV headquarters computer operations and, in time, provide "electronic affidavits" replacing the hand-written information now supplied by stations for use in billing network advertisers and paying the stations. He said the "box" is now installed at five stations and estimated that equipping all affiliates would take about a year.

In another major report to the convention, Thomas H. Dawson, network sales vice president, said CBS-TV wants to increase sales of program sponsorships—as distinguished from one-minute participations—but stressed that success depends greatly on affiliate cooperation in clearing programs.

He thought there would never again be a "full-program-sponsored network" because some advertisers will always have special marketing problems that require sales in participation. But he said that program sponsors are the clients CBS values most—and that CBS is the only network fighting for program sponsorships. He said CBS-TV has sold 75% of its prime nighttime schedule in program sponsorships, as against what he said was 47% for NBC-TV and 40% for ABC-TV.

Mr. Dawson also reviewed CBS-TV standards on piggyback announcements—"piggyback per half-hour in class a time, one-quarter-hour in daytime programs, all to be carried in "island" positions"—and said that in both commercial time standards and length of credits, CBS standards are "the highest in the industry."

He also reviewed highlights of the new advertising code of the cigarette industry (Broadcasting, May 4).

The convention, held Tuesday and Wednesday, also heard Frank Stanton, president of CBS Inc., and Richard S. Salant, vice president and assistant to the president of CBS Inc., in major policy speeches (see page 72). Other speakers included Fred W. Friendly, president of CBS News; Network Programming Vice President Michael H. Dann (page 60); John P. Cowden, network vice president for information services; William C. MacPhail, sports vice president and Richard W. Golden, market planning director (page 62), and Jay Eliasberg, research director.

STV to reveal program plans

Has 3,000 Los Angeles homes signed for July 1 start of pay-TV system

Sylvester L. (Pat) Weaver, president of Subscription Television Inc., last week stated that specific program plans for STV would be revealed in newspaper ads in California beginning June 1.

The moment, or day, of truth for the Santa Monica, Calif., pay-TV company is July 1 when it will begin operations. Questioned about his success in obtaining subscribers to the system, Mr. Weaver indicated that in Los Angeles over 3,000 homes are already committed and that the company is not worried about signing a minimum requisite to make the operation viable.

STV, which has already publicized the baseball games of the Los Angeles Dodgers and San Francisco Giants as staple programing for its closed-circuit system, must sign 20,000 subscribers in both Los Angeles and San Francisco or face payment of penalties to the ball clubs or possibly lose the rights to their games.

Mr. Weaver acknowledged the likelihood that the issue of public approval of wired pay-TV would be decided in California by a referendum on Nov. 3, but said the company would attempt to prevent the issue from appearing on the ballot in an appeal to the courts. The initiative petition would be aimed at repeal of state legislation passed last year which authorizes wired pay TV.

The STV president said the company was planning to take its case to the supreme court in California within three months.

Mr. Weaver's comments on STV's progress and order of battle came after a luncheon address to the Sales Executive Club in New York in which he again attacked pay television's sworn opponents, the National Association of Broadcasters, individual broadcasters and theater owners, as "un-American" in their efforts to stifle the growth of a specialized programing source.

Not all broadcasters agree on how to handle the new medium. CBS last week took exception to the NAB stand that the FCC ought to regulate wired pay-TV (see page 72).

Mr. Weaver repeated his argument that pay TV will not detract from commercial TV's audiences because it will be seeking specialized, not mass viewership.

Specials and cultural shows, he as-
spered, are having an increasingly difficult time of finding a place in the present network TV system.

The problem facing the networks, he stated, is "the revolution that will take place in the TV business because of the things that networks have already done, as they have become facilities operations and abandoned their command of creative programming and of production." He characterized the majority of current network programming as "blond" out of commercial necessity.

Mr. Weaver envisions for pay TV the role of benefactor to the performing arts: "By the 70's I would expect all of our major cultural entities to be profit-making. This will happen because of us."

Following his presentation, he was asked how STV would avoid the very situation which he ascribes to present commercial television, namely catering to the interests of the greatest portion of its potential audience. He asserted that the three channels of the STV system would be separately programmed for both popular tastes (sports and first-run movies for example) and for cultural interests.

Cox v Steinman in second round

Some of the gut issues come to light in classic dispute over CATV plan

The controversy between Cox Broadcasting Corp. and the Steinman Stations over Cox's community antenna television plans was resumed last week in a pleading filed with the FCC.

Cox, acting through its subsidiary, Video Service Co., asked the commission to strike the petition of Steinman's WGAL-TV Lancaster Pa., to deny Cox's applications for microwave stations to service CATV's in southern Pennsylvania.

Cox said the petition is "a thinly disguised petition for rulemaking" containing policy questions that have been included in a recent FCC notice of inquiry (Broadcasting, April 20). Cox said that inquiry provides the appropriate vehicle for the resolution of the issues raised.

At issue are Video Service applications for common carrier microwave relay stations to carry the programs of WOR-TV and WPIX-TV, both New York, and Philadelphia's educational station, WHYY-TV to CATV's in Chambersburg and Tyrone, both Pennsylvania. Cox owns the CATV in Tyrone (Broadcasting, Feb. 24).

Cox also has on file with the commission applications for microwave stations to relay TV programs from stations in Chicago and Cleveland, Columbus and Dayton, both Ohio, to CATV's in a number of Ohio communities (Broadcasting, Feb. 24).

Pay-TV v WGAL-TV said the proposal could lead to a "gigantic subscription television network," without prior government approval. It also said the plan would result in the public's dependence on a few stations rather than many, which would be "contrary to commission policy."

Cox, however, said that its proposal doesn't differ from other common carrier systems in the area and that the requested facilities comply in "all respects" with commission regulations.

Cox urged rejection of the petition on the ground that it includes the same issues contained in the commission's notice of inquiry into joint ownership of CATV's and television stations. Cox said the station can express its views in the inquiry. The notice was issued a month after the petition was filed.

Cox also said the petition should be rejected because WGAL-TV does not have a direct stake in the proceeding - except to the extent that one of the CATV's to be served is located in the station's Grade B contour. But, Cox noted, the station did not claim it would suffer economic injury, nor did it assert that the public would suffer as a result of the competition.

Cox described as "iconic" WGAL-TV's professed concern for the effect of the proposal on UHF stations in southern Pennsylvania. Cox said WGAL-TV, "through the vestigial use of its dominant VHF allocations position and maximum facilities" has hampered the development of UHF stations in WGAL-TV's area.

"WGAL," Cox said, "is the last one to be heard on a charge of adverse competition."

Cox noted that the CATV industry has long contended that its service has aided the development of UHF television by providing a UHF audience without the need of special set converters and antennas.

Cox said that WGAL-TV's assertions concerning the "potential" implicit in the applications are based on "pure speculation." WGAL-TV had argued that the proposed system could be transformed swiftly into a pay-TV network.

But Cox said it knows of no way this could be done. It noted that CATV systems, as now constructed, cannot deliver signals to home receivers on a selective basis, "the very essence of pay-TV."

Cox also said that the WGAL-TV pay-TV "speculation" is based on the assumption that subscription television will utilize a wired system. But Cox said it is still too early in pay TV's development to determine whether it will take the wired or broadcast route.

Both adversaries in the proceeding are important broadcasting group owners. Besides WGAL-AM-FM-TV, Steinman stations include WLEV-Tv Bethlehem, WKEB Harrisburg, WFBY York, WEST-AM-FM Easton, all Pennsylvania; WDEL-AM-FM Wilmington, Del.; KOAT-TV Albuquerque, N. M., and KVOA-Tv Tucson, Ariz.

The Cox stations are KTVU(Tv) Oakland-San Francisco; WSB-AM-FM-TV Atlanta; WISO-AM-FM-TV Dayton, Ohio; WSOAC-AM-FM-TV Charlotte, N. C., and WIOD-AM-FM Miami.

VHF pay-TV plan dropped in Denver

Macfadden-Bartell Corp. has given up hope for a viable pay-television system over an on-the-air commercial VHF station.

The company last week informed the FCC that there would be no request for an extension of the authorization for a pay-TV experiment via KCTO(TV), (ch. 2) Denver. Macfadden-Bartell said that it plans to apply for channel 20 in that city, over which it would operate a Teleglobe subscription system.

Macfadden-Bartell told the commission that the company is "optimistic of the vast future of pay TV," but said that it is difficult, "if not impossible," for a system to operate of over a full-time commercial station. KCTO, owned by J. Elroy McCaw, operates on a full-time basis.

Macfadden-Bartell said that use of a UHF channel would provide the pay TV system with a flexible schedule of time availability. The company said that its "found substantial support" to be able to operate pay TV via channel 20.

Solomon Sagall, president of Teleglobe Pay-TV System Inc., said that Macfadden-Bartell would need approximately 15,000 subscribers in order to make a channel 20 pay-TV operation viable. When Macfadden-Bartell hoped to begin the KCTO experiment May 1 it had about 2,000 subscriptions.

The Teleglobe system would send a "scrambled" video signal and pipe the audio to the receiver by telephone lines. At the time the commission authorized the "scrambled" signal over KCTO, Macfadden-Bartell said that such video security was necessary if a system were to obtain sufficient program material (Broadcasting, Feb. 17).

Mr. Sagall said last week that "UHF will not be able to survive without pay TV."

BROADCASTING, May I, 1964
It isn't over in Austin yet
Henry says TV licensee may not be allowed to buy into cable system

FCC Chairman E. William Henry issued another reminder last week—this one on a television program—that the broadcasting company owned by President Lyndon Johnson's family may not be allowed to buy into Capital Cable of Austin, Inc.

The Johnson concern, Texas Broadcasting Corp., is the licensee of KTBC-TV, the only station in Austin, and holds an option to buy 50% of Capital Cable. Two weeks ago, the commission issued a ruling favorable to Capital (Broadcasting, May 4).

It was against this background that a questioner on the syndicated program, Youth Wants to Know, asked Mr. Henry whether the option agreement represents "an attempt to monopolize television rights" in Austin and whether remedial action was required.

Mr. Henry said that the agreement was signed in 1957 and "speaks for itself." As for whether anything should be done about it, he said, the "answer is, possibly."

He said the commission hasn't made any "broad decision yet" but that the question "has been raised." This was a reference to the commission's notice of inquiry into the general question of whether mutual ownership of CATV systems and television stations should be permitted and, if so, under what circumstances (Broadcasting, April 20).

Clarksburg Cited He said that the question concerning joint ownership grew out of a case in which a CATV system operator was allowed to purchase the only television station in Clarksburg, W. Va. (Broadcasting, March 16). He recalled that he had dissented to the order approving the sale.

"I said that I didn't think that in the same community, under some very unusual circumstances, a television station should be allowed to own and operate or control a CATV system," he recalled, adding, "So that case will have a direct bearing on whether or not KTBC could ever exercise its option."

An earlier reminder that the notice of inquiry could lead to rules that would prohibit the Johnson company from exercising its option was voiced by the commission itself, in the decision affecting Capital Cable. In that order, the commission refused, for a second time, to lift the requirement that TV Cable of Austin, Capital's competitor, protect KTBC-TV (Broadcasting, May 4).

TV Cable accepted the requirement when it received a microwave grant last year. Capital Cable refused to accept the requirement and was denied a microwave grant. It has since built an all-cable system.

Chairman Henry also caused a flurry of interest when he said that one of two UHF channels allocated to Austin would be in operation within 90 days, and thus end KTBC-TV's monopoly on local service. However, he said following the telecast that he had received subsequent information that the hoped for target date would not be met. He didn't identify the station involved, but construction permits for UHF stations have been granted to Texas Longhorn Broadcasting Corp. (KTXN-TV [channel 67], and Austin Broadcasting Co. (KETV-TV [channel 24]).

President Johnson's wife and two daughters own 84% of Texas Broadcasting. But their shares have been placed in trust.
Radio's pervasiveness confirmed in Colorado

New depth study shows striking similarities in listener attitudes in East and West

An unprecedented report on how Coloradans use radio is being delivered to Colorado broadcasters today (Monday).

Compiled for the Colorado Broadcasters Association to give members a broader understanding of their audience, the study is a benchmark in audience research on a statewide scale.

It reveals some pleasant findings for radio broadcasters and may help dispel a few Madison Avenue myths "about what we do out here in between Indian raids," as one association officer put it last week.

For the most part, the report says, Coloradans use radio as much as it is used by listeners in New York City or anywhere else in the U. S.

More of them listen more often (upwards of 60% said at least two hours daily) than ratings have estimated.

They depend on radio for news and turn to it especially in time of crisis.

Radio is a companion and a constant source of entertainment.

Half said they listen for information about products and services.

Coloradans listen critically and expect their local stations to display a high caliber of performance. They resent fluffed commercials and newscasts.

However, they show a surprising realization of the necessity for commercials as the price they pay for radio service.

The report, "Contemporary Colorado Radio: A Socio-Psychological Study of Audiences and Function," was prepared under the direction of Dr. Harold Mendelsohn, professor and director of research of the radio, television and film department, University of Denver. Dr. Mendelsohn, author of a detailed study of the New York metropolitan audience for WMCA New York (BROADCASTING, Feb. 5, 1962), said he found little difference in the way people use radio in Colorado and New York. In fact, uses "are amazingly similar" and differ mainly in "the more intimate relationship people in smaller towns have with their stations," Dr. Mendelsohn said last week.

Confirmation of Strength • For the Colorado broadcasters, "the study is an absorbing confirmation of the strength of radio," according to Bob Martin, KMOR Littleton, Colo., an association director and immediate past president who helped guide the project since it was authorized last June. Others working on it were Jerry Fitch, KGLN Glenwood Springs, president, and Paul Blue, KLZ-AM-TV Denver, secretary-treasurer.

"It is obviously the kind of project the average broadcaster could never afford by himself," Mr. Martin said. The study and an explanatory 15-minute color film cost $8,500.

"We hope station owners will spend considerable time with the full report," he added. "There is much to glory in, but also much to learn from our listeners." The material, comprising 130 pages, contains an analytical narration by Dr. Mendelsohn, supplemented by charts and listener comments.

The Colorado association is seeing to it that the study's findings on radio's penetration "and the dependence of the public on radio" are brought to the attention of advertisers. The film, prepared by J Productions Inc. of Denver, will be screened publicly for the first time before the Denver Advertising Club on Thursday (May 14), which is radio day.

Copies of the report are being sent to members of the Colorado congressional delegation. In the works are pocket pieces for Colorado station salesmen and public relations materials for broader distribution.

And a Copy for the FCC • The exploitation is going further. "Colorado licenses are up for renewal next April, and this report will be cited to the FCC as an example of what can be done by broadcasters to find out what their listeners want and use from radio," Mr. Martin said.

But, as he explained, "the study will be of primary use to the licensee himself." It is a different approach to media research, as Dr. Mendelsohn says in his introduction. "Ordinary audience measurement techniques were considered too gross for obtaining the information required," and so a team of professional interviewers trained and supervised by him performed 200 "quasi-clinical" interviews throughout Colorado.

These were "guided conversations" and were conducted between November and December 1963. Asked whether the Kennedy assassination coverage might have thrown a bias into the research, Dr. Mendelsohn said no, that a pilot study conducted early in Novem-
Metromedia study finds lost listeners

Survey of home radio in New York shows level as much as 76% higher than conventional surveys

A new study of household (or family) radio listening in the metropolitan New York area shows the level to be much higher—76% higher in some periods—than what's been reported by conventional ratings services (Closed Circuit, April 13).

First tabulations were released last week to BROADCASTING by Metromedia Inc. (WNEW New York) which directed the study made by R. H. Bruskin Associates, New Brunswick, N. J.

Disclosure of the study came a week after American Research Bureau indicated that following its pilot Detroit study, it has decided to enter the radio ratings field later this year (Broadcasting, May 4).

Radio Advertising Bureau and the National Association of Broadcasters are conducting an audience-research methodology project. Metromedia noted that it has turned over to RAB and NAB the technique used in the New York study as developed by Bruskin under the supervision of Mary L. McKenna, vice president in charge of research and sales development at Metromedia.

The study was conducted during the week of Oct. 28 to Nov. 3, 1963. WNEW commissioned Bruskin to place diaries in 950 homes by means of personal interviews. Of this number, 942 or 89% of the homes agreed to keep the diaries and of these 640 or 76% returned them. (This translates to 10,316 diaries from 1,628 people and from 640 households representing 91% family member cooperation).

Highpoint results:

- In the 6-9 a.m. period, Monday-Friday, the average sets in use showed unduplicated percent of homes at 41.7 matched against 24.8 for that period reported by an existing comparable measurement service, or, a level that is 68.1% higher.

- In the afternoon on weekdays, a similar substantially higher listenership level is noted. From 3-6 p.m., the 22.4 percentage by Bruskin compared to 16.6 reported by the existing rating service, a level that's 36.9% higher.

- In every three-hour period on the weekdays, the Metromedia-Bruskin study showed the average percent of households listening to be near or over 50% above the current measurements. On Saturdays, the range was from around an average 25% to 44% higher; on Sundays 13% to 59% with the exception of only a 1.7% higher level reported for the 3-6 p.m. period.

A tabular summary follows:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Current total measure</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9 a.m.</td>
<td>41.7</td>
<td>+68.1%</td>
</tr>
<tr>
<td>9 a.m.-12 noon</td>
<td>33.1</td>
<td>+51.1%</td>
</tr>
<tr>
<td>12 noon-3 p.m.</td>
<td>24.3</td>
<td>+46.4%</td>
</tr>
<tr>
<td>3-6 p.m.</td>
<td>27.2</td>
<td>+63.9%</td>
</tr>
<tr>
<td>6-9 p.m.</td>
<td>20.4</td>
<td>-17.6%</td>
</tr>
<tr>
<td>9 p.m.-12 midnight</td>
<td>11.5</td>
<td>-59.1%</td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-9 a.m.</td>
<td>21.6</td>
<td>+44.0%</td>
</tr>
<tr>
<td>9 a.m.-12 noon</td>
<td>37.9</td>
<td>+24.3%</td>
</tr>
<tr>
<td>12 noon-3 p.m.</td>
<td>30.9</td>
<td>+40.6%</td>
</tr>
<tr>
<td>3-6 p.m.</td>
<td>22.1</td>
<td>+32.3%</td>
</tr>
<tr>
<td>6-9 p.m.</td>
<td>18.0</td>
<td>+44.0%</td>
</tr>
<tr>
<td>9 p.m.-12 midnight</td>
<td>10.4</td>
<td>+28.4%</td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6-9 a.m.</td>
<td>13.5</td>
<td>+57.0%</td>
</tr>
<tr>
<td>9 a.m.-12 noon</td>
<td>31.4</td>
<td>+13.4%</td>
</tr>
<tr>
<td>12 noon-3 p.m.</td>
<td>25.7</td>
<td>+12.2%</td>
</tr>
<tr>
<td>3-6 p.m.</td>
<td>17.9</td>
<td>+1.7%</td>
</tr>
<tr>
<td>6-9 p.m.</td>
<td>13.1</td>
<td>+28.7%</td>
</tr>
<tr>
<td>9 p.m.-12 midnight</td>
<td>8.3</td>
<td>-59.6%</td>
</tr>
</tbody>
</table>

The New York study, it was explained, has features that differentiate it from other studies in the field.

According to Mrs. McKenna, the study takes in the dimension of radio by concentrating on all of a family's (household's) listening.

The WNEW survey covers by diary all family members in the household over 12 years old. It was noted that the New York study was costly in that it took pains to obtain cooperation of more than one family individual. To expedite this, it was necessary to get an interviewer in the home.

Estimates placed the cost of a comparable study at $35,000, though the Metromedia survey ran to several thousand dollars more because of development expenses. Moreover, the sample was drawn from an original household panel created by WNEW.

Mrs. McKenna said the study, which
New facilities planned for WISH-TV

The new studio and office building for Corinthian Broadcasting Corp.’s WISH-TV Indianapolis, Ind., as drawn by architect Ralph Anderson of Wilson, Morris, Crain & Anderson, Houston, is pictured above.

The new building is scheduled for completion by May 1965 and will cost Corinthian “slightly in excess of $1 million” for the land and building.

The new facility will contain more than 25,000 square feet of operational and office space, approximately twice the studio area presently used by WISH-TV.

has data showing unduplicated homes using radio for each quarter hour over the 24 hours each day in the survey week, will provide the company with various breakdowns including station listenership, by day parts and spot schedules. The study, she explained, will provide radio comes with frequency distribution for both individuals and households demographically described.

Pilot Study Mrs. McKenna said the study might be looked at as a pilot type which could be followed by broadcasters in other markets on a cost-share basis. She believes a two-yearly study in a large market, such as New York, would provide the necessary information but in a smaller market, she said, perhaps once yearly would be enough.

Metromedia, she said, has been concerned about the “state of radio audience measurements for some time” and because of the multi-locations where listening occurs, felt that current measurements “fail to capture the true dimension of radio listening activity as related to households.” Metromedia believes “listening activity of all household members has not been accurately recorded or recorded at all.”

An essential feature of the study, it was explained, was the design and technique of the diary method. Family members were requested to keep individual radio listening diaries, which through a self-mailer design—reverse side of the diary being an envelope already bearing a postal permit—encouraged daily returns.

The use of a postal permit gave Bruskin its control check on whether or not diaries were actually mailed each day. Postage payments recorded by Bruskin indicated most respondents mailed diaries on a daily basis. Data for both households and individuals were recorded on about 112,000 IBM cards, which were coded and transmitted to Metromedia’s IBM center where results were printed.

Mrs. McKenna pointed out that placement of the diaries by personal interviews within the home was in contrast to conventional methods of telephone contact and then the mailing in of a single diary for a family member to keep.

Green Stamps S & G green stamps were used for incentive, the family receiving a book for a week of daily diary keeping from all household members.

In setting up the study, the Bruskin firm recruited by personal interviews 1,016 households from a total panel of 2,800. The panel households were located in all counties in the greater New York metropolitan area.

The diary’s design enabled measurement of individual and family listening, with room on the form for recording in-home, car and all other listening locations. Space provided for 96 quarter-hours permitted coverage of the full 24-hour periods. Respondents were requested to record individual stations to which they listened, and by diary-keeping of more than one member of the family, it was possible to account for multiple set listening.

Newest ABC-TV plan has little support

ABC’s latest plan for equalizing competition among the television networks has not, apparently, struck any sparks at the FCC. Some commissioners regarded the plan, which borrows from the old drop-in proposal, as interesting, even “intriguing.” But there was no indication the commission intends to give it prompt consideration.

And some commissioners who opposed the drop-in plan indicated they also would oppose the new ABC plan.

The proposal was advanced Friday, May 1, by top ABC officials in a meeting with the commission on methods of sharpening competition among the networks and helping the development of UHF television. The commission met the previous day in separate meetings with the operating heads of NBC and CBS (Broadcasting, May 4).

ABC’s plan is to equalize the number of VHF stations affiliated with the three networks in the top 18 two-VHF markets. ABC has only five primary VHF affiliates in those markets, while CBS has 16 and NBC 13.

Three months ago the commission was considering a draft of a proposed rulemaking on the subject of network competition and UHF development in those markets. The document contained two proposals—one requiring the networks to divide their programming equally among the VHF and UHF stations in each of the markets; the other requiring the networks to share equally the number of VHF and UHF affiliates in those markets. The latter was based on an earlier ABC plan.

Project Shelved The commission decided to shelve that project until it could get the views of the network chiefs. The commission was given those views two weeks ago, but there is no indication what the new project will be. Chairman E. William Henry said the commission would have to meet to discuss the matter, but mentioned no date.

It appeared likely, however, that if a rulemaking is eventually issued for comment, some form of the ABC plan will be in it.

Briefly, ABC suggests that the commission ask the networks to consider surrendering their VHF affiliates in each of the 18 markets and taking a UHF instead. Whether the networks switched or not would be left to discussions between them and their affiliates.

But if the networks and their VHF affiliates in a given market decided to maintain the status quo, the commission would drop in—or move in—a VHF channel on a temporary basis. The new channel would be made avail-
able to the UHF licensee as a means of helping him to compete with the VHF stations in his market. The new VHF channel and the existing UHF facility would be operated as a dual operation, with which any of the three networks could affiliate.

The commission would specify how long the VHF would remain in the market—either in terms of years or until the all-channel set circulation had reached a certain level.

Meanwhile, a top CBS official last week expressed that network's unyielding opposition to the earlier program-sharing and market-sharing plans the FCC had been considering.

Richard S. Salant, vice president and special assistant to the president of CBS, spoke before the CBS-TV affiliates meeting in New York Wednesday before the latest ABC plan had received widespread publication (see page 72).

Mr. Salant said the commission erred in not inviting affiliates to its meetings on program and market sharing. "Your stake is at least as great" as the networks', Mr. Salant said.

He said that either sharing plan leads to the public utility concept. "And these suggestions mean," he added, "that stations can't compete for a network affiliation; it means that networks can't compete for affiliates; it means that licensees can't choose the programs they want."

And adoption of either plan, he said, might not be limited to the top 18 two-VHF markets. He said the government might consider it proper to control network program distribution or affiliation in single-station markets or to multiple-station markets where UHF is having trouble getting started.

Mr. Salant said the proposal involves "such fundamental principles that we can't in good conscience compromise. This is not so much a matter of economic injury to us as it is of principle."

Commission reopens Boston ch. 5 case

The Boston channel 5 case was reopened last week by the FCC for a hearing on "changes made by WHDH Inc., as a result of the death of Robert B. Choate," president of WSHD Inc., and whether the FCC's September 1962 decision, reaffirming grant of channel 5 to WSHD-TV, should be modified.

The commission action had been ordered by the U. S. Court of Appeals, Washington (BROADCASTING, April 20). The court ruling resulted from an appeal made by one of the original applicants, Greater Boston Television Corp., of the grant to WSHD-TV.

Hearing Examiner Herbert Sharf-
WTCN-TV sold for $4 million

Minneapolis-St. Paul independent station sold by Time-Life Broadcast to Chris-Craft

The sale of WTCN-TV, channel 11 independent in Minneapolis-St. Paul, by Time-Life Broadcast Inc. to Chris-Craft Industries Inc. for approximately $4 million (CLOSED CIRCUIT, April 6) was announced last week.

But one other deal involving Twin Cities' television station KMSP-TV has fallen through. Negotiations were underway for 20th Century-Fox to sell the ABC-affiliated station to Screen Gems but 20th Century board voted several weeks ago not to sell the outlet.

Weston C. Pullen Jr. (I), president of Time-Life Broadcast Inc., signs agreement to sell WTCN-TV Minneapolis-St. Paul to Chris-Craft Industries Inc. for approximately $4 million, with Chris-Craft president John G. Bannister looking on.

Last week's Minneapolis transaction, when approved by the FCC, will give Chris-Craft Industries its third independent TV station. Chris-Craft, the former Nafi Corp., already owns KCOV-TV (ch. 13) Los Angeles, which it bought in 1960 from Kenyon Brown and associates in a stock deal aggregating about $1.5 million, and KPTV-TV (ch. 12) Portland, Ore., which it bought in 1959 from George Haggarty for $3.75 million.

Chris-Craft is a diversified company which manufactures inboard and outboard boats, fabric and fiber products for the automobile industry, and has interests in oil and gas fields in 13 states in addition to its TV holdings. John G. Bannister is president of the firm, which last year had a net income after taxes of over $2 million ($1.43 a share) on revenues of almost $70 million.

Time-Life acquired WTCN-TV in 1957 when it bought the Harry M. Bitter stations (including Indianapolis and Grand Rapids) for $15,750,000. Until 1960 WTCN-TV was affiliated with ABC-TV. The affiliation went to KMSP-TV that year.

Besides retaining WTCN in Minneapolis, Time-Life has five other television stations: KZTV Denver, KOGO-TV San Diego, WFBM-TV Indianapolis and WOOD-TV Grand Rapids, all VHF, and KERO-TV Bakersfield, Calif., a UHF outlet. All of the VHF stations also have AM and FM adjuncts.

Handling the WTCN-TV transaction was Howard E. Stark.

CATV's show interest in North Carolina

North Carolina, home of only three community antenna television systems through last year, has suddenly become the scene of renewed CATV interest in three principal cities.

Applications for permission to install CATV systems have been made in the last few weeks in Charlotte, Durham and Raleigh, all by separate groups.

Durham Cablevision Co., organized by 10 local business men, asked the city council last Monday (May 4) to adopt an ordinance permitting them to provide CATV service. The council named Mayor Wences Grabarek to head a special study committee.

In Raleigh another group of nine business and professional men are seeking permission to operate a CATV under the name of Raleigh Cablevision Co. They explained their plans to the Raleigh council also last Monday, and a public hearing is to be scheduled.

Just a short time ago Broadcasting Co. of the South, a group broadcast licensee, requested a franchise in Charlotte (BROADCASTING, May 4).

The Durham and Raleigh firms plan to offer eight TV channels plus FM reception, according to Bill Adler of Adler Associates, Washington, their consultant. The firms are not interlocked, he said. The basic improvement they could offer viewers would be "perfect" reception of local channels plus an NBC affiliate, which Mr. Adler said is not received well in parts of both communities.

The Television Accessory Manufac-
turers Institute (TAME) says CATV is unnecessary in either city and is organizing opposition in Durham and Raleigh. Morton Leslie, TAME acting chairman, said neither community needs CATV and the situation "points up the need for legislation" to regulate CATV. "They're not going to bring needed service; they're bringing duplicated service," Mr. Leslie said.

Mr. Adler explained the new activity in North Carolina as a sign of a realization by CATV operators that "more people need more service" and that markets lacking a third network station need cable television.

KRLA applicant wants FCC to drop others

Radio Station KCJH, one of 19 applicants for the facilities of KRLA Pasadena-Los Angeles, has asked that the FCC dismiss the applications of KCJH's 17 competitors which would operate the 1110 kc frequency in the Los Angeles vicinity. KCJH, a daytime-only outlet at 1280 kc in Arroyo Grande, would relocate the KRLA channel to that city, some 170 miles north of Pasadena.

KCJH, owned by Christina M. Jacobson and Leslie H. Hacker, said under FCC policy the applications for "merely one more station for greater Los Angeles must be denied." KCJH said its application would bring new service to Arroyo Grande and hence is in compliance with Section 307(b) of the Communications Act that instructs the FCC to see to the "fair, efficient and equitable" use of broadcast facilities.

KCJH has also opposed the five applications for interim operations of KRLA facilities, claiming that they would prejudice its application for the Arroyo Grande site. An oral argument on the interim applications will be held Thursday (May 14), (BROADCASTING, May 4).

Hi-Desert Broadcasting Corp. was the only application not opposed by KCJH. Hi-Desert has applied for 1110 kc to be relocated in Twenty Nine Palms, Calif. Hi-Desert operates KDHI on 1250 kc, 1 kw daytime only, in that city.

Broadcasters should not have 'untouchables'

Broadcasters "cannot dance around the periphery of issues—we must be at the white-hot center," LeRoy Collins, president of the National Association of Broadcasters, said last week.

Speaking in Columbia, Mo., before a joint meeting of the Missouri Broad-
Goodwill stockholders back sale

John Poole paying $6 million for WJRT(TV) Flint in spin-off of sale to Capital Cities Broadcasting

Stockholders of Goodwill Stations Inc. voted overwhelmingly last week to accept the offer of Capital Cities Broadcasting to buy all Goodwill stations for over $21 million (BROADCASTING, March 2). At the same time they voted to dissolve the 37-year-old corporation.

Part of the transaction involves the sale of Goodwill’s WJRT(TV) Flint, Mich., to John B. Poole, Detroit lawyer and former officer and stockholder in Storer Broadcasting Co., and a present officer and stockholder in Capital Cities (CLOSED CIRCUIT, May 4).

In voting to dissolve the corporation, stockholders are guaranteed to receive about $30 a share from the sale of the stations. They will receive $15 million from Capital Cities for WJRT-AM-FM Detroit, and WSAZ-AM-TV Huntington, W. Va., and $6 million from Mr. Poole for WJRT.

Because Capital Cities already owns four VHF stations, it could only acquire one Goodwill television outlet. It arranged the deal with Mr. Poole.

Although the agreement with Mr. Poole makes him the sole owner, he said last week he expects to have associates with him when he acquires the station. He withheld naming them at this time.

Mr. Poole, a partner in the Detroit law firm of Poole, Warren & Littell, was secretary, vice president and general counsel of Storer Broadcasting from about 1943 to 1956. In 1959 he became a director of Capital Cities Broadcasting and chairman of its executive committee. He owns about 5% of Capital Cities stock and a little over 1% of stock of Storer Broadcasting Co., Miami.

Last Thursday (May 7), he resigned as director and officer of Capital Cities.

Neither John F. Patt, chairman, nor Capital Cities announced it will buy back his 78,285 shares by paying $1 million in cash and $1 million in 6%, 10-year, non-convertible subordinated debentures.

Mr. Poole’s Storer stock is in a nonvoting trust established in 1959 when he became interested in Capital Cities.

Mr. Poole, who is 54, was born in Chicago, attended the University of Chicago and Detroit College of Law. He was admitted to the bar in 1935 and is a member of the Detroit, Michigan, and American bar associations, and a fellow of the American Bar Foundation. His firm is engaged in corporation, estate, tax, municipal and securities practice. He lives in Bloomfield Hills, a suburb of Flint.

Radio code subscribers increase by 56 in April

The National Association of Broadcasters’ drive to enlist new subscribers to its radio code is making headway, Charles M. Stone, radio manager for the NAB code authority, said last week.

A total of 56 stations has been added to the roll of subscribers since the drive started April 5, he said. Subscribers now number 1,950, some 38% of the radio outlets in the NAB’s jurisdiction. Mr. Stone said that 13 states and the District of Columbia now have more than 50% of their stations signed as subscribers, led by South Dakota’s perfect 100%. The NAB’s immediate goal is to reach an over-all 50% saturation by the end of the year.

Mr. Stone said the drive for subscribers involves no new techniques, but the old ones have been made more consistent and intense. Most of the ground work is being done by field representatives and an effort is being made to work through state associations.

States with the lowest percentage of radio subscribers, according to Mr. Stone: Alaska, 12.5%; Hawaii, 20.8%; and Mississippi, 21.6%. Puerto Rico is lowest on the subscribers’ totem pole with 2.1%.

Worth H. Kramer, president of Goodwill, have made any arrangements with Capital Cities to continue with the stations. Mr. Patt intends to go into a general consultancy in broadcasting.

Goodwill is principally owned by two trusts of the late G. A. Richards which together amount to almost 31% of the outstanding shares. Other major stockholders are Rosene R. Moore (Mr. Richards’ daughter), 4.89%; F. Sibley Moore, 2.99%; Frances S. Cartmell (Mr. Richards’ widow), 3.5%; Mr. Patt, 5.11% and Mr. Kramer, 4.32%.

Capital Cities’ principal stockholders are Frank M. Smith, radio commentator Lowell J. Thomas, John P. McGrath, J. Floyd Fletcher, Harmon L. Duncan. Capital stockholders approved the offer to Goodwill last summer.

NCTA fails to pick a new president

The National Community Television Association board of directors failed to select a new president at its meeting in Chicago last week.

The board voted to table any consideration of prospects for the post. The association has been run by its directors since the resignation last fall of William Dalton, former president. Steps to fill the vacancy are not expected now until after the NCTA's convention in Philadelphia June 14-19.

Archer S. Taylor, one of four persons whose names were understood to have been presented to the board by the NCTA's selection committee, has withdrawn his name from consideration. In a letter addressed Tuesday (May 5) to Martin F. Malarkey Jr., committee chairman, Mr. Taylor said, "Inasmuch as the NCTA board has tabled action on selection of its new president, I feel that I must withdraw my name from consideration for this appointment."

Mr. Taylor, presently vice chairman of the association, said, "I can no longer hold myself free of commitments and be available." His engineer-practice and CATV business require his attention, he said.

A nominating committee has announced a slate of association members it will recommend for approval by the convention next month.

Nominees for office: chairman, Bruce Merrill, an NCTA director and president of Antennavision Inc., Phoenix, Ariz.; vice chairman, Frank P. Thompson, an NCTA director and vice president and general manager, Rochester (Minn.) Video; treasurer, Lee Stoner, current NCTA treasurer and manager, Eastern Oregon TV Inc., La Grande, Ore., and secretary, Charles E. Clements, president and manager, Clements TV, Waterville, Wash.

Nominees for seats on the 25-man NCTA board: Charles W. Fribley Jr., current NCTA director and president, Corning (N.Y.) Community TV Corp.; Jack Crosby, presently NCTA secretary, president, KNIX Del Rio, Tex., and executive vice president, Telesystems Corp., Glenside, Pa.; Al Stern of Television Communications Corp., New York; Harry C. Butler, president, Cable TV of Santa Barbara (Calif.); Bob Magness, partner, Butte (Mont.) Television Co.; Mr. Taylor; Albert J. Ricci, president, Better TV Inc. of Bennington, Vt., and Jim Davidson, owner, Community Antenna Inc., Batesville, Ark.

FCC revamps Review Board's duties

The FCC's Review Board last week was delegated authority by the commission to review initial decisions in "all adjudicative proceedings, except those involving the revocation or renewal of a station license in the broadcast or common carrier radio services."

In reshuffling delegated authority the commission said that hearing examiners, or the chief hearing examiner if the case is not in hearing, will rule on interlocutory matters presently handled by the Review Board.

The Review Board will no longer have "original or review authority" over rulemakings that require hearings. The board will continue, the commission said, "to take original action on petitions to amend hearing issues and on joint requests for approval of agreements between applicants to remove a conflict between their applications."

The commission also changed its hearing procedures to require that petitions to amend issues, to intervene, requesting dismissal of an application and joint requests for approval of agreements be opposed within 10 days of their filing, and that replies to opposition be filed within 5 days of the opposition. It was also ordered that interlocutory pleadings be captioned as to whether they are to be acted on by the commissioners, the Review Board or the hearing examiner, and that no hearing will be ended until all interlocutory matters are settled.

Changing hands

ANNOUNCED • The following sale of station interests was reported last week subject to FCC approval:

• WTCN-TV Minneapolis- St. Paul: Sold by Time-Life Broadcasting Inc. to Chris-Craft Industries Inc. for about $4 million (see page 84).

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 93).


our experience can be your best protection

Hundreds of clients can attest to the reliability of our service. We do not send out lists; each transaction is handled on an individual basis. And our deep knowledge of ever-changing markets provides both buyer and seller with the facts they need to do business in a highly complex area.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C. CHICAGO

Robert B. Blackburn Jack V. Harvey Joseph M. Strick

RCA Building

Federal 3-9270

H. W. Canzoli William B. Ryan Hub Jackson

213 N. Michigan Ave.

Chicago, Illinois

Financial 6-6100

ATLANTA BEVERLY HILLS

Clifford R. Marshall G. Bennett Larrson

Henry W. Whitaker Bank of America Bldg.

1102 Healey Bldg.

Jackson 3-1576

4945 Wilshire Bldg.

Crestview 4-6151

BROADCASTING, May 11, 1964
Georgians set CATV, pay-TV session

Community antenna television and pay TV are to be the subjects of a Southeast Radio-TV Seminar tentatively set for Aug. 4. SERTS was established by the Georgia Association of Broadcasters in 1961 and held a meeting on CATV in October 1962.

The session of SERTS, which has been called by the GAB's board of directors, will feature speakers representing the entire range of opinion on CATV and pay TV. The GAB already has begun soliciting reactions to the proposed meeting from state broadcasting association presidents in the Southeast and welcomes industry and government comments.

The gathering, as now planned, would be held at the Riviera motel in Atlanta. SERTS guests, GAB said, will be invited to stay over for GAB's annual TV Day program Aug. 5.

Radio-TV reports too fast—Friendly

CBS News President Fred W. Friendly foresees the time when polls in national elections will close at the same time throughout the country because of radio and television's increasing ability to say who won after only a few votes have been tabulated.

In his keynote speech at the American Women in Radio and Television convention in Tulsa, Okla. last weekend (AT DEADLINE, May 4), Mr. Friendly said that the networks' use of computers has virtually enabled them to call the winners of elections before the polls have closed. In order not to influence the voting, he added that the networks must exercise self-control and not proclaim who won while the polls remain open.

Mr. Friendly said that television and radio now have the opportunity to inform about everything that is going on in the world. He said in-depth reporting may occasionally prove dull and "cost us at the box office," but that is the price television will have to pay "if we want to be believed."

Programming content on radio and TV

N.Y. ETV surveys audience

WNDT (TV) Newark, N. J., educational TV station for metropolitan New York, last week said 1.25 million homes tune into WNDT at least once a week and about 2.2 million homes once a month.

Based on 1,026 interviews by Worldwide Information Services for the station, WNDT said that its viewers are more likely to be in a professional occupation, more highly educated and in a higher income bracket than non-viewers. WNDT viewers also tend to be more selective than non-viewers it was claimed.

w night. WJNI is owned by the New Hanover Broadcasting Co.

CATV rulemakings • The FCC last week extended from May 11 to June 11 the deadline for reply comments on the commission proposed rules to condition grants in the common carrier and business radio microwave systems be conditioned on a community antenna system, served by microwave, not duplicating—for a 15-day before and after period—the programming of local TV stations, within its grade-A service area (BROADCASTING, April 27).

EXCLUSIVE BROADCAST PROPERTIES:

SUNNY WESTERN STATE—Profitable radio station in market of almost 200,000. Owner earnings of $30,000 annually insure total payout in less time than required. Priced at $180,000 with $40,000 down and balance over approximately eleven years at five percent interest. Contact—John F. Hardesty in our San Francisco office.

SOUTHWEST—Closely operated daytimer returning owner-manager earnings of $20,000 annually. Total price of $52,000, with $20,000 down and balance over a long period. Contact—De Witt "Judge" Landis in our Dallas office.
was criticized by a panel at the convention. Thomas J. Swafford, owner-president of KDEP-AM-FM Albuquerque, N.M., said that radio makes the mistake of spending "half its time trying to attract attention instead of learning how to hold attention."

Mr. Swafford said that radio must again attract and develop strong personalities "or it will do what TV hasn't succeeded in doing—killing off radio, because of failure to propagate its own race."

Other panels at the convention discussed the need to improve television sales particularly in view of the coming competition of UHF and CATV.

Also featured was a discussion of the merits and trends of rating services and other audience measurement systems.

Hugh M. Beville Jr., vice president for planning and research for NBC, recommended that all stations with full-time promotion managers also should employ full-time research managers who would interpret ratings reports and also initiate their own special audience studies. Both he and John A. Schneider, vice president of CBS, stressed the need for more detailed information in audience surveys, rather than merely buying by the numbers.

The AWRT installed Elizabeth Bain, assistant to the vice president of CBS-TV's station program services, as president and named Dora Cosse, vice president of the Dora-Clayton, Atlanta, as president-elect.

Ch. 3 grant proposed for Salem Television

Salem Television Co. last week was recommended for the grant of a new channel 3 TV station in Salem, Ore.

FCC Hearing Examiner David J. Kraushaar issued the initial decision which also would deny the competing application of Salem Channel 3 Telecasters Inc. The denial had been urged by the commission's Broadcast Bureau (Broadcasting, April 6).

Examiner Kraushaar took Salem Channel 3 Telecasters to task for the "slipshod methods of the principals ... and their evasiveness as witnesses."

He said, "Evasion and misrepresentation whether practiced with intent to deceive or with gross disregard of the need for truth and accuracy, cannot be tolerated of applicants. ..."

Salem Television was characterized as being "more knowledgeable of, and responsive to, the 'needs' of those it intends to serve than its adversary."

While Salem Television "at least made a minimal effort" in surveying community needs, Mr. Kraushaar said, Salem Channel 3 Telecasters "failed utterly" to meet that requirement.

Salem Television is 75% owned by Robert E. Harrison and his wife, Nancy A., and 25% owned by Robert D. Holmes and his wife, Marie H. Mr. Harrison, president of Salem Television, is general manager of KBOY Salem. Mrs. Harrison owns 25% of KBOY, 33% of KXON Eugene and 20% of KUMA Pendleton, all Oregon. Mr. Holmes, who has a long record of broadcast experience, was governor of Oregon in 1957 and 1958.

Salem Channel 3 Telecasters is owned by Donald A. Wellman (50%), Thomas L. Boyd, Robert O. Weed and Wyman D. Summers (each 16.66%). All but Mr. Summers, who is interested in a drug store chain, have broadcast experience. Mr. Wellman is now in the insurance business in Corvallis, Ore. Mr. Weed is general manager of KTIX Pendleton and Mr. Boyd is commercial manager of KTIX.

Taft, Bruce get nods

Two Republican congressmen, both with former broadcast ties, won their party's nomination to run for U. S. Senate seats last week.

Representative Robert Taft Jr. (R-Ohio), former officer of Taft Broadcasting Co. and son of the late Senator Robert Taft, will oppose Senator Stephen M. Young (D-Ohio).

Representative Donald C. Bruce (R-Ind.), former news commentator and businessman at WIRE Indianapolis before his election to the House in 1960, won the GOP nomination to oppose Senator Vance Hartke (D-Ind.).

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Gold

Jonis Gold, VP and associate creative director of J. M. Mathes Inc., New York, appointed creative head of agency. Gabriel Massimi elected VP in charge of copy, reporting directly to Mr. Gold.

Mr. Massimi

E. Blaney Harris named general sales manager of WPIX (TV) New York. He succeeds John A. Patterson, VP in charge of sales, who resigned last week. Mr. Harris joined WPIX sales department in 1952 as account executive and for past four years was program sales manager.

Charles Fryer, James K. Makrianes and Robert H. Walsh elected VP's of Young & Rubicam, New York. Mr. Fryer, account executive, joined agency in 1953. Mr. Makrianes joined Y&R in 1959 and was named account executive in 1962. Mr. Walsh joined agency in 1952 in research department and moved to contact department in 1959.

Mr. Schuessler

Robert L. Schuessler, TV salesman in St. Louis office of Edward Petry & Co., promoted to office and television sales manager. Mr. Schuessler joined Petry as TV salesman in Atlanta in 1960, transferred to St. Louis in October 1961.

Mr. Schreiber

Henry Seiden elected VP and creative director of New York office of McCann-Marchchalk Co.

Mr. Hoffman

Alexander C. Hoffman and Toby Schreiber appointed merchandising managers in household products and personal products divisions, respectively, of Lever Brothers Co., New York. Mr. Hoffman, product manager at Lever since 1960, will be responsible for marketing of company's high suds detergents, including Rinso Blue, Surf, Breeze, Silver Dust, Handy Andy and Wisk. Mr. Schreiber, also with Lever since 1960, assumes responsibility for firm's Dove, Praise, Lifebuoy and Lux toilet soaps.

John F. Kokoszka named product manager in Lever's household products division.

Donn Harman, assistant supervisor of radio-TV billing at The Katz Agency, New York, promoted to supervisor of radio-TV billing. She succeeds Emily A. Horton, who retired April 30 after 30-year career at station representative firm. William T. Carney, of George P.
Lynch Advertising, New York, joins Katz’s New York TV sales staff.

Carol Mallonee, formerly with Courtauld’s Textiles Ltd. and Foamite Fire Extinguishers Ltd., both London, England, named assistant account executive at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

W. Ronald Sims, formerly staff assistant to president and fund raiser at University of Chicago, joins account service staff of N. W. Ayer & Son in that city.

Pierre H. Grelet, formerly with Filmfair and TV department of Columbia Pictures in Hollywood, joins Honig-Cooper & Harrington, San Francisco, in agency’s TV production department. Herbert F. Scharff named Midwest merchandising representative for HC&H, with headquarters in Chicago. He also will do product and media research work for agency there.

Susan Kjellberg, formerly with Ross Roy Inc., Detroit, joins Kenyon & Eckhardt, New York, as copywriter.

Jack Dix, local sales manager of WAPA-TV Dallas-Ft Worth, promoted to assistant general sales manager.

Anthony G. O’Malley appointed to newly created post of director of sales contracts—business affairs, CBS-TV network in Hollywood. He was assistant director of business affairs—sales for CBS-TV since July 1963.

Melville A. Conner, associate director of radio-TV at Dancer-Fitzgerald-Sample, New York, elected VP. He has been with agency four years. Other new D-F-S VP’s: R. Glenn Wilmot, associate media director, and Babette J. Sommer, associate research director. Mr. Wilmot has been with D-F-S for 13 years, Mrs. Sommer, eight years.

William Mallison, account executive at Gardner Advertising, St. Louis, named supervisor on Pet Milk Co. account. He succeeds Kenneth E. Runyon, VP, who becomes director of account service for agency there. Donald A. Stork, assistant account executive at Lynch Advertising, St. Louis, joins Gardner as media buyer.

Diane Robinson named media supervisor on Foremost Dairies Inc. account at Guild, Bascom & Bonfigli, San Francisco. She was formerly media supervisor for grocery products division of Ralston Purina Co. account. David J. Yoder succeeds Miss Robinson as media supervisor for Ralston’s Chex cereals, Ry-Krisp and Hot Ralston. He was formerly at Kudner Advertising, New York.

Robert M. Oksner, since 1962 VP and copy group supervisor at Doherty, Clifford, Steers & Shenfeld, New York, joins C. J. La Roche & Co., that city, as VP and associate copy chief.

William Schirrmann, formerly of WWCA Gary and WLOI Lafayette, joins sales staff of WTAI-TV Marion, all Indiana.


Robert Lenski, for past three years western region creative director, with headquarters in Los Angeles, for McCann, John & Adams, joins McCann-Erickson, that city, as creative director.

Howard Bunnell, formerly local sales manager at WISH-TV Indianapolis, appointed commercial manager of WANE-TV Fort Wayne, Ind. Stations are owned by Corintian Broadcasting Corp. Mr. Bunnell joined WISH-TV in 1950, was named local sales manager in 1960.

David M. Calahan, formerly partner in Calahan Co., Grand Rapids, Mich., joins Needham, Louis & Brorby, Chicago, as assistant account executive.

Calvin O. Berner named production supervisor of Byer & Bowman Advertising, Columbus, Ohio.

Carl J. Rudesill, senior VP and one of founding officers of D. P. Brother & Co., Detroit, has retired after 37 years in advertising field. He first joined Campbell - Ewald in 1929 and became officer of Brother upon its organization in 1934. Mr. Rudesill continues in director of agency.

Peter R. Scott, for past three years with Roger O’Connor Inc., The Bolling Co. and The Katz Agency, all New York, joins Chirurg & Cairns Inc., that city, as associate broadcast media director.

Philip Stokslager, account executive for past year, promoted to regional sales representative for WQMR Silver Spring, Md., and WGMY (FM) Washington. Stations are owned by Connie B. Gay.

John R. Albers, formerly with Campbell-Mithun, joins Dallas office of Grant Advertising as account executive on Comet Rice Mills account. Lennart C. Carlson, formerly with Griswold-Eshleman Co., joins Grant’s Chicago office as assistant account executive.

Richard Bittner, formerly with Bristol-Myers, joins Street & Finney, New York, as member of account group handling Colgate brands.

Donald J. Sherman appointed account executive at KKHH-AM-FM San Francisco.

Dale F. Wyatt, formerly assistant director of market research for Toci Co., Chicago, joins commercial research department of Quaker Oats Co. there as research manager. James S. Barden, previously manager of consumer research for Knox-REEVES Advertising, Minneapolis, joins Quaker’s commercial research staff as research services manager.

Thomas J. Donahue Jr., formerly with WJKJ Detroit, joins sales staff of CKLW-TV Windsor-Detroit.

BROADCASTING, May 11, 1964

SPOTMASTER

The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22%, per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is $94.50, with Tape Timer $119.50.

Write or wire for complete details.

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland
Sam Dean, CBS treasurer, retires May 13

Samuel R. Dean, CBS Inc. treasurer, who joined company in 1931 when its sole operation—radio network—had approximately 500 employees, is retiring. When he leaves Wednesday (May 13), it will be from organization that now has eight divisions and has more than 12,000 workers on payroll.

Mr. Dean, 65, but with trim figure, clear, ruddy complexion and shock of gray, wavy hair, reminisced last week about his 33 years with CBS. He interspersed statistics charting CBS’s growth (“our assets have grown from less than $20 million in 1931 to more than $336 million”) to personal comments (“from the moment I met Mr. Paley, I knew that he and CBS were going places”).

In addition to William S. Paley, CBS board chairman, other well-known network executives and performers whom Mr. Dean recalled from those early days are Edward Klauber (“he hired me”), Paul Kesten, Earl Gammons, announcer David Ross, librarian Agnes Law and such employees still active as Lawrence W. Loman, VP for personnel; Albert H. Bryant, director of office services; William A. Schult Jr., VP of affiliate relations, CBS Radio; Jimmy Dolan, executive producer of sports programs and Izzy Siegel, head of photo department.

“You’ve heard the expression about ‘sitting on bills,’” Mr. Dean remarked. “Now we always paid our bills, even way back in 1931, but we used to have a controller in those early days by the name of Sid Hoffman, who actually put bills on his chair and sat on them. But we always paid them.”

Mr. Dean, born in Darien, Ga., on Sept. 28, 1898, joined CBS as accountant in 1931. He was advanced to comptroller in 1932; assistant treasurer in 1937, and treasurer in 1948. He plans to spend his retirement years with his wife, Gertrude, in Williamsburg, Va., where he has bought a three-bedroom house on three acres (“I’m going to enjoy gardening and perhaps golf a little”).

Well meaning friends suggest he will want to keep active on a consultancy basis, but Mr. Dean retorts smilingly but firmly:

“I’m retiring, period. I can’t even make out my own income tax.”

Jack Copersmith, station manager of KXOW Omaha, joins sales staff of KMA Shenandoah, Iowa.

Paul J. Cassidy, for past three years account executive at KDKA Pittsburgh, promoted to assistant sales manager.


James G. Nilan joins KFRE-TV Fresno, Calif., sales staff. He was formerly advertising salesman for The Fresno Guide.

David E. Edmunds, for seven years with Young & Rubicam, Chicago, joins Clinton E. Frank Inc. there as art director.

William J. Holicek, formerly with Geyer, Morey, Ballard in Dayton, Ohio, joins Cooper, Strock & Scannell, Milwaukee, as copywriter.

Robert H. Platt elected director of The Magnavox Co., New York. He is VP-finance at firm. Mr. Platt replaces Donald N. McDonnel, senior VP of Blyth & Co., that city, who was not re-elected at his own request.

Frank McNally joins WHN New York in local sales department. He was formerly account executive in New York office of RKO General.

THE MEDIA

Kenneth L. Bagwell, VP and general manager of WAGA-TV Atlanta, moves to WJW-TV Cleveland, June 1, in same capacity. Stations are owned by Storer Broadcasting Co., Miami. Robert S. Buchanan, currently general manager of WJW-TV, reportedly will remain at facility in position of station manager, reporting directly to Mr. Bagwell. General increase in administrative and sales responsibilities at Cleveland outlet was given as reason for move. No replacement for Mr. Bagwell at WAGA-TV has been named yet.

Lewis L. Cohen and Morton L. Ber-
Dino Ianni, KOBO Albuquerque, elected president of New Mexico Broadcasters Association. Jim Gaber, KOKE Las Cruces, and Robert C. Pettingell Jr., KOB Albuquerque, elected vice president and treasurer, respectively, of the association.

Bennet H. Korn, president of Metropolitan Broadcasting Television, New York, elected chairman of television-radio advisory committee of Eleanor Roosevelt Memorial Foundation.

**PROGRAMING**

Samuel L. (Dave) Crockett, program manager of KOMO-AM-TV Seattle, elected VP in charge of programming for Fisher’s Blend Station Inc., licensee. Mr. Crockett joined KOMO as program manager in September 1953, became manager of programming for KOMO-AM-TV in 1957.


Pierre Weis, VP and general manager of syndication for United Artists Television, New York, is recovering from major surgery in Stanford (Conn.) hospital and will begin period of convalescence at his home this week.

Bruce Still, formerly program director of WIL St. Louis, joins WGR Buffalo in same capacity.

John E. McArdle, VP and general manager of WNEW-TV, and Mark Olds, general manager of WINS, both New York, become co-chairmen of broadcast media committee which will work with Mayor Robert F. Wagner’s 300th anniversary committee on program for New York’s tri-centennial birthday celebration.

Jerry Sanders appointed program director of WFBF, Syracuse, N. Y.

Ray Otis appointed program director of KXOK St. Louis. He succeeds Bud W. Connell, who was promoted to station operations manager. Mr. Otis has been with KXOK for past two years.

Donald L. Shafer, for past two years production director at KXOK St. Louis, joins KOV Pittsburgh in same capacity.

Gene Reynolds, director of My Three Sons at Don Fedderson Productions for two years, signed to exclusive contract with Warner Brothers to direct new Wendy and Me series for ABC-TV, Monday, 9-9:30 p.m., this fall.

Robert Joseph, Hollywood PR counselor, appointed director of information for Fair Trial for Pay TV Council, organization made up of Hollywood guilds and unions representing more than 20,000 employees, which has recently incorporated in California as nonprofit corporation.

Scott Burton, since 1959 assistant program director of WALK Cleveland, promoted to program director.

Gerald Richman, formerly production manager of CW Productions, Chicago, appointed to newly created post of PR representative for West Coast office of Comprehensive Film-Treat Inc., New York-based firm that restores, repairs and services TV and motion picture film.

Jay Watson, WFAA-TV Dallas-Fort Worth, elected president of Television Programming Conference, association of southwestern programming executives. He succeeds John Renshaw of KSLA-TV Shreveport, La. Other officers elected at annual meeting in Dallas (May 3-5): Bernie Bracher, KXNO-TV El Paso, VP; Paul Brown, KATC-TV Lafayette, La., secretary-treasurer.

Jim Clawson, formerly of KFLX Phoenix, joins KUDE-AM-FM Oceanside, Calif., as program director.

Lester Becker, writer-director of more than 30 auto racing films including nine Indianapolis ’500’s,” named writer and associate producer of MCA-TV’s first closed-circuit theater television coverage of this year’s Indianapolis speedway classic on May 30.

**JOINS TAX-WRITING BODY**

Representative Dan Rostenkowski (D-Ill.), member of House Communications Subcommittee and its parent Commerce Committee, resigned Tuesday (May 5) to become member of Ways and Means Committee, House’s tax-writing body.

Frank Maguire appointed manager of program development for ABC Radio, New York. Mr. Maguire is also director of recently created special program features service and coproducer of ABC Radio’s Flair Reports.

Margaret Armen, TV writer, has been signed to work on new NBC-TV series, Kentucky Jones. Show will premiere Saturday, Sept. 19 (8:30-9 p.m. EDT).

Morris Westfall joins KWTX Springfield, Mo., as farm director. He replaces Lewis Miller, resigned.

LeRoy Ollinger, on program staff of WGN-AM-TV Chicago for 31 years, named production manager of WGN-TV.


Dick Loeb joins NBC-TV May 18 as director of daytime programming, West Coast, succeeding Herb Solow, who has joined Desilu Productions (Broadcasting, April 27). Mr. Loeb has been program coordinator for ABC-TV western division.

Larry Spangler joins Independent Television Corp., New York, as account executive in midwest territory. He was formerly general manager at Ed Allen Enterprises Inc., that city.

Charles Engel named assistant man-
ager, program development at ABC-TV in New York. He joined network in January as film editor.

Tom Dixon rejoins MCA Artists, New York, in promotion department, after Army service in Far East.

FANFARE

Lowell Oliver, newsmen at KOA-AM-FM-TV Denver since 1961, appointed promotion merchandising director, effective May 18.

John N. Saxby, formerly with Peter Roderick & Bennett Associates, London, joins Chicago office of Harshe-Rotman & Druck as account executive. Leon Levitt and Robert S. Levinson join PR firm's Los Angeles office. They both had been in industrial public relations.

Amos Eastridge appointed director of promotion and merchandising at KMTV (tv) Omaha. Kevin Bucht joins station as promotion assistant.

NEWS


Mark Henry, news director at WSM Madison, resigns May 16 to become news director of KXNW St. Paul, Minn. Mr. Henry succeeds Dean Alexander.

Dave Hemphill resigns

Representative Robert W. Hemphill (D-S.C.), member of House Commerce Committee, officially resigned his seat in Congress May 1 upon being sworn in as U.S. District Court judge in South Carolina. Mr. Hemphill will serve as roving judge in both eastern and western districts of state.

Mr. Close

Mr. Miller

Mr. Buchanan

Mr. Huston

John Buchanan, director of marketing for Ameco Inc., Phoenix-based cable equipment manufacturing company, elected VP in charge of marketing and sales. Robert H. Huston joins firm's Phoenix, Ariz., office as public relations and advertising director. Other appointments: Jim Connor, with Ameco for six years, named director of technical sales and marketing development, and William Lastinger becomes assistant manager of Antenna-Vision Service Co., Ameco's microwave division.

Gordon W. Bricker appointed manager of West Coast operations of RCA's...
broadcast and communications products division at Burbank, Calif. Mr. Bricker joined RCA at Camden, N. J., in 1952 as sales and merchandising analyst of broadcast products, became midwest sales representative for broadcast equipment in 1957, and served in that capacity until his assignment to Burbank in 1963 as director of marketing and engineering functions.

Patrick A. Calabrisi, product planning manager in Chicago for Motorola Inc., joins Philco Corp., Philadelphia, as TV and high fidelity product planning manager. He succeeds T. Q. Fisher, who has been promoted to new position of sales planning manager for high fidelity product.

John E. Borg, West Coast regional manager for Reeves Soundfader division of Reeves Industries, Danbury, Conn., appointed supervisor of division's new distribution center for its complete tape line, with headquarters at 342 North Labrea Avenue, Los Angeles.

Niklaus Hagmann, engineer at WABC New York, retired April 30 after 37 years service at station.

INTERNATIONAL

Barbara McDonald joins BBC in London as program researcher. She previously was production assistant with Granada TV, that city.

Tony Harris and Peter Thompson elected to Board of World Wide Television Ltd., London. Mr. Harris is senior producer with Gulf Television and becomes executive producer of World Wide. Mr. Thompson was senior producer with World Wide.

ALLIED FIELDS

Bruce Sifford, formerly director of production at rival radio and TV for Gustavus Lutheran Church, Minneapolis, named director of Minnesota Church Committee on Radio & Television, that city.

Robert Burull, formerly assistant professor of speech at Wayne State College, Wayne, Neb., joins Kansas State University, Manhattan, as radio-TV specialist in office of extension radio-TV. He succeeds Frank Jones, who has resigned.

DEATHS

Ben F. Chatfield, 50, former president of National Association of Radio & Television News Directors, died April 30 in Macon, Ga.


Henry A. (Hanx) Weaver, 48, sports announcer at KABC Los Angeles, died May 6 at Veterans Hospital in Palo Alto, Calif., from injuries sustained March 21, 1963, when his car hit utility pole as he was driving home after broadcasting assignment at Dodger Stadium.

Roger W. Brander, 39, manager of KEUB Sparks, Nev., killed last Thursday (May 7) in crash of Pacific Airlines plane east of San Francisco.

Peg Harris, 45, media director at Redmond & Marcus, New York, died May 7 following heart attack at her home in New York. Before joining Redmond & Marcus this year, Miss Harris served for 10 years as media director for Guild, Bascom & Bonfigli, San Francisco.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 30 through May 6, and based on filings, authorizations and other actions of the FCC during that period.


New TV stations

ACTION BY FCC

South Miami, Fla.—Coral Television Corp. Granted CP for new TV on VHF channel 6 (36-68 mc); ERP 100 kw vis., 36.1 kw aud. Ant. height above average terrain 315.3 feet, above ground 301.4 feet. P.O. address c/o Robert A. Peterson, Miami Beach First National Bank Building, Miami Beach. Estimated construction cost $407,484; first year operating cost $36,000. Studio location Birmingham, Tuscaloosa or Auburn; trans. location Huntsville, all Alabama. Estimated construction cost $700,780; first year operating cost $60,000. Studio location Carencro, La.; trans. location Jefferson Boulevard, Houston. Estimated construction cost $402,633; first year operating cost $100,000; P.O. address c/o Arthur H. Renfron, Birmingham, Ala. Principals: board of trustees. Ant. May 1.

Beantown, Mass.—Arthur E. Sullivan, Newton. Granted CP for new TV on VHF channel 7 (37-74 mc); ERP 100 kw vis., 25 kw aud. Ant. height above average terrain 315 feet, above ground 280 feet. P.O. address c/o Arthur H. Sullivan, Newton. Estimated construction cost $100,000; first year operating cost $50,000; Ant. May 1.

Littlerock, Ark.—Arkansas Educational Television Commission. Granted CP for new TV on VHF channel 9 (39-65 mc); ERP 100 kw vis., 30 kw aud. Ant. height above average terrain 301.4 feet, above ground 231 feet. P.O. address c/o John Newell, Betty G. Newell, 1000 Ring Building, Little Rock, Ark. Estimated construction cost $402,633; first year operating cost $100,000; Ant. May 1.


Mayaguez, P. R.—Electronic Enterprises Inc. Granted CP for new VHF channel 7; ERP 31 kw vis., 65 kw aud. Ant. height above average terrain 315 feet, above ground 315 feet. P.O. address c/o G. A. Sharp, Box 2811, San Juan, P. R. Estimated construction cost $397,633; first year operating cost $18,000; revenue $18,213. Studio and trans. locations

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • Ml 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • Fr 5-3164
Washington—711 14th St., N.W., Washington, D.C. • Di 7-8531

BROADCASTING, May 11, 1964

39
Broadcast Credit announces the availability of money.

Just money. Most banks shy away from loans to radio stations. Largely because they know so little about the industry and are unwilling to learn.

Broadcast Credit knows better.

If there’s a station you’re negotiating for, but the cash requirements are too high, talk to us.

If your present property is in need of financial refinishing, get in touch.

If you wish to sell secured notes or negotiable paper, call.

Broadcast Credit knows radio.

We know a good communications risk when we see one. Let us analyze yours.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N.Y. 10017\*212 OX 17890.

73,653(a) of rules to permit identification as Fargo-Grand Forks Nation. Action April 30.

New AM stations

ACTION BY FCC

Belfast, Me.—Mid-Coast Maine Broadcasters Inc. Granted CP for new AM on 1230 kc, 250 w. P.O. address 67 Church Street, Belfast. Estimated construction cost $20,658; first year operating cost $4,000; revenue $16,000. Principals: Alan D. Vaber, Laughran S. Vaber, A. Bradford Broadcasters and Stanley Callum. Estimated construction cost $12,753; first year operating cost $15,000; revenue $20,000. Mr. Dowdy is licensee of WDOY, Action April 30.

Chapel Hill, Miss. — Charles W. Dowdy. Granted CP for new FM on 107.1 mc, channel 24, 50 kw. Ant. height above average terrain 156.5 feet. P.O. address c/o Charles W. Dowdy, 6403 South University Ave., Memphis, Tenn. Estimated construction cost $3,343; first year operating cost $12,000; revenue $8,500. Applicant is licensee of WDOY, Action April 30.

Athens, Ohio—Radio Athens Inc. Granted CP for new FM on 106.5 mc, channel 288, 3 kw. Ant. height above average terrain 51 feet. P.O. address c/o A. H. Kovalan, Box 527, Athens. Estimated construction cost $9,500; first year operating cost $12,000; revenue $8,500. Applicant is licensee of WATH, Action April 30.

Midwest City, Okla.—Midwest Stereo Broadcasters Co. Granted CP for new FM on 101.4 mc, channel 281, 25.2 kw. Ant. height above average terrain 96.8 feet. P.O. address c/o John Kinneman, 5908 S.E. 15, Midwest City. Estimated construction cost $18,753; first year operating cost $20,000; revenue $20,000. Principals: John Kinneman (45.6%), William D. Wilson (36.4%), C. W. See (18.0%), Lloyd Hines (9%) and others. Conditioned that Mr. Grotzkin never sell all relations with KWMK Midwest City and WILM, Action April 30.

Knoxville, Tenn.—Knoxville Ra-Tei Inc. Granted CP for new FM on 94.3 mc, channel 245, 115 kw, Ant. height above average terrain 285 feet. P.O. address Box 2269, Knoxville. Estimated construction cost $20,000; first year operating cost $20,000; revenue $20,000. Principals: C. M. Stevens (48.5%), B. L. Hill (20.8%), Thomas E. Bragg (18.7%), Paulette B. Goodwin (10.8%) and others. Applicant is licensee of KSTP-AM-TV. Knoxville Ra-Tei is licensed of WFXV Knoxville, Action April 30.

Applications

Albuquerque, N. M.—Hubbard Broadcasting Inc. Granted CP for new WM on 83.3 mc, channel 227, 31.7 kw. Ant. height above average terrain 131 feet. P.O. address c/o Kenneth M. Hance, 3415 University Avenue, St. Paul 17, Minn. Estimated construction cost $38,545; first year operating cost $20,000; revenue $20,000. Principals: Stanley E. Hubbard (61.7%), Bertrand L. Hubbard (15.4%), Thomas E. Bragg (8.17%), Paulette B. Goodwin (8.17%) and others. Applicant is licensee of KSTF-AM-TV. Albuquerque and WGSTO Cypress Gardens, Fla., Action May 4.

Santa Fe, N. M.—Santa Fe Broadcasting Inc. Granted CP for new FM on 107.1 mc, channel 312, 6 kw. Ant. height above average terrain 132 feet. P.O. address Box 2227, Santa Fe. Estimated construction cost $19,000; first year operating cost $12,516; revenue $15,000. Applicant is licensee of KRTZ Santa Fe, Ant May 4.

University Park, N. M.—University of New Mexico. Granted CP for new FM on 91.7 mc, channel 219, 736 w. Ant. height above average terrain 134 feet. P.O. address c/o Harvey C. Jacobs, Deanship of Journals and Mass Communications, University Park. Estimated construction cost $19,000; first year operating cost $6000; revenue $7,660. Principals: board of trustees, Action May 1.

Ownership changes

ACTION BY FCC


KKBB Bakersfield, Calif.—Granted renewal of license of Valley Radio Corp. owned by Joseph M. Arnow (67.5%), Herbert M. Muncat (25%), and others to Thunderbird Broadcasting Co. owned by Gerald T. Hill (50%) and others (25%). Consideration $56,000. Mr. Griffiths and Mr. Hill are partners in Lilly & Hill Inc., advertising agency in Los Angeles and other business interests. Action April 30.

WLAD-AM-FM Danbury, Conn.—Granted transfer of control of licensee corporation. Berkshire Broadcasting Corp., from James B. Lee, deceased (66.2%) to CIU Inc. of Danbury, executor. No financial consider-
### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 6

<table>
<thead>
<tr>
<th></th>
<th>ON AIR</th>
<th>CP's</th>
<th>NOT ON AIR</th>
<th>CP's</th>
<th>TOTAL APPLICATIONS</th>
<th>for new stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,869</td>
<td>78</td>
<td>1,119</td>
<td>43</td>
<td>204</td>
<td>254</td>
</tr>
<tr>
<td>FM</td>
<td>72</td>
<td>248</td>
<td>321</td>
<td>28</td>
<td>560</td>
<td>155</td>
</tr>
<tr>
<td>TV</td>
<td>1,001</td>
<td>187</td>
<td>42</td>
<td>105</td>
<td>1,428</td>
<td>139</td>
</tr>
</tbody>
</table>

### OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, May 6

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>476</td>
<td>95'</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>53</td>
<td>29</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31

<table>
<thead>
<tr>
<th></th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,869</td>
<td>1,119</td>
<td>521</td>
</tr>
<tr>
<td>CP's on air (non stations)</td>
<td>78</td>
<td>248</td>
<td>28</td>
</tr>
<tr>
<td>Total authorized stations</td>
<td>4,042</td>
<td>1,318</td>
<td>668</td>
</tr>
<tr>
<td>Applications for new stations</td>
<td>202</td>
<td>266</td>
<td>130</td>
</tr>
<tr>
<td>Applications for local stations</td>
<td>108</td>
<td>252</td>
<td>55</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>511</td>
<td>488</td>
<td>255</td>
</tr>
<tr>
<td>Applications for major changes</td>
<td>198</td>
<td>60</td>
<td>43</td>
</tr>
<tr>
<td>Major changes (not in hearing)</td>
<td>213</td>
<td>31</td>
<td>60</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>6</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>2</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

1 Does not include seven licensed stations off air.
2 Includes three noncommercial stations operating on commercial channels.

### APPLICATIONS

**KCON Conway, Ark.**—Seeks transfer of control of licensee corporation, Coneway Broadcasting Co., to Richard L. Parker (100%), deceased. (82%). Charles H. Edwards (59%), Robert W. Ross (32%).

**KHMS Moline, Ill.**—Seeks assignment of license from Golden Sound Broadcasting Corp. (72.72%), William W. St. Clair, James McCollister (each 10%), W RADIO Station KUEQ Inc. (30%), William P. Harrison (40%), David L. Hulin (20%), Ward K. Anderson (14.6%), Ida M. H. Hendrix (7%), and others. Consideration $10,000.

**KERS-MF Bakersfield, Calif.**—Seeks assignment of license from Alexander Broadcasting Co., to J. B. R. Alt (100%), to KIFM Stereo Broadcasting Co., to J. E. Segrave (95%).

**KASI Ames, Iowa.**—First license assignment of license from Wapello County Broadcasting Co., to G. L. Laveno (100%), to M. M. Dowling (25%), to Ronald M. Littick (25%).

**KLFL Corvallis, Ore.**—Seeks relinquishment of negative control of licensee corporation, Radio Broadcasters Inc., to Ronald W. Hutchens (each 50% before sale, 49.5% before sale, 49.2% before sale), to Donald M. Reinen (75.24% after), to Edward W. Lack (7.98% after). Consideration $211,000.

**WBLK-FM Depew, N. Y.**—Seeks assignment of control of licensee corporation, WBLK Broadcasting Co., to R. J. L. Matthews (100%), to Richard W. Garver (94.61%), and others. Through sale of stock in Martin C. Scher (48% before, 32.3% after), to J. A. M. Taylor (43.4% before, 28% after). Consideration $25,600.

**KWOV Casper, Wyo.**—Seeks assignment of license from KVOC Broadcasting Co., to William F. Shults and Duane W. H. P. Littick (each 60%), to Harry Bubbeck and Rodger H. Hulke (each 20%).

### Hearing cases

**INITIAL DECISION**

- Hearing examiner David I. Kraushar issued initial decision looking toward granting application of Salem Television Co. for...
new TV to operate on channel 3 in Salem, Ore., and denying competing application of Salem Channel 7 Telectar Inc. Action May 3.

DESIGNATED FOR HEARING
The following were designated for hearing on April 19.

KCAQ Centerville, Iowa—Granted renewal to Time-Life Broadcasting Corp., subject to conditions.

KCOG Centerville, Iowa—Granted renewal to Time-Life Broadcasting Corp., subject to conditions.

KCOQ Lincoln, Neb.—Dissented with railroad companies.

WYBL Travis, Texas—Subject to conditions.

KCOV-CU Tuscumbia, Ala.—Subject to conditions.

KCOY Clinton, Miss.—Subject to conditions.

WZFR Providence, R.I.—Subject to conditions.

KCOX Red Bluff, Calif.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-FM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.

KCOY-AM Houston, Tex.—Subject to conditions.

KCOY-AM Dallas, Tex.—Subject to conditions.

KCOY-AM San Antonio, Tex.—Subject to conditions.
RADIO—Help Wanted

Management

General manager for southern Virginia AM & FM. Strong in sales & promotion. Send photo & resume. Box E-162, BROADCASTING.

Sales

Baltimore. Experienced top salesman, capable of making top sales with top station, multiple cities. Please write fully. Box B-282, BROADCASTING.

The man we need is a professional radio salesman, young, aggressive and a self-starter. Real opportunity in California with fast growth major market chain. Top salary and incentive. All replies held in confidence. Box A-306, BROADCASTING.

Needed within three months salesman, one of nation's top 25 markets newly purchased station. Must have a ground level, middle of the road modern format. Send resume & we will negotiate. Box E-44, BROADCASTING.

Top money for all night dj for midwest top fifteen major market. Must have first phone station affiliated with large chain, send air check immediately to Box E-28, BROADCASTING.

Announcers—(Cont'd)

Station in top 25 markets needs first-phone top-40 man for all-night show. Resume, salary, tape to Box E-139, BROADCASTING.

New Power house on east coast looking for good air men with first phone. Send tape and resume in adult format. Box E-160, BROADCASTING.

Immediate opening for good beginner announcer. Send tape and resume to KTV, P. O. Box 192, Stephenville, Texas.

Immediate opening, Morning man; play-by-play sports. Salary open. Send resume-tape to Dave Young, KSID Radio, Sidney, Nebraska.

Immediate opening for experienced combo man. Announcing and engineering. Ability will determine salary. Send resume, tape. Terry Davis, Program Director, WDBQ, Dubuque, Iowa.

Immediate opening for experienced commercial announcer. Must gather—report news, also capable of producing commercials. Third-Class ticket required. Contact Program Director, WCHC, Johnstown, Pennsylvania.

WEEL Fairfax Virginia, going 5 kw in next 60 days needs experienced combination announcer-engineer with first phone. Live, bright up tempo sound, middle of road format, no top 40, 2nd and Oak Sts., Fairfax, Va., Phone 781, CIBESU 3-600.

Immediate opening for morning deejay who can entertain with good music. Must be able to handle news in the afternoons. It's a split shift, but less than eight hours a day. Good working conditions and fringe benefits offered. Contact Rick Rawlings, Program Director, WDFK, Findlay, Ohio.

WGRR Grand Rapids modern formula station needs experienced air personality. Your opportunity to step into prime position with growing chain. Send air check, resume, photo and recent earnings.

Announcer. Live, swinging personality, top 40 operation. WHSL, Wilmington, N. C.

Lansing, Michigan needs a top rated morning personality who sells himself in a few, well placed words, who likes to mix pleasant country music and driving pop and million seller standards. Send tape and resume to J. Cody Owens, WTLT.

Announcers—(Cont'd)

Immediate opening for qualified, experienced announcer. Send resume, samples (play-by-play help). Work and play in booming Brevard County, Florida. Write John Fox, WRK-AM-FM, Cocoa Beach, Florida. Sunset 5-9 and 8-11 every night.


Salesman-announcer opening with Illinois-leader. Send resume and photo by return mail. WIXA,at 1232 Madison Avenue, Peoria, Illinois.

Westchester County—Immediate newsmen-announcer opening. Send resume and salary requirements. Manager, WVOX, New Rochelle, New York.

Dixie stations considering announcers for small market radio group serving Louisiana and Texas. Resume, photo, tape, salary, first letter, Pete Sanders, P. O. Box 49, Defeder, Louisiana.

Technical

Chief engineer/audio. Major market, east coast. Must be experienced and available. No advertising. Excellent equipment, working conditions. Radio opportunity. Send resume, references and picture to Box D-296, BROADCASTING.

Required immediately experienced GCL Audio engineer. Videotape operations. Experienced in recording, editing and tape exchange. Experience desirable. Good opportunity for right man. W蛀AM, New York, Box E-80, BROADCASTING.

Are you good enough to help replace two men who left us to work for the store chain? We need two first phones. One must know his engineering and become chief. Both must be pretty sharp announcers—news? Production? Traffic? Experience very helpful. Who is in a position to turn a record on but we don't sound like it. We play some top fort but we are not an irresponsible "kidney" station. Full details quick to: Ken Lingle, KGMO Radio, Cape Girardeau, Missouri.


First class studio-transmitter engineer, previous experience preferred, regional radio and TV stations, middle Atlantic area—WWOC Stations, Salisbury, Maryland. WHWH, Princeton, New Jersey. Opening about May 25th for qualified transmitter engineer. Possibility of combo, if qualified. 5 kw 6 tower DA-2 operation. Chance to learn. No experience necessary. Contact Art Silver, Chief Engineer, at WHWH, Box 1360, Princeton or call 609-924-3600.

Immediate opening for qualified first phone engineer. Light announcing, WSYB, Rutland, Vermont.

Technician, first phone, wanted to service Two-way, radio, and tv. Permanent. Ad- vocate Radio Service, 124 S. Douglas St., Wilson, N. C.

Production—Programming, Others

Midwest AM, FM operation needs sports director. Over 100 games covered yearly. Will have live play-by-play help. Excellent opportunity with 2 station group. Box E-84, BROADCASTING.

BROADCASTING, May 11, 1964
Production—Programing, Others

Continued

News editor, qualified through experience or schooling, wanted for long established full service station. Must have good voice and style. Must be interested in moving picture industry. Positions available.

Manning—Continued

Mr. Pro, 39, family. Eighteen years radio; last twelve years and management. References will prove successful record in administration, programming, local/national sales in competitive situation. Seeking executive in station management in solid operation. Box E-94, BROADCASTING.

Eleven years experience, management, sales, programming, promotion announcements. Offers for all positions considered. Married. 39, employed Virginia. Box E-105, BROADCASTING.

I can manage a station, direct programing, manage production, sell, announce, write copy and think. Have done all successfully. Ten years experience includes two major markets. Make excellent right hand for busy top executive. Let’s talk seriously.

Immediate opening for production minded copy writer. If you are experienced, creative and want to win a sound radio station send resume and picture to: Stan Stephens, Radio Station KOJM, Box 70, Hagre, Montana. Are you a newcomer? The position of news director is open at radio station KOJM, Havre, Montana. Send resume and picture to:

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking station. Available June 8. Box E-87, BROADCASTING.


Experienced sales promotion man. Wants to add $10,000 to $20,000 to your station. Plus business. Needs special market. No crew's. High commissions on collections. P.O., Box 183—Lancaster, Ohio.

News director-experienced, professional with good voice, ability cover, local news, interview necessary. Rush tape, background, references. Photo. RBSD, Creston, Iowa.

Immediate opening for production minded copy writer. If you are experienced, creative and want to win a sound radio station send resume and picture to: Stan Stephens, Radio Station KOJM, Box 70, Havre, Montana. Are you a newcomer? The position of news director is open at radio station KOJM, Havre, Montana. Send resume and picture to:

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking station. Available June 8. Box E-87, BROADCASTING.


Experienced sales promotion man. Wants to add $10,000 to $20,000 to your station. Plus business. Needs special market. No crew's. High commissions on collections. P.O., Box 183—Lancaster, Ohio.

Sales

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking station. Available June 8. Box E-87, BROADCASTING.


Experienced sales promotion man. Wants to add $10,000 to $20,000 to your station. Plus business. Needs special market. No crew's. High commissions on collections. P.O., Box 183—Lancaster, Ohio.

Jr. announcer—Bright, happy one-liner personality. Desires offering hops, remote opportunity. Married, dependable. Box E-112, BROADCASTING.

For Summer. Presently announcing in 775-900 Midwest market on top forty regional network affiliate. First ticket, maintenance, can be your vacation time chief. College senior, 22, single, six years commercial experience, H.B. minimum. Box E-117, BROADCASTING.

Four years first phone. All formats medium to large market. Box E-121, BROADCASTING.

Top 40, Third phone, will travel, work hard, phone 415-344-2045 or Box E-124, BROADCASTING.

Northwesterner—Some experience first ticket (no maintenance). War veteran. Box E-126, BROADCASTING.

DJ—young married 3rd ticket college talent, available immediately. Box E-129, BROADCASTING.

Have Car, will travel. Leaving Army mid-June. Age 25, college, 4 years announcing, DJ. Heavy on news, copy, scripts, production. Some TV newspapering. Tape, resume available. Box E-130, BROADCASTING.

Strong on sports. 5 years experience playby-play, news interviews, DJ. Dynamic, dependable, desires to move up. Excellent references. Box E-133, BROADCASTING.

Employed in 100,000 market. Looking for announcing-production in larger market. Experienced, capable, married. Box E-137, BROADCASTING.

First phone announcer—DJ. Experienced minimum Midwest Only. Box E-144, BROADCASTING.

Hire My son the announcer—he also does commercial production—wants paying up-tempo middle of the road or top 40 affiliate. Phone 415-Minor. College experience, BS degree in Broadcasting, 3rd ticket and a selling personality. Box D-145, BROADCASTING.

Management

Wish to move to the Florida west coast. Mature salesman management experience. Presently employed. Box D-290, BROADCASTING.

Seventeen years experience radio owner-manager, sales and production including TV market. Excellent work record. Seek administrative, supervisory of sales slot with network, group, or market stations. Eight years college, 35, college graduate. Box E-86, BROADCASTING.

Manning—Continued

Mr. Pro, 39, family. Eighteen years radio; last twelve years and management. References will prove successful record in administration, programming, local/national sales in competitive situation. Seeking executive in station management in solid operation. Box E-94, BROADCASTING.

Eleven years experience, management, sales, programming, promotion announcements. Offers for all positions considered. Married. 39, employed Virginia. Box E-105, BROADCASTING.

I can manage a station, direct programing, manage production, sell, announce, write copy and think. Have done all successfully. Ten years experience includes two major markets. Make excellent right hand for busy top executive. Let’s talk seriously.

Immediate opening for production minded copy writer. If you are experienced, creative and want to win a sound radio station send resume and picture to: Stan Stephens, Radio Station KOJM, Box 70, Hagre, Montana. Are you a newcomer? The position of news director is open at radio station KOJM, Havre, Montana. Send resume and picture to:

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking station. Available June 8. Box E-87, BROADCASTING.


Experienced sales promotion man. Wants to add $10,000 to $20,000 to your station. Plus business. Needs special market. No crew's. High commissions on collections. P.O., Box 183—Lancaster, Ohio.

Sales

Radio and/or television sales. Will graduate from large midwestern University June 7. Seeking station. Available June 8. Box E-87, BROADCASTING.


Experienced sales promotion man. Wants to add $10,000 to $20,000 to your station. Plus business. Needs special market. No crew's. High commissions on collections. P.O., Box 183—Lancaster, Ohio.

Jr. announcer—Bright, happy one-liner personality. Desires offering hops, remote opportunity. Married, dependable. Box E-112, BROADCASTING.

For Summer. Presently announcing in 775-900 Midwest market on top forty regional network affiliate. First ticket, maintenance, can be your vacation time chief. College senior, 22, single, six years commercial experience, H.B. minimum. Box E-117, BROADCASTING.

Four years first phone. All formats medium to large market. Box E-121, BROADCASTING.

Top 40, Third phone, will travel, work hard, phone 415-344-2045 or Box E-124, BROADCASTING.

Northwesterner—Some experience first ticket (no maintenance). War veteran. Box E-126, BROADCASTING.

DJ—young married 3rd ticket college talent, available immediately. Box E-129, BROADCASTING.

Have Car, will travel. Leaving Army mid-June. Age 25, college, 4 years announcing, DJ. Heavy on news, copy, scripts, production. Some TV newspapering. Tape, resume available. Box E-130, BROADCASTING.

Strong on sports. 5 years experience playby-play, news interviews, DJ. Dynamic, dependable, desires to move up. Excellent references. Box E-133, BROADCASTING.

Employed in 100,000 market. Looking for announcing-production in larger market. Experienced, capable, married. Box E-137, BROADCASTING.

First phone announcer—DJ. Experienced minimum Midwest Only. Box E-144, BROADCASTING.

Hire My son the announcer—he also does commercial production—wants paying up-tempo middle of the road or top 40 affiliate. Phone 415-Minor. College experience, BS degree in Broadcasting, 3rd ticket and a selling personality. Box D-145, BROADCASTING.
**Announcer—(Cont’d)**


Somewhere in a major-market area is a station that wants a midnight-dawn personality to present a modern sound to its listeners. This announcer is no beginner—keeps up with the music, has smooth delivery, well versed in all aspects of radio. Also TV experience. Qualifications meet your station standards, write Box E-151, BROADCASTING.

Top 40 dj with live swing personality. Graduate of Chicago radio school. Eager to move to a market that offers a challenge. Currently working in St. Paul. Phone, 442-9804. Please reply. Box E-149, BROADCASTING.


**Production—Programming, Others**

**Continued**

Creative copy and winning promotional ideas. Plus top 50 metro market experience. Box E-161, F 请求。 

Award winning news director wants to relocate in major market. Aggressive young, married, no clock watcher. Send full details, 1st letter. Box E-111, BROADCASTING.

Speech M. A. desires college teaching position in Southeast, Fundamentals, Broadcast English. Box E-113, BROADCASTING.

Program Director/announcer available soon for quality property. Excels in Interviews, news, music production. A planner, detailed. Outstanding background in programing and supervising. Masters, 15 radio years. Box E-114, BROADCASTING.

Program director or production manager for top 100 station with the desire to improve. Over eight years experience in all phases of production with one of the nation’s top 50 markets. 36 family man. Creative plus. A studio and personal interview may be arranged on request. Reply Box E-116, BROADCASTING.

Copywriter and/or announcer. Radio and agency experience. Quality and good commercial and news voice. Box E-119, BROADCASTING.

Young experienced newsmen available immediately. B. S. degree in Journalism. Prefer college or major market. Box E-120, BROADCASTING.

Creative copy writer seeks position in TV or agency. Experience includes copy writing at two large Midwestern radio stations, and completion of present continuity director. College, and good references. Write Box E-123, BROADCASTING.

Editorial writer. I’ll increase your prestige and audience identification mightily—without burning the bank in programing and casting, announcer. Broadcast veteran, now available to Midwestern market. Box E-149, BROADCASTING.

Give your listening audience the full sports picture! Dynamic sports broadcaster of proven ability seeks to serve you and your listeners with colorful play-by-play coverage of all events. Available only because of station license revocation decision. FCC. Highest ratings, references are available covering engineering and sports. Box E-150, BROADCASTING.

**Television—Help Wanted**

**Technical—(Cont’d)**

Chief engineer KEZI TV, Eugene, Oregon. Full power VHフ G.E. equipment. Salary $800. Box E-101, F 请求。 

Permanently position available for experienced transmitter engineer. Excellent equipment desirable but not necessary. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

CBS affiliate in mid south has immediate opening for "TV technician experienced in studio maintenance and operation. Must be ambitious, dependable and have 1st phone license. Replies treated confidentially. Qualifications, references, salary requirements sent promptly to Chief Engineer, WLAC-TV, Nashville, Tenn.

Television technician for new communications center on campus of dynamic, ex-man. If you have that something extra, roll-out. Complete benefit program. Excellent environment, location, position available immediately.

TV technician assist in design, and construction of closed circuit TV systems. Operate and maintain studio and mobile camera, facilities. Additional experience, college or 2 years college. Additional experience preferred. Salary open. Send complete resume including salary history to: University of California, Campus Personnel, Box E-122, Berkeley, California. An equal opportunity employer.

**Production—Programming, Others**

Newscaster-southwestern medium market CBS VHF station seeks the possess of a unique audience-attracting style of news delivery. This is a man with a long-established and very capable news director and his chief responsibility will be to pull an audience. No limit for the right man. Contact Box E-132, BROADCASTING and we’ll tell you where to send your VTR audition.

News assignment editor writer position available immediately in combined AM-TV network. College degree plus experience in broadcast journalism desired. Send resume of current salary, work experience, marital and military status to Personnel Office, WVLW/WLWZ, Cincinnati, Ohio, 45202.

**Televison—Situations Wanted**

Manager—BROADCASTING.

Advertising and publicity executive needed to create and direct complete advertising, publicity and sales promotion program for an outstanding broadcasting group operation. We need a man with a strong background, complete and expert of education, experience, and skill. Requirements. Box E-139, BROADCASTING.

Technical

Chief engineer for VHF full power. Must have a solid engineering background, including a technical education. Have a wide range of experience with all types of studio equipment. VTR, TV, VCR, television, solid state devices, etc. Have RCA transmitter and microwave experience. This is an interesting position in a medium sized metropolitan city. Write Box E-41, BROADCASTING.

Video switcher, immediate opening, first phone, CRCL, Reno, Nevada.

Chief engineer—right man is ready to step up to major market. Needs heavy remote and videotape experience. Military service obligation will be fulfilled. Ambitious but willing to start at the bottom. Will travel anywhere. Box E-71, BROADCASTING.

**Announcers**

Experienced announcer available. Former news director. Presently producing and hosting documentaries, news, weather, Medium-large market. $600 minimum. Box E-85, BROADCASTING.
TELEVISION—Situations Wanted

Technical

Technician . . . can't eat titles or live on glass Pretend, 1st phone. Prefer midwest. Available immediately. Call 701-652,2139.

Production—Programming, Others

Top TV news man. Twenty years in radio/ TV news field. Expert in report- ing and edit- ing. Former network "on camera" reporter and producer. Finest references. Box D-526, BROADCASTING.

Program director: Dynamic response to challenge! Creative, sales-oriented program- ming concept! TV production, Director-6 years. N. Y. Flagship; traffic, continuity experience. Now employed: will relocate for bright opportunity. Box E-126, BROADCASTING.

WANTED TO BUY

Box Casting. RCA TR-1A microwave receiver and control, working condition, contact Chief Engi- neer, WTVAP-TV, Parkersburg, West Virginia.

FOR SALE

Equipment

Television/radio transmitters, cameras, micro- wave, tubes, audio, monitors. Electrofond, 460 Columbus Ave., N.Y.C.

Xmission Line: Teflon insulated, 1/4" rigid, 815 Ohm flanged with Juliet and hard- ware. New—unused, 20 foot length for $40.00 or less. Stock item. Available: Sierra-Western Electric, 1401 Middle Harbor Road, Oakland, CA. Telephone 2-3067.

FOR SALE

Radio Bayhead KXR 100 A microwave, RCA 77-20-30-3 8 field switcher/fader, HP 330 C distortion analyzer, Raytheon cue line, $200. Orthicona, Box E-79, BROADCASTING. 212 Endnote 2-5680.

GE 3KW FM Transmitter, type BT-3-B. GE 330 Monitor, type RM-1-L. GE 4.8-antenna, type BY-4-C. Good condition. Box 221, Lebanon, Tenn.

FOR SALE—(Cont'd)

250 ft self supporting galvanized tower. Excellent condition. Make offer, Eastside Broadcasting 114 Lakeside, Seattle, Wash- ington. Box C-429, BROADCASTING.

Xmission line, RCA Stealite, Insulated, 1/2", rigid, 20 foot sections, like new. Also new 125, 75, 50, 25 watt supporting tower. Disassembled. University of South Florida, Tampa, Florida. Box F-502, BROADCASTING.

Spectrum analyzer TS-148 UP new, 825-950 mc for stereo or TV work by using I, F, stage, HP 3600 low-pass filter and Micro lab XMK600 plus coax input. Portable case included. Write: WQTS FM, Takoma Park, MD. 20012.

Tower-600 foot Stainless G36, two tapered sections, one top section, two vane insula- tors, guy wire, disassembled. Priced to sell. C.W. Baker, WTPA-TV, Harrisburg, Penna.

Tape recorder Ampex 601 portable single track. Electrovision Microphone Excel- lent condition. Box F-667, BROADCASTING.

New and used Aurolc pickup complete system. Call or write for Information. Wide World Communications, Seminary Hts., Westberford, Texas, 76966.

Two (2) Newcomb Model SMI-94 Tape recorders—$200.00. Contact Mr. Cook, Shredder Sound, Inc. 2603 M St., N.W., Washington, D.C. 20008.


Andrew antennas tuning unit—$200, two Gates turntables, Audax tone arms, G. E. cartridges—$400.00. Dottling frequency monitor—$250. RCA modulation monitor—$83. RCA design program analyzer—$1,200. Remote amplifier—$75.00. All items in excel- lent condition, clean throughout. We buy, sell and grade all types of broadcasting equipment. Broadcast Equipment and Sup- ply Co. Box 3141, Bristol, Tenn.


Heavy duty guyed tower—275 feet-insulated with lighting, fireproof PVC—$160. Rust re- sistant control, and Gates antenna tuning unit new. New condition—KVEN—Box 1611, Ventura, Calif.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deepsy comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N.Y.


Deepy mango . . . a collection of gags, station, advertising, fillers, bits, gimmicks for clever deepsy. $5.00. Show Biz Comedy Service (B.B.), 165 Parkeway Court, Brooklyn, N.Y. 11235

How to become a radio announcer in seven days. The funniest laugh riot ever! Show it around if you're laughing we'll send back your buck and you keep the book! $1 pt. Sudden Showcase, P.O. Box 468, Elkhart, Ind.

INSTRUCTIONS

Is Broadcasting the career for you? Let's discuss it! Mr. Ray Cook, Director of America, 1635 Toledano St., New Orleans, La.

INSTRUCTIONS—(Cont’d)

FCC first phone license preparation by correspondence or seminars. Grantham Schools are located in Los Angeles, Seattle, Kansas City, Wash- ington. For free 44-page brochure write Mr. Cook, Grantham Schools, 2132 Gilliss Road, Kansas City, Missouri.

The nationally known 8 weeks Elkins train- ing for an FCC First Class License, out- standing radio/ TV instructors. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

Be prepared, First class FCC license in weeks. Complete program, Yeast Trop- ical training, Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Announcing, programing, console operation Twelve weeks intensive, practical training, both morning and evening classes. Elkins Radio Schools, 2603 Inwood Road, Dallas, Texas.

San Francisco's Chris Borden School con- tinues top placement record. Proven first phone and "modern" sound. Illustrated bro- chure—Mr. Cook, Geo Rea Way.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results analyzed. Eight weeks, Yeast Technical Services, Allied Technical Schools, 201 Madison, Memphis, Tennessee.


Why waste time and money? Come to beautiful sunny Sarasota and get your FCC 1st phone license in 8 weeks. Complete course. Complete tuition $250. Your license is guar- anteed—a complete and practical program. Glenn at his new beautiful location, Radio Engineering Institute, Box 3855, 1356 Main St., Sarasota, Fla.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin May 18, July 20 and September 21. For free brochure, write: Dept. 4-B, Grantham Schools, 1506 N. Western Ave., Los Angeles, Calif. 90027


America's pioneer. 1st in announcing since 1920. National Accredited Radio Broadcasting, 814 H St. NW, Washington 1, D. C.


FCC licenses in six weeks. Total cost $950.00. Complete combination course, DJ, newscast- ing, etc. Total cost $450.00. Train in fabulous Houston. Elkins Radio Schools and Broadcasting, 904 M and M Building, Houston, Texas, 77002-2929. 

INDEX

BROADCASTING, May 11, 1964
Help Wanted—Sales

SALES ENGINEER
For GENCOM DIVISION WHITTAKER CORP.
Excellent opportunity to join established broadcast-TV equipment manufacturer at East Coast Sales Manager. Applicant must have experience in broadcast equipment sales and sales engineering background. Reply in strict confidence with full details, including salary requirements.
Reply to—National Sales Manager
GENCOM DIV. Whitaker Corp.
1388 Salcoy St., N. Hollywood, Calif.

Help Wanted—Announcers

Wanted for major Idaho and Montana farm markets a combination farm director and sales or air personality, to be member of NATRFD, TV, to be associated with an 8-station farm group. Reply to—Box E-99, BROADCASTING

Experienced Announcer
Permanent position. Basic radio staff, TV opportunities. Good conditions, terms, and fringe. Tight board operation and production preferred. No more than three years commercial experience necessary. Please address resume, air check and photo to Program Director, WOC AM-FM-TV, Davenport, Iowa.

Top personality for leading music-news station in Rocky Mountain area. Man who can build and hold audience during nighttime hours. (First phone preferred). Reply:
Box E-100, BROADCASTING

Situations Wanted

Production—Programming, Others

COMPLETE AIR STAFF OF TOP 15 MARKET
Slower gets the win on this exciting team. Operations manager, program director, with 10 years in the business. College grad., married, with live wire top 40 show to offer. Good rating story. Severance pay running out—Let's go!
Box E-96, BROADCASTING

Help Wanted—Sales

TELEVISION—Help Wanted

Sales

Wanted by eastern N. C. TV station expanding, ABC affiliate. 3 announcers, newsmen, weather and sports. 2 announcers immediate. Send picture, complete resume and letter. No phone calls please. Nathan Frank, or Don Pierce, WTVY, TV, Newbern, North Carolina. Phone 919-637-2111.

WANTED TO BUY

Stations

Want to Buy
VHF OR UHF TV
Wish to purchase Television Station or CP. Write in strict confidence giving full details to:
Box D-291, BROADCASTING

FOR SALE

Stations

New England Daytimer
Excellent signal in fine market. Making money now and has good potential. $100,000 needed for down payment.
Box E-85, BROADCASTING

TAMPA, FLORIDA

JACKSON, MISS.
METRO POP. 225,000
5KW/1KW fulltime facility in this rapid growth—stable radio market. Ideal for Top-40 or Country-Western-Religious format. Priced for quick cash sale. Call John McLeod—601-948-1617—Jackson, Mississippi—P. O. Box 197.

Confidential
B. F. Smith
2045 Peachtree Rd., Atlanta, Ga. 30309

Selling and buying, check with

Chapman Company INC

Fla. single fulltime $60M terms
N. E. single daytime 190K 29%
N. C. small AM & FM 90M terms
All others medium 5 kw-D 190K 29%
S. E. Top daytime 237M 29%

Buying and selling, check with

Chapman Company INC

STATIONS FOR SALE

1. SOUTHWEST. Full time. Low cash down easy terms.
2. PACIFIC NORTHWEST. Medium market. $30,000 down.
3. SOUTHEAST. Metro. market. $30,000
4. WEST SOUTH CENTRAL. Metro. market. $20,000 down.

Jack L. Stoll & Associates
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 97

leave to amend in proceeding on its application for new AM in Los Angeles. Member Berkemeyer abstained from voting. Action May 4.

By memorandum opinion and order, in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theaters Inc. to increase antenna height of KRON-TV, respectively, both San Francisco, in Dockets 15665-6, granted petition by Hollywood Airport Pilots' Association for leave to intervene. Action May 4.

By memorandum opinion and order, in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theaters Inc. to increase antenna height of KRON-TV, respectively, both San Francisco, in Dockets 15665-6, granted petition by Hollywood Airport Pilots' Association for leave to intervene. Action May 4.

By memorandum opinion and order, in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theaters Inc. to increase antenna height of KRON-TV, respectively, both San Francisco, in Dockets 15665-6, granted petition by Hollywood Airport Pilots' Association for leave to intervene. Action May 4.

By memorandum opinion and order, in proceeding on applications of Chronicle Publishing Co. and American Broadcasting-Paramount Theaters Inc. to increase antenna height of KRON-TV, respectively, both San Francisco, in Dockets 15665-6, granted petition by Hollywood Airport Pilots' Association for leave to intervene. Action May 4.

To buy or sell Radio and/or TV properties, contact:

Patt McDonald Co.
P.O. Box 9266 - Gl 3-8060
Austin 56, Texas

Confidential negotiations—For buying and selling.

Radio and TV Stations

in the eastern states and Florida

W. B. Grimes & Co.
Dupont Circle Building
Washington, D. C. 20036
612423-1311

BROADCASTING, May 11, 1964
By Hearing Examiner Basil P. Cooper

In proceeding on applications of UltraVision Broadcasting Co. and WEBR Inc., on May 25 in Elizabeth City, N.C., for new TV’s to operate on channel 55 in Elizabeth City, UltraVision’s motion to extend time to May 11 to file a protest or opposition was granted to May 17, after which additional time for protest and opposition was granted, and the matter will be decided on the basis of the applications and the evidence before the Commission.

By Hearing Examiner David I. Kraushaar

Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWN), Bartsville, Okla., and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.

By Hearing Examiner Jay A. Kyle


By Hearing Examiner Forest L. McClennan

In proceeding on applications of Springfield Television Broadcasting Corp., D. H. Overton, operator, and WOAM, Inc., for new TV’s to operate on channel 79 in Toledo, Ohio, granted petition to continue hearing from May 11 to May 18 to exchange exhibits and to continue May 20 hearing to May 24, if necessary, for prehearing conference on May 1. Action April 30.

By Hearing Examiner Chester F. Naumes Jr.

In proceeding on applications of Edina Corp. and Continental AM’s of Edina and Bloomington, respectively, both Minn., in granting joint petition by Broadcast Bureau, Tedesco Inc., and Swanco Broadcasting Inc., to extend time for filing objections, no opposition or protest was filed, and the matter was placed on the calendar for May 15.

By Hearing Examiner Elizabeth C. Smith

Granted motion by Spartan Radiocasting Co. for continuance of May 1 further prehearing conference to date fixed by further order not later than 14 days after filing of special pleading in the matter of large change issues and its petition for reconsideration granted without hearing of its application for new TV broadcast translator station in Asheville, N.C. Action April 30.

By Hearing Examiner James E. Garman

In proceeding on applications of WEBR’s for WEBR’s proposed station, in Elizabethton, Tenn., for new FM station in Elizabethton, Tenn., the Commission decided to continue hearing on applications.

By Hearing Examiner Charles E. Overmyer, and Memorandum

Opined on motion, scheduled further prehearing conference for May 6, in proceeding on application of Broadcast Bureau, for new TV’s to operate on channel 79 in Toledo, Ohio, granted petition to continue hearing from May 11 to May 18 to exchange exhibits and to continue May 20 hearing to May 24, if necessary, for prehearing conference on May 1. Action April 30.

By Hearing Examiner Charles E. Overmyer

In proceeding on applications of UltraVision Broadcasting Co. and WEBR Inc., on May 25 in Elizabeth City, N.C., UltraVision’s motion to extend time to May 11 to file a protest or opposition was granted to May 17, after which additional time for protest and opposition was granted, and the matter will be decided on the basis of the applications and the evidence before the Commission.

By Hearing Examiner David I. Kraushaar

Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWN), Bartsville, Okla., and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.

By Hearing Examiner David I. Kraushaar

Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWN), Bartsville, Okla., and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.

By Hearing Examiner David I. Kraushaar

Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWN), Bartsville, Okla., and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.

By Hearing Examiner David I. Kraushaar

Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWN), Bartsville, Okla., and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.

By Hearing Examiner David I. Kraushaar

Issued order after May 4 prehearing conference in proceeding on AM application of Horace C. Boren (KWN), Bartsville, Okla., and directed counsel to exchange exhibits by close of business June 8, and hearing to commence, as previously scheduled, on June 24. Action May 4.
They have a rendezvous at a supermarket

They get together every day. Not really—not in a face-to-face sense. It’s the tractor-trailer that stocks the supermarket with the food products the housewife buys. And it goes on like this all over America. More than food—everything the housewife buys travels all or part of the way to her (and her family) by motor transport.
A s vice president of Benton & Bowles and manager of the agency's Hollywood operation, Bill Craig's major assignment is to ride herd on the television programs and commercials produced in the movie capital for B & B clients. Since the agency's list includes such major advertisers as Procter & Gamble, General Foods, S. C. Johnson & Son, Philip Morris and Beech-Nut Life Savers, this calls for a better-than-average familiarity with the requirements of television for both entertainment and advertising.

Mr. Craig's knowledge of the video field and the way he acquired it is a convincing testimonial to the truth of that ancient adage that the best way to start on the road to success is to be in the right place at the right time.

For Bill Craig, the place was Cincinnati, headquarters of Procter & Gamble, in 1948. He had joined P&G in 1946 as supervisor of two radio serials — Ma Perkins and Pepper Young's Family — and had advanced to the post of manager of daytime radio.

One day he was called into the office of Howard Morgens, who was then advertising manager of the company. (Today Mr. Morgens is president of P&G.)

TV Student: "How'd you like to be head of our television department?" Mr. Morgens asked. "Great," Mr. Craig replied, "except for one thing. I don't know anything about television." "Neither do we," Mr. Morgens countered, "but if you learn about it, you can teach us."

Mr. Craig went home, packed up his wife and youngsters and set off for New York for the school year, September 1948 to June 1949. While the children were learning their three R's, Bill Craig acquired a basic education in television at the studios of the TV networks—DuMont's cramped quarters at 515 Madison Avenue, CBS's cavernous expanse in Grand Central Palace, NBC's reconverted radio studios in the RCA building. Auxiliary classrooms were the offices of William Morris, MCA and the other program packagers who were trying to find out how television was going to fit into their scheme of things. And there were frequent visits to the western campus in Hollywood, where Frank Wisbar was producing one of TV's first filmed series, Fireside Theater, for P&G.

"Don't ever let anyone tell you anthropology shows won't go," Bill Craig said last week. "Fireside Theater ran for six years for P&G as a prime-time network program and for many years after that in syndication. Meanwhile, we added The Doctor (produced by Marion Parsonette in New York) and the Beauhils, Dinah Shore and Pinky Lee shows out of Hollywood to P&G's first daytime serial, The First 100 Years, made its debut and of course Procter & Gamble was the sponsor. "It was a frothy comedy and it didn't last long," Mr. Craig recalled. "We learned that the formula that had worked so well for so long in radio was also the right one for television. Women at home alone don't want to laugh; they want to suffer vicariously right along with the beset-upon heroine of the program."

"In 1952 we transferred Search for Tomorrow and Guiding Light from radio to television and today, 12 years later, they're both still going strong. In 1955, I got together with Tom McDer-mott, then head of television at Benton & Bowles in New York, and we launched the first half-hour daytime serials on TV—As the World Turns and Edge of Night. They started July 1 on CBS-TV and they too are still on and still selling P&G products to watching housewives."

As director of radio and television for P&G, Bill Craig had the kind of a job "you couldn't run from a desk in Cincinnati and I was just about the airlines' best customer. But even I was shocked when, early in 1956, my wife showed me a calendar for the previous year, marked with my absences from home. They added up to just over seven days out of every 10. I loved my job, but first things first and so, after 10 years and one month, I was regretfully left Procter & Gamble."

Agency Man: He went to New York as an executive with the William Morris agency but selling packaged programs wasn't his cup of tea and before long he was vice president in charge of television at Grey Advertising. After three years there, he moved to Young & Rubicam, where he remained until a year ago when Lee Rich, senior vice president for broadcast programming and media at Benton & Bowles, told him that Al Kay, head of the B&B Hollywood office, was retiring and asked if he would like the job. So, on July 1, 1963, he assumed his present position.

That Bill Craig should find a career in television was inevitable. A stage-struck youth ("There were 21 plays staged at Oberlin while I was there. I was in 19 and to this day I can't figure out how I missed the other two."), he rushed off to Broadway "ready to replace Alfred Lunt at a moment's notice." The notice never came, but the war did and he spent five years in the Navy. By now he knew he was never going to replace Alfred Lunt, so he entered the commercial end of show business as business manager for Dave Elman, who had two successful radio shows going at the time—Hobby Lobby and Radio Auction. Then he met the head of radio for Procter & Gamble, and the rest is history.
EDITORIALS

Are the Pulitzers passe?

THE annual Pulitzer Prizes were announced last week—the ne plus ultra in journalism. The winners were outstanding and we congratulate them.

But were they truly awards for outstanding performance in all journalism in 1963? Would a jury of members of the public rather than of professional newspapermen have made the same selections?

Last November, when the President of the United States was assassinated, when a new President assumed office and when the accused assassin was shot down with the whole nation watching, journalism history was made. This was broadcast journalism.

The Pulitzer awards, established by the formidable editor-publisher at the turn of the century, were for printed-page journalism and the literary arts. That definition of journalism was precise then. It is archaic today.

Joseph Pulitzer Jr., editor and publisher of the St. Louis Post-Dispatch, grandson of the founder of the awards, knows the prowess of broadcast journalism. KSD-AM-FM-TV St. Louis, owned by the Post-Dispatch, is a pioneer in both radio and television.

Columbia University, curator of the Pulitzer Prizes, knows the stature of broadcast journalism. Dean Edward Barrett of its graduate school of journalism, is one of the nation's top authorities in the entire field.

The Pulitzer Prizes are fine for what they are, but perhaps their rules ought to be updated.

Two door openers

CBS has set to work on two projects that could considerably improve the functions of modern journalism.

As announced by Frank Stanton last March and amplified by him last week in a speech to CBS-TV affiliates, CBS has undertaken to underwrite a cooperative development of standards of media practice in the coverage of arrests and trials and to engage in its own development of news equipment that will be less obtrusive than that in use now.

As to the first of these two projects, Dr. Stanton has proposed that the Brookings Institution, an independent research organization in Washington, undertake a study, in consultation with all media, the bar and the courts, of ways to establish standards that would at once protect the rights of those accused of crimes and the rights of news media to report and of the public to know. As reported elsewhere in this issue, the board of the Brookings Institution was to consider his proposal last Friday.

Until more is known about the direction that the Brookings study might take, the project can be endorsed only in principle. Certainly, as this publication has frequently observed, there is a growing need for some kind of general accommodation that will impose order on all media representatives who may be covering an event but will not inhibit the responsible exercise of journalistic enterprise.

We have no doubt that if workable guidelines were developed for the conduct of all kinds of newsmen in the coverage of arrests and trials they could easily be extended to apply to coverage of other events. The logical outcome of that would be the general admission of television and radio to legislative and other sessions from which they are excluded now.

As to CBS's announced determination to whittle news equipment down to presentable size, this project—as we have been saying for some time—is essential in the broadcast journalist's campaign for equal access.

New era on the way

IT IS more than possible that radio is at the beginning of an age of renaissance. The signs are evident in the changing attitudes of broadcasters themselves.

There is a willingness to experiment with new program forms, to invest in unorthodox research, to risk rather than to reject the untried.

In programming there is evidence of an urge to modify or break away from the rigid formulas that were first developed as an antidote to television.

More and more radio broadcasters are daring to investigate their works by more sophisticated means than ratings. The study of listener attitudes financed by the Colorado Broadcasters Association, which is extensively described elsewhere in this issue, is an example of the new directions that audience research is taking.

All in all there is among radio broadcasters today a kind of self-confidence that many of them lacked in the slow recovery period following the advent of television as a national advertising medium. When self-confidence is coupled with a restless urge to progress, the result cannot be anything but a flowering of the radio medium.

Variable values of film

ALL television broadcasters would do themselves a service by cooperating in a campaign now underway to get the Internal Revenue Service to liberalize its present rules on film depreciation.

The National Association of Broadcasters and the Institute of Broadcast Financial Management have combined forces on the campaign. The NAB has sent to all television members a questionnaire soliciting information about their present film buying and depreciation policies. From the answers the NAB and IBFM hope to build case histories that will persuade the tax bureau to change its mind.

As the IRS rules stand now, stations must depreciate film by the so-called straight-line method which may be advantageous to some but is disadvantageous to others. What is needed is a more flexible ruling that will permit broadcasters to depreciate film in accord with realistic values—which change from station to station and year to year. A unanimous response to the NAB questionnaire is in the best interest of all broadcasters.

Variable values of film

ALL television broadcasters would do themselves a service by cooperating in a campaign now underway to get the Internal Revenue Service to liberalize its present rules on film depreciation.

The National Association of Broadcasters and the Institute of Broadcast Financial Management have combined forces on the campaign. The NAB has sent to all television members a questionnaire soliciting information about their present film buying and depreciation policies. From the answers the NAB and IBFM hope to build case histories that will persuade the tax bureau to change its mind.

As the IRS rules stand now, stations must depreciate film by the so-called straight-line method which may be advantageous to some but is disadvantageous to others. What is needed is a more flexible ruling that will permit broadcasters to depreciate film in accord with realistic values—which change from station to station and year to year. A unanimous response to the NAB questionnaire is in the best interest of all broadcasters.

Variable values of film

ALL television broadcasters would do themselves a service by cooperating in a campaign now underway to get the Internal Revenue Service to liberalize its present rules on film depreciation.

The National Association of Broadcasters and the Institute of Broadcast Financial Management have combined forces on the campaign. The NAB has sent to all television members a questionnaire soliciting information about their present film buying and depreciation policies. From the answers the NAB and IBFM hope to build case histories that will persuade the tax bureau to change its mind.

As the IRS rules stand now, stations must depreciate film by the so-called straight-line method which may be advantageous to some but is disadvantageous to others. What is needed is a more flexible ruling that will permit broadcasters to depreciate film in accord with realistic values—which change from station to station and year to year. A unanimous response to the NAB questionnaire is in the best interest of all broadcasters.

Variable values of film

ALL television broadcasters would do themselves a service by cooperating in a campaign now underway to get the Internal Revenue Service to liberalize its present rules on film depreciation.

The National Association of Broadcasters and the Institute of Broadcast Financial Management have combined forces on the campaign. The NAB has sent to all television members a questionnaire soliciting information about their present film buying and depreciation policies. From the answers the NAB and IBFM hope to build case histories that will persuade the tax bureau to change its mind.

As the IRS rules stand now, stations must depreciate film by the so-called straight-line method which may be advantageous to some but is disadvantageous to others. What is needed is a more flexible ruling that will permit broadcasters to depreciate film in accord with realistic values—which change from station to station and year to year. A unanimous response to the NAB questionnaire is in the best interest of all broadcasters.

Variable values of film

ALL television broadcasters would do themselves a service by cooperating in a campaign now underway to get the Internal Revenue Service to liberalize its present rules on film depreciation.

The National Association of Broadcasters and the Institute of Broadcast Financial Management have combined forces on the campaign. The NAB has sent to all television members a questionnaire soliciting information about their present film buying and depreciation policies. From the answers the NAB and IBFM hope to build case histories that will persuade the tax bureau to change its mind.

As the IRS rules stand now, stations must depreciate film by the so-called straight-line method which may be advantageous to some but is disadvantageous to others. What is needed is a more flexible ruling that will permit broadcasters to depreciate film in accord with realistic values—which change from station to station and year to year. A unanimous response to the NAB questionnaire is in the best interest of all broadcasters.
Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.
THAT EXTRA TOUCH

the catalyst that inspires public action . . . in Philadelphia, two of the ten fugitives on the FBI's most wanted list were identified by citizens who saw their pictures on WRCV-TV. Their arrests make us all a little safer.

WRCV-TV/PHILADELPHIA