Networks point to shorter-funnier shows next season. p27
NAB could wind up with more than one man on top. p58
CATV operators take aim at ABC's regulatory plan. p40
FCC decides payola is worth another look. p60

Today's successful national advertisers put their media money where their markets are. They sell on target without waste with Spot Television. Check the national advertisers registering the strongest sales gains today. You'll find more and more of them using Spot TV on these outstanding stations.

KGB-TV, Albuquerque
WSB-TV, Atlanta
KERO-TV, Bakersfield
WBAL-TV, Baltimore
WGR-TV, Buffalo
WGN-TV, Chicago
WLW-TV, Cincinnati
WLW-C, Columbus
WLW-D, Dayton
KDAL-TV, Duluth-Superior
WNEM-TV, Flint-Bay City
KPRC-TV, Houston
WLWI, Indianapolis
WDAF-TV, Kansas City
KARD-TV, Kansas State Network
KARK-TV, Little Rock
KCPD, Los Angeles
WISN-TV, Milwaukee
KSTP-TV, Minneapolis-St. Paul
WSM-TV, Nashville
WSVE, New Orleans
WTAR-TV, Norfolk-Newport News
KWT, Oklahoma City
KMTV, Omaha
WDBO-TV, Orlando
KPTV, Portland, Ore.
KTVF, Providence
WJAR-TV, Rochester
KROA-TV, Sacramento
KUTV, Salt Lake City
WNAV-TV, San Antonio
KFMB-TV, San Diego
WNEP-TV, Scranton-Wilkes Barre
WTVH-TV, Terre Haute
KVOS-TV, Tulsa
WTRF-TV, Wheeling
...AND THEY LOVE LORETTA, TOO. They love her versatility, her preference in drama, and her taste in leading men — (a love that’s verified by ARB, Nielsen, Trendex, and TVQ Reports) — and they’ll love you too when you invite Loretta Young into your market 250 times!

That’s how many half-hour dramas are now available as Loretta Young Theatre moves into syndication for the first time. Loretta’s troupe includes Hugh O’Brian, John Hodiak, Gary Merrill, Ralph Meeker, Eddie Albert, and top female stars — Joanne Dru, Diana Lynn, Teresa Wright, Merle Oberon, Nina Foch, and many others. If you like to be loved . . . call NBC FILMS 30 Rockefeller Plaza/Circle 7-6300
KTRK-TV CHANNEL 13 HOUSTON

BROADCASTING, November 30, 1964
happiest hunting!

WGAL-TV bags the entire market

Buy WGAL-TV. No other station or combination of stations in the Channel 8 area can claim total-market saturation. Don’t cover just one limited area over and over. Reach all the market all the time. Buy WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.
Critical importance of FCC's 1% rule on multiple ownership and cross-ownership of broadcasting properties is reflected in latest Wall Street estimate that nearly $1 billion is now invested by mutual funds in broadcasting and broadcast-oriented properties. These exclude such companies as Westinghouse and GE, which are primarily in businesses other than broadcasting, but include RCA (which owns NBC) and American Broadcasting-Paramount Theaters, as well as CBS Inc.

FCC has extended until Jan. 22 time for filing comments on its inquiry and proposed rulemaking on ownership of publicly held companies by mutual funds and investment houses. Reply comments will be due Feb. 21. More than dozen corporate broadcast licensees had asked for 90-day extension from Nov. 23 (BROADCASTING, Nov. 23) but FCC held that 60 days appeared more appropriate.

CATV-NAB showdown

Months-long consideration by National Association of Broadcasters of proposed legislation giving FCC jurisdiction over community television systems is coming to head. NAB subcommittee is meeting with opposite numbers representing National Community Television Association in New York Dec. 7-8 for last try at compromise. Whatever outcome, NAB group intends to submit report to parent Future of Television in America Committee which will, in turn, pass on recommendations to full TV board at Jan. 25-29 meeting in Palm Springs, Calif.

Meanwhile, NAB position seemingly is spelled out in detail in model CATV ordinance drawn up by NAB general counsel Douglas Anello for broadcasters seeking guidelines for CATV franchise actions in their local communities. Highlights of model: Cable must delay for 24 hours any program to be carried by local station; program origination or advertising is prohibited except for time and weather; cable company must comply with FCC rules and regulations present or future; if local TV station is carried on cable, no “material” degradation of signal is permitted.

Ford status

Status of FCC Commissioner Frederick W. Ford was unchanged last week as news arrived word from "Texas White House" on his resignation as well as return to Washington of Chairman Oren Harris (D-Ark.) of House Commerce Committee with whom he wants to consult before formally announcing his acceptance of presidency of National Community Television Association. Thus it's likely Mr. Ford will be on hand this week and attend Wednesday commission meeting, as he did last week. It's expected, however, that commissioner will formally leave by mid-December.

Meanwhile support was building for candidates to succeed him in his Republican (or independent) vacancy. Unexpired portion of Mr. Ford's term runs for six and one-half years, or until June 30, 1970. Gaining strong support, it was reported, is Charles H. King, dean of Detroit College of Law, on FCC from July 1960 until March 1961 as interim appointee.

Foreign trade

Seven Arts Associated Corp. is quietly expanding its international television operations. Company understood to have completed agreement with Allied Artists Corp. to handle overseas TV and theatrical distribution of 437 Allied feature films. To accommodate this additional product (now totaling more than 1,100 hours of programming), Seven Arts has added sales representatives in London and Tokyo and in New York, which handles Latin America.

Saturday baseball

New York Yankees, 80% owned by CBS Inc., and under contract to CBS-TV for Game of the Week in 1965, will probably be out of projected national telecasts of Saturday afternoon major league baseball, if one of networks makes acceptable bid. Yankees are getting estimated $550,000 for CBS-TV appearances next year and it is doubtful they would participate in package for less than that. Based on equal-share plan for all 20 teams, Saturday package would add up to $11 million if Yankee-CBS deal were matched. No network is seen ready to spend that much for trial run in '65.

Proponents of baseball project laid plans out for three TV networks in New York last week and called network interest "exceedingly good." Baseball men say they're still open on price but have told networks plan can't be considered a bargain-counter enterprise. Plan now calls for national game with blackout only in cities of participating teams. Major leagues meet in Houston this week and any

network decision will have to come before meetings end. Networks say they are considering plan, but are wondering if they would have to take loss first year to put in high enough bid.

Search for angel

Brookings Institution of Washington has submitted formal request for over $250,000 to three foundations for study of media coverage of governmental and judicial activities, hopes to hear in month whether it's going to get financing. Brookings won't accept underwriting of project from interested parties, thus ruling out contributions by broadcast entities and, presumably, by bar association. One problem that is worrying Brookings officials: Several foundations have been asked to underwrite other Brookings studies, and it seems to be too soon whether grant will be made for media study, or others.

Translators vs. CATV's

If community antenna television systems are required by FCC to refrain from duplicating local television stations, why shouldn't translators be subjected to same limitations? CATV's have long asked this question, and some commissioners as well as commission staffers are asking it too. As result, there are signs that commission may decide to impose non-duplication condition on translator grants as automatically as it does on grants of microwaves that serve CATV's.

One recent translator grant already carries that condition. But to find out whether this will become hard policy will be given if commission votes to reconsider grant of translator construction permit to group in Ottumwa, Iowa. Grant this month was unconditional, but staff feels condition should be attached, and commission is going to take up matter soon.

Under one roof

Westinghouse Broadcasting Co. is thinking of housing all of its New York-based activities at one location. They'd be united by relocating WBC's corporate offices, which also house WBC Productions (radio-TV program production) and WBC Program Sales (syndication), as well as wins New York and Television Advertising Representatives and AM Radio Sales, WBC's respective TV and radio spot representation firms. Best bet is east side of Manhattan in mid-town area.
MORE ADULT WOMEN

listen to WIBG Radio 99

6 AM to Midnight

than any other Philadelphia Radio Station

MORE total listeners  MORE total homes in
MORE adult listeners  MORE time periods

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—July-September 1964; Adult Audience Age 18-50. (Radio PULSE LOR 100 II—April-June, 1964) Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS '61; Share of Audience Total Rated Time Periods, HOOPER—September-October, 1964.
Brevity and wit are aims of television networks as they plan for 1965-66 season. Gimmick shows will continue in favor. More themes will be picked up from movies and best-selling books. See . . .

SHORTER AND FUNNIER IN 1965-66 . . . 27

FCC by 6-0 vote decides to look into payola again. Henry given authority to issue subpoenas. Major investigation not planned, commission says, but subpoena power will help gather evidence. See . . .

OPENING SEASON ON PAYOLA . . . 60

Community-antenna TV operators, including some broadcasters, strike at ABC's proposed solution to CATV problem. ABC's suggestions to FCC would kill CATV, opponents say, while protecting networks. See . . .

CATV GETS HACKLES UP . . . 40

Some of bigger broadcasters in National Association of Broadcasters want NAB presidency to be rotated, with operations run by staff men. Smaller stations still lean toward national figure. See . . .

WILL NAB'S TOP JOB BE ROTATED? . . . 58

Ford dealers in 10 districts put $750,000 into regional sponsorship of Wolper documentaries. Public affairs programs to be shown in 51 markets. Special spots will emphasize dealers' public spirit. See . . .

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Community-antenna television business is growing so fast National Community Television Association hard-pressed to keep track. In last year, 750 areas have franchises or applications. See . . .

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National Nielsen ratings for two weeks ended Nov. 8 pose problem for ranking TV networks. Counting election night results, NBC is in front, but ignoring Nov. 3 ABC and CBS are neck and neck. See . . .

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Association of National Advertisers' workshop on TV commercial production examines pre-planning, cost control, casting and picking production house. Webber urges agency producer be brought into planning. See . . .

ELEMENTS OF GOOD COMMERCIALS . . . 38

On eve of Sigma Delta Chi meeting in Kansas City, group's freedom of information committee issues report on problems facing broadcast newsmen. Election reporting and Section 315 called biggest headaches. See . . .

REPORT LISTS NEWS PROBLEMS . . . 64

Special report by William Dozier outlines belief that international television can aid world understanding and peace. Intimacy of television, he says, can brush away "barriers of language and custom." See . . .

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WEEK IN BRIEF

BROADCASTING, November 30, 1964

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When the Redskins make news an ALL-PRO LINE-UP tells the fans about it on WMAL

Washington is a football town, and everything the Redskins do is NEWS. To score with devoted fans, WMAL uses an all-star roster of pro-footballers to back up our regular sports schedule. Flanker back Bobby Mitchell does pre-game radio programs; Redskins' Coach Bill McPeak spends 25 minutes Monday-night-quarterbacking and answering listeners' phone calls on radio; linebacker Sam Huff previews and reviews the Sunday game on radio and discusses past and future performances with the TV audience twice weekly; former Redskins' star, Chuck Drazenovich, is the WMAL color commentator for all Redskins radio broadcasts.

This Redskins quartet, augmenting our 25-man staff of news and public affairs specialists during the season, gives WMAL sports programs an extra dimension. Another reason why WMAL-Radio and WMAL-TV is the news and sports authority in the Nation's Capital.
FCC suggests reins on Bakersfield CATV

FCC has suggested that Bakersfield, Calif., city council consider conditioning approval of pending application for community antenna television service franchise on CATV's promise to protect local stations.

CATV plans to relay programs of all Los Angeles stations into Bakersfield, now served by three UHF's. But cable company won't use microwaves and, as result, is outside authority thus far exercised by commission.

Commission suggestion was in letter to counsel for KLYD-TV Bakersfield. Andrew G. Haley, who had asked commission to acquaint city council with its views on CATV's.

Commission has given its views on CATV to city councils in past. But Bakersfield letter goes farther than others in suggesting attachment of conditions to CATV grant.

After stating its view CATV service should not be at "expense of crippling or eliminating" local TV service, commission noted it has proposed rules requiring microwave-fed CATV's to carry local stations and to refrain from duplicating their signals. It also said conditions are being imposed on CATV microwave grants on interim basis, pending resolution of rulemaking.

Commission added that if Bankersfield CATV sought microwaves to provide service facilities would not be granted without conditions.

"Accordingly," commission said, "the city council may wish to consider whether these requirements, in whole or in part, should be included in any franchise which may be issued by it."

KALI and WDBQ fined $5,500 by commission

Two forfeitures totaling $5,500 and notice of apparent liability for $500 were announced by FCC Friday (Nov. 27).

Ordered to pay $4,000 and $1,500, respectively, were Tele-Broadcasters of California Inc. (KALI San Gabriel) and Dubuque Broadcasting Co. (WDBQ Dubuque, Iowa).

KALI, which had received notice from commission on July 1 of apparent liability of $4,000, was fined for "willful and repeated" violation of rules that require station to originate majority of its programing locally.

Acting on KALI's reply, commission deferred further consideration of station's request for waiver of requirement until licensee establishes basis and extent upon which it proposes to serve San Gabriel.

WDBQ was ordered to forfeit $1,500 for "willful and repeated" violation of rules by failing to have licensed operator on duty and operating station after sunset with its daytime power.

Commission, which notified WDBQ on July 22 that it had incurred apparent liability of $2,000 for two violations, reduced forfeiture Friday by $500 after considering licensee's reply.

Eastern Broadcasting Co., licensee of WFPG Atlantic City, was notified by commission Friday that station had incurred apparent liability of $500 for failing to have properly licensed operator on duty at transmitter or authorized remote control point.

WFPG has 30 days to contest action or pay forfeiture.

MCA buys music firms

MCA Inc., already active in TV program production and distribution and in motion picture making through Universal Pictures, is moving into another entertainment field—music publishing.

MCA has acquired assets and worldwide copyrights of Leeds Music Corp. and Duchess Music Corp., both New York. These companies will operate under name of Music Corp. of America.

FCC clears stations in program inquiry

FCC last week concluded lengthy inquiry into contract of Family Stations Inc. to furnish taped religious programs to stations.

Commission, whose inquiry centered on contract between Family and WFME(FM) Newark, N. J., and KHCN (FM) Houston, held that stations are now operating within rules.

Question was whether contracts violated commission's rules on sponsorship identification and program control.

Commission's decision, announced in letters to stations made public Friday (Nov. 27), was based on clarification of contract provided by Family on Nov. 12.

Family is licensee of KEAR-FM San Francisco, KEBR-FM Sacramento and KECR-FM El Cajon, all California, all religious, noncommercial stations. Applications for renewal of their licenses have been deferred, pending completion of inquiry.

Commission said contracts raised questions as to whether all programs supplied or sponsored by Family were clearly identified as such, in accordance with sponsorship identification rules. Commission said most of Newark and Houston stations' programs were furnished by Family.

Commission also questioned whether stations, in previous broadcast misleading announcements indicating they were owned by Family, and whether they had delegated control of programing to Family.

Family, in its clarification, said its contracts don't require stations to broadcast any of its programs except those formally sponsored and so identified. Family also said it wouldn't attempt to influence programing it doesn't sponsor and wouldn't hinder acceptance by stations of commercial sponsorship of others.

In separate actions, commission renewed license of WFME for remainder of its regular term, ending June 1, 1966, and approved sale of commonly owned WKST New Castle, Pa., to Herbert Scott for $450,000. Principal in Communications Industries Stations, which owns New Jersey station and sold WKST, is Lazar Emanuel. Mr. Scott has ownership in WJWL Georgetown, Del.; WTTM-AM-FM Trenton, N. J., and WPAP Pottstown, Pa.
Revocation of WCLM(FM) license upheld by FCC

FCC last week denied petition for reconsideration by Carol Music Inc. and affirmed earlier decision revoking license and subsidiary communications authorization of WCLM(FM) Chicago.

Decision, announced Friday (Nov. 27), also ordered Carol to wind up affairs and cease operation of station and authorization within 60 days.

Commission last July, by 6-0 vote, revoked license of WCLM for "willful or repeated" failure to operate within terms of license, misrepresentations, concealment and other rule violations (BROADCASTING, Aug. 3).

Among issues in case was that Carol used multiplex facilities of station to provide bookies with horserace results.

In initial decision hearing examiner found Carol guilty of this charge, among others.

However, commission's final decision did not adopt findings as to horserace news service, stating there were insufficient grounds for revocation in that WCLM turned over control of its programming to outside company without informing FCC (BROADCASTING, Sept. 28).

NATRFD becomes NAFB; elects vice presidents


FCBA to hear Shapp


Mr. Shapp will speak on "CATV: Past, Present and Future."

WEEK'S HEADLINES

James A. Stabile, VP and associate general attorney for NBC, has resigned to resume private law practice, effective after first of year. He said he had wanted to make this move for some time but deferred it for completion of complex and protracted TV music license negotiations between American Society of Composers, Authors & Publishers and TV networks, in which he headed three-network committee. Basic agreement in those negotiations has now been reached.

Before becoming VP and associate general attorney, Mr. Stabile was NBC VP in charge of talent and program administration and VP for standards and practices. He joined NBC in early 1957 from ABC, where he was VP and general counsel.

Roy C. Stricker, senior VP and manager of Chicago office of Maxon Inc., joins Post-Keyes-Gardner there as VP and assistant to President Carl M. Post. For other personnel changes see FATES & FORTUNES

Roy Roberts to retire at start of new year

Roy A. Roberts, 77, chairman of board, Kansas City (Mo.) Star and Times, has announced he will retire completely from newspaper's management on Jan. 1. Mr. Roberts turned 77 on Nov. 26.

In 1957, Mr. Roberts and newspaper were required to sell WDAF-AM-FM-TV Kansas City under consent judgment following government antitrust suit against company. Stations were sold to National Theaters for $7.6 million; National Theaters sold them to Transcontinental Television in 1960 for $9.75 million. Earlier this year, TTC sold WDAF stations to Taft Broadcasting as part of TTC transaction which saw all, except Cleveland radio outlets, sold to others in liquidation of TTC.

Agency executive dies

Funeral arrangements were being made in New York last Friday (Nov. 27) for George Crandall, 66, former director of press information for CBS. He died on Wednesday (Nov. 25) in Houston from complications resulting from major surgery. At his death Mr. Crandall was executive V. P. of Swan & Mason, New York advertising agency.

Weekly Arbitrons show close race

Close running of TV networks in Arbitrons for seven-day period ending Thursday (Nov. 26) gave CBS-TV 17.4, NBC-TV 17.2 and ABC-TV 15.6 in average ratings, 7:30-11 p.m. EST.

NBC fared best on Wednesday (Nov. 25) with five half-hour wins to CBS's two (NBC averaged 20.9, CBS had 19.5 and ABC 13.1 that night). On Thursday, CBS had three half-hour wins, and ABC and NBC two each, with averages for that night showing ABC with 15.4, NBC at 14.8 and CBS with 14.5.

Wednesday, Nov. 25

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<td>CBS Ecumenical Council Special 8.6</td>
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<td>NBC Virginian 22.1</td>
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BROADCASTING, November 30, 1964
H-R Television, Inc., the industry's leading national spot representative, and the family of important television stations we represent throughout the country, proudly welcome the Number 1 independent station in the nation's most dynamic television market, KTLA, Los Angeles.

exclusive national representative

Effective December 1
49 ONE-HOUR SCIENCE FICTION ADVENTURES

Ready to Start on Your Station in January

JUST RELEASED AND ALREADY SOLD...

in New York  WNEW-TV
Los Angeles  KTTV
Chicago      WGN-TV
Detroit      WXYZ-TV
Fort Worth-Dallas WTTG-TV
Washington, D.C. KSTP-TV
Minneapolis-St. Paul WTTV
Indianapolis  WCKT
Miami        WTTV
Seattle-Tacoma KNTV
Columbus, O.  WCTL
New Orleans  WTVN
South Bend-Elkhart WSJV-TV

THE OUTER

EDDIE ALBERT • VERA MILES • SIR CEDRIC HARDWICKE • JANET BLAIR • MACDONALD CAREY
JUNE HAVOC • BARBARA RUSH • GENE RAYMOND • WARREN STEVENS • HARRY GUARD
### 5-Month 35-Market Study reveals: “THE OUTER LIMITS”

**Market** | **Rating** | **Share**
--- | --- | ---
ATLANTA | 18.3 | 27.5%  
BAKERSFIELD | 24.7 | 34.3%  
BALTIMORE | 23.7 | 34.5%  
BIRMINGHAM | 38.5 | 58.7%  
BOSTON | 19.6 | 27.3%  
BUFFALO | 18.7 | 28.0%  
CHARLOTTE, N. C. | 29.3 | 65.0%  
CHARLESTON, S. C. | 28.5 | 41.2%  
CHATTANOOGA | 29.5 | 38.5%  
CHICAGO | 17.0 | 28.0%  
CINCINNATI | 23.6 | 35.0%  
CLEVELAND | 22.0 | 32.3%  
COLUMBUS, O. | 27.7 | 40.2%  
DALLAS-FT. WORTH | 20.5 | 30.7%  
DAYTON | 32.7 | 50.0%  
DEtroIT | 24.9 | 36.4%  
HOUStON | 27.3 | 41.3%  
INDIANAPOLIS | 23.5 | 33.4%  
KANSAS CITY, MO. | 21.5 | 34.5%  
LOS ANGELES | 19.9 | 28.9%  
MEMPHIS | 21.0 | 31.7%  
MIAMI | 23.5 | 33.5%  
MILWAUKEE | 23.0 | 35.2%  
MINNEAPOLIS-ST. PAUL | 21.6 | 28.3%  
NEW ORLEANS | 18.9 | 26.2%  
NEW YORK | 16.9 | 24.4%  
OMAHA | 24.8 | 40.8%  
PHILADELPHIA | 26.3 | 36.6%  
PITTSBURGH | 28.5 | 42.2%  
SACRAMENTO-STOCKTON | 33.3 | 36.3%  
SAGINAW-BAY CITY-FLINT | 25.5 | 37.0%  
SAN FRANCISCO | 19.1 | 28.3%  
SEATTLE-TACOMA | 24.1 | 38.1%  
ST. LOUIS | 20.5 | 31.6%  
WASHINGTON, D. C. | 20.8 | 34.8%  

**ARL Nov. '63 – March '64  
Mondays 7:30-8:30 pm EST.**
DATEBOOK

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

#Indicates first or revised listing.

NOVEMBER

Nov. 3—Electronic Industries Association's small business workshop on international selling. Fairmont hotel, San Francisco.

DECEMBER

Dec. 1—International Radio & Television Society timebuying and selling seminar will hear Cris Rashbaum, vice president of research and promotion at Harrington, Righter & Parsons, and Maurice Webster, vice president and general manager of CBS Spot Sales discuss "Professionalism in Selling." Chemical Bank New York Trust Co. auditorium, New York.

Dec. 1—FCC deadline for comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.

Dec. 1—FCC deadline for comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.


Dec. 2—Sigma Delta Chi national convention. Keynote address to be given by Benjamin M. McKeel, Washington Star (WMAL-AM-FM-TV Washington and WSVA-AM-TV Harrisonburg, Va.). Hotel Muehlebach, Kansas City, Mo.


Dec. 9—Meeting of TV code review board of National Association of Broadcasters. Washington.

Dec. 10—Advertising and marketing course of the Advertising Club of New York. Jack Bernstein, manager of sales promotion, NBC Radio, will address the seminar on "Network Radio's Value as an Advertising and Selling Medium."


Dec. 18—FCC deadline for reply comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.


JANUARY


Jan. 18—Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower inn, Chicago.


Jan. 25—Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.
Are you like one of Solomon’s wives?

Does the “boss man” get around to see you frequently. Does he show great interest? Are you really important to him. Are you important to his salesmen who are trying to sell your station.

Think of it. How could you possibly be important if you are just one more of a long list of T.V. stations. Imagine trying to actually sell 50 T.V. stations to busy time buyers.

Our T.V. stations are important to us because we will never represent more than fifteen. We believe in the compact list so that we can give each of our stations the maximum of personal interest, effort, time and attention. We think these are the basic essentials of good representation.

The large group owners think this way too. That is why so many of them have demanded the compact list. Today more than one third of all national spot T.V. business is represented in compact lists of fifteen or less stations. Should you have these advantages too? We could give them to you.


Feb. 1 — Deadline for entries for Sigma Delta Chi Distinguished Service awards.


Feb. 21 — Reply comments are due on FCC's notice of inquiry and proposed rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.


March 31-April 1 — National Electronic Industry Show Corp. to co-sponsor "New Business Forum" during National Electronics Week. Community antenna television will be among items discussed. Hilton hotel, New York.

April 1 — FCC deadline for comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

May 3 — FCC deadline for reply comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.


June 13-16 — Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N.Y.


Please Note!

Broadcasting reaches more PAID circulation than the next four vertical publications combined.

Broadcasting reaches more PAID agency and advertiser circulation than the next four vertical publications combined.

Broadcasting carries more advertising lineage annually than the next four vertical publications combined.

Broadcasting delivers, dollar for dollar, more than twice as many PAID agency-advertiser readers as any of the four vertical publications.

Why Not!

After all, Broadcasting is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.
Washington 6, D. C.
John Tillman’s award-winning on-the-spot news and Kevin Kennedy’s early and late evening reports are Television News Programs that penetrate . . . inform . . . enlighten. Gloria Okon and Marilyn Grey, the only television weather girl personalities in New York add a special vitality of their own to comprehensive weather reporting. Programming that keeps people more than informed is one of 20 Different Worlds of Entertainment this year that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York’s One-Station Network.

People hear more with WPIX NEW YORK
Radio-TV proves an ideal salesman for Mogen David

"Hitch your wagon to a star!"

The star, of course, is the Star of David, symbol of the Mogen David Wine Corp.

And Mogen David's star has been rising ever since the company was founded in 1933, thanks to a reputation for uniform quality, the development of new wines and expansion into new markets—plus a hefty investment in radio and television advertising.

We have just recorded the best October in our history. Sales were up 9% over October 1963 and 20% over the same month in 1962.

We expect to wind up November with another record too. Altogether this represents a steady upward trend during the past 10 years.

Expanding Markets • Mogen David now is the largest winery in the Midwest and the world's biggest producer of Concord grape wine. We are represented in all 50 states and our wines are popular among U.S. military personnel around the world as well.

Our growth has been paralleled by steady increases in advertising. Mogen David has poured more than $25 million into advertising over the years and the bulk has gone into radio and television. Other media include trade and consumer magazines, daily newspapers, Sunday supplements, billboards, car cards and bus posters.

In 1943 our total advertising budget was only $50,000. In 1950, when we pioneered among wineries in the use of network television, we spent $500,000. Today we have a multi-million-dollar advertising budget.

Currently our broadcast schedule is heavily concentrated in spot TV commercials in 97 markets with additional radio spots in several key markets. We like local spots because of their flexibility, frequency and impact. With spots, we can tailor our message to the needs of each market and thus give our distributors the greatest possible impact.

Broadcasting's Impact • Radio and television have always been our principal media. We like the way our consumer message comes alive when the public hears and sees our presentation. The message penetrates more deeply and quickly through the broadcast media and sales responses come faster too.

Our first television theme, an appeal to tradition, was developed as a result of motivation research conducted by our advertising agency, Edward H. Weiss & Co., Chicago. One of our oldest slogans and one that is still effective is "The wine like Grandma used to make." Recent campaigns have been built around the idea that "Any time is Mogen David time" and "Mogen David goes with everything."

We also are appealing to the "young marrieds" as well as to established markets. One of our current TV spots shows a young couple on a picnic. A decanter of Mogen David is prominent in the picnic basket.

Another employs humor, showing a "talking" Mogen David decanter in the refrigerator. The decanter jokes about its humble place next to the pickle barrel.

The only commercials of their kind being used by the wine industry, they are designed to draw the viewer into the picture and enable him to see how Mogen David wines fit into his own daily life.

No Wine 'Mystery' • A central theme in our campaign is the idea that there's no "mystery" in the use of wine. What wines to serve with which foods is a matter of personal taste and there is no need to worry about traditional wine rules. We believe that more Americans would serve wine regularly if they were not afraid of making a social mistake.

Mogen David's progress has included steady development of new products. Our reputation was first made with our Concord grape wine. Since then cherry, blackberry, rose and Mogen David dry red wine have been added to our list.

The dry red wine came into being last year as a result of surveys that showed the growing popularity of drier table wines. Ours has a unique flavor that appeals to persons who like something that is neither sweet nor extremely dry.

Quality control to insure that the wines always taste the same is another factor in our steady growth. Because there is never any deviation from one year to the next, the consumer doesn't have to worry about vintages, another traditional source of concern to persons who believe in a wine mystique.

Mogen David's distinctive decanter is another of our assets. Ours was the first decanter in the alcoholic beverage industry to gain national distribution and has become a familiar sight on retailers' shelves.

We also have pioneered in our industry with the Mogen David Multi-Pak. This carry-home carton contains one decanter of each of four wines and comes in three bottle sizes—midgets, bantams and tenths. The midgets encourage the consumer to try each of the wines to determine which he likes best. The larger sizes provide an easy way of keeping a variety of flavors available in the home.

Attention Factor • The decanters and packaging are, of course, part of our all-around marketing program and they give us something different to show in print and television advertising. A product's ability to stand out from the competition is as important in advertising as on the store shelf.

In our philosophy of marketing there is no bad advertising media. Each has value as long as it reaches the public and each plays an important part in the sales picture.

We believe that the framework of any program should include various supporting media. But at the top of our list are radio and television, the quick-action media.

The Mogen David wagon is firmly hitched to the Mogen David star—and to broadcasting. We know that radio and television will keep our star rising higher and higher.
Quality by any measurement is on the record at WELI. The station with the adult purchasing power audience in New Haven. The station that makes New Haven a better buy. 5000 Watts; 960 KC.
OPEN MIKE®

A bell ringer with Avon

EDITOR: We would like very much to reprint the cartoon in Broadcasting Nov. 2. Reproduction will appear in our employee publication, Avon and You, probably in the December issue.


(Permission granted)

Drawn for Broadcasting by Sid Hix

“There’s no trouble getting in. I just ring the bell and say ‘Avon calling’!”

Says tune was changed

EDITOR: I get quite amused at the inconsistency of many broadcasters. Last year they were up in arms about the proposal by the FCC to limit the number of commercials, etc. They hollered free enterprise and governmental intrusion.

Recently in California some of these same broadcasters put up good money to help defeat a proposal there to permit pay TV. This, too, is an adventure in free enterprise, a business if you please. I don’t blame the TV boys for opposing pay TV but I do question their sincerity about free enterprise. I believe if somebody wants to invest in this field and somebody else is willing to pay for TV programs, he should not be denied this privilege in a free enterprise system.

—A. Lincoln Faulk, president and general manager, WCKB Dunn, N. C.

International reading habit

EDITOR: Though you in the U. S. think of Broadcasting as a domestic publication, it seems to me to be read in every country in the world.

I have run across Broadcasting not only in many cities of Australia, but in Singapore, Africa, Jamaica and Trinidad.

You do a great job of covering radio and television news in your country, as well as presenting the highlights of broadcasting news from all parts of the country.
..."Distinguished achievement in broadcast journalism"

"The judges felt your entry was in the highest tradition of broadcast news service. Through your depth of treatment of the subject matter, understanding of the problems involved and utilization of your manpower and technical skills at peak efficiency, you have helped write a new chapter in the proud history of broadcast news."

Professor Richard Yoakam
Indiana University

The New
WEEI/BOSTON
A CBS OWNED RADIO STATION
Waiting for ink to dry

Editor: I have just received advance notice on the contents of your Dec. 14 issue. Let me right now order 30 copies of the feature on radio programing formats.

If it all compares with your Sept. 28 "Special Report: Radio," it will be invaluable to me.—James S. McElhaney Jr., radio production supervisor, University of Texas, Austin.

(Special Report: Radio, Part II will include a discussion of various program formats and their popularity.)

Thanks

Editor: As president of the Hamilton County Tuberculosis Association . . . I want to thank you very much for running the Christmas Seal ad in the Nov. 16 issue. I'm sure I speak for other radio-TV folks active in their associations.

—Walter H. Stamper, commercial manager, Wapo Chattanooga, Tenn.

BOOK NOTES


A long but not exhaustive reference work, this book is a compilation of sources of marketing information. The lengthiest and most thorough section of the book lists the publications of marketing industries put out by the federal government, briefly describing their contents. Miss Frank is a librarian.


A helpful publication for public relations men and disk jockeys fond of incidental information, this is a soft-cover, volume. The bulk of the book is a day-by-day compilation of events, both significant and trivial, that will happen in 1965.


Mr. Leisy has compiled this third folk song edition in a paperback that contains a fine selection of songs, each with its own explanatory notes and guitar chords. The book covers all fields of folk music, and instead of rehashing the well-known tunes, provides lyrics to some not-so-often heard melodies.
You may recall that we ran a somewhat unusual contest announcement in this publication some time ago. "Have a little fun at our expense," we invited. "Tell us why you don't give a hoot about our 40th anniversary."

Pausing only to point out that we are the best broadcast buy in the prosperous Mid-Indiana market, we offered $100.00 for the most devilishly clever reply. Pictured above are the happy winners, Chet and Connie Dippel of Fullerton, California, shown with their faithful dog Gogi "Freckles" Dippel.

These three, incidentally, constitute the entire staff of Chet Dippel Advertising. And Gogi—correct us if we're wrong—in the only dog in America officially listed as an agency staff member.

Gogi's duties are simple, according to Chet. "His gentle snoring helps us maintain our relaxed way of doing business, and we wake him as needed to bite the legs of radio and newspaper representatives."

As for us, we want to thank everyone who entered our contest. And we certainly don't feel that we need any thanks, even from the Dippels. Surely those three happy faces are reward enough!
IF YOU'RE LOOKING FOR

CHOOSE FROM THIS 'Four Star'

THE DICK POWELL THEATRE

Here is the finest quality drama . . . with great stars, great stories, and great production values. Each episode is truly equal to big name Hollywood produced feature motion pictures and makes a prestige prime time hour series. Over 200 stars . . . 60 one-hour dramas available.

ENSIGN O'TOOLE

Here's a bright, lively comedy program that led its time slot the second time on the network. It's currently delivering superb ratings for station after station in its syndication run. ENSIGN O'TOOLE and his madcap crew provide "top deck" entertainment in every episode. DEAN JONES stars . . . 32 half-hour episodes available.

RICHARD DIAMOND

This exciting series should hit a new performance peak in prime time programming. Each half-hour was telecast only once over the NBC network (1959-60) and are the only episodes on which the original title, RICHARD DIAMOND, can be used. DAVID JANSSEN stars . . . 26 half-hours available.

. . . AND FOR YOUR LATE NIGHT FEATURE SLOTS

SPECTACULAR SHOWCASE

An exciting group of Feature Films for television. Based on legend and myth, we feel they're the very best of the Spectacular-Epic type and are of the scope and magnitude that attract big numbers for stations. 17 titles . . . 14 color.

ALSO IN DISTRIBUTION: TARGET: THE CORRUPTORS / THE TOM EWELL SHO
THE DETECTIVES

This series is currently winning top ratings, shares and homes. Its action, suspense and the superb talents of ROBERT TAYLOR make this one of television's finest law-enforcement series. Its 57 half-hours and 30 hours can be converted into 127 half-hour or 63 one-hour episodes by using custom ROBERT TAYLOR bridges.

THE RIFLEMAN

Sold in over 140 markets . . . this is one of the biggest rating-getters in syndication today. So popular, it has just been re-released for its 3rd and 4th syndication run. Programmed late afternoon, or evening . . . against news, movies or kids, THE RIFLEMAN is consistently delivering top audiences. CHUCK CONNORS stars . . . 168 half-hour episodes available.

ZANE GREY THEATRE

Here are compact, action-filled half-hour "Miniature Movies" produced against sweeping Western backgrounds. It is currently winning fine ratings in a wide range of time slots against a variety of competitors. 150 stars (including Oscar and Emmy winners) . . . 145 half-hour episodes available.

* or even fringe time programming
SUCCESSFUL ADVERTISERS CHANGED THE SIGNS

1954. It began with one TV station—old Channel 52, in Elkhart, Indiana. Big growth factor—erection of a new 650’ tower next door in South Bend. Today, it’s Channel 28, serving the entire South Bend—Elkhart market of 250,000 television homes!

THE COMMUNICANA GROUP

1964. From a single station...to The Communicana Group. But the goal is still the same: Communicate in Indiana. And so is the method: Only dedicated Career Communicators, with deep local roots and strong community responsibilities, manage CG media. Result: successes of our advertisers have changed our size, pushed our growth...in TV, AM, FM and daily newspapers. Try a slice of advertising success yourself. Call ATS today!

The Communicana Group Includes:

WSJV-TV  WKJG-TV

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Shorter and funnier in 1965-66

Network planning indicates gimmick and comedy programs will get further airing next year; material from movies and best-selling books will be tried

With the 1964-65 nighttime television season still in its first quarter, millions of dollars are already being gambled on program piloting for 1965-66.

Clear signs have begun to appear as to what program types are most apt to find their way onto the networks next season, though slotting new programs by time periods is still months away and many pilot projects do not yet claim network affiliation.

A canvas last week of networks and top program personnel at the major agencies, who judge acceptability of new programs for their clients, found these principal developments:

- Continuing interest in half-hour situation comedies—many of them with so-called fantasy "gimmicks" after the success of ABC-TV's Bewitched, and CBS-TV's The Munsters.
- A new interest in westerns, some contemporary, some traditional.
- Talk of fewer one-hour shows, particularly for placement between 8:30 and 10 p.m.
- A reliance on theme material from well-known movies and best-selling books. Several agency men see the success of the twice-a-week Peyton Place on ABC-TV as pivotal in this respect.
- Continued interest in "big name" live variety shows, with CBS-TV the leading proponent of this category.

Agency sources last week generally agreed ABC-TV is farthest down the road in pilot commitments for the 1965-66 season. They attribute the ABC position to impetus achieved on successes in the early stages of the present season.

"They did the best job this year," said one admiring agency director of programs. Others offered similar comments.

Although plans are advancing quickly at all three TV networks, the pace is behind that of last year when pilot development for the current year was well under way in August, even before the 1963 season began. The situation then was considered "the earliest speed-up in television history."

According to some observers, networks foresaw this year's problem of unmeasurable bias in early rating reports—a consequence of political pre-eminences—and pushed back their pilot commitments pending clearer indications of success or failure for current-season shows.

Fewer Long Shows—Despite a number of pilot projects in work in this format, most agency men questioned saw a definite decline in one-hour drama following mediocre success for this category thus far in the current season. There was general agreement that half-hour vehicles in comedy and comedy-fantasy formats would continue to dominate nighttime schedules.

"There are an awful lot of situation comedies coming on," said a program man at one agency, "and that's a good thing because you can't beat them when they're well done."

"There are more ideas coming through this year and more diversification of shows," he continued.

One agency said it had reports on over 100 '65-66 pilots from its West Coast office alone.

An official at another agency said he had expected a rash of nighttime "soapers" to have broken into the open

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**ABC-TV new orders for '65 total $12 million**

Some $12 million in new orders for the first quarter of 1965 were claimed by ABC-TV last week. Trying the new business in with claims in its recent research, the network credited the sales to "dominance in reaching young married, acquisitive households."


Advertisers who invested more than $1 million on the ABC-TV nighttime schedule are Consolidated Cigar Sales Co. (Papert, Koenig, Lois); John H. Breck (Young & Rubicam); Procter & Gamble Co. (Benton & Bowles); Joseph Schlitz Brewing Co. (Leo Burnett Inc.).

Other orders reported by ABC-TV were from Pepsi-Cola, Clairol, Van Camp Sea Food, Standard Brands and Chrysler Corp. (Dodge and Plymouth).

The network also issued a special Nielsen study of nighttime programs in the October 1 National report.

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**Average nighttime ratings among various demographic sub groups**

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Source: NTI, October 1 1964, all sponsored programs, Sunday-Saturday, 7:30-11 p.m.
SHORTER AND FUNNIER IN 1965-66 continued

by now, after Peyton Place, and that more pilots of this type might still be under secrecy wraps.

"All the movie studios are looking through their shelves for old films which could be rewritten as nighttime soap operas," he said.

But he warned of a long lag-time between a soap opera's introduction and its acceptance unless it has a blockbuster title such as Peyton Place.

Network by network, here is the 1965-66 look as it appeared last week on the basis of properties in hand, under consideration in script and in some cases already in pilot form:

**ABC-TV**

ABC-TV believes it has succeeded this season in emphasizing half-hour entries in its 8:30-10 p.m. periods and in 1965-66 hopes to capitalize further on the move. As a result, ABC-TV has more half-hour pilots and possibilities than one-hours. Estimates at the network are 14 half-hour series and about half that many one-hours being considered. At least 10 of the 14 half-hour series are in pilot form or near that stage.

ABC-TV also expects that it will have 14-16 hours per week returning next season, and hence will have fewer hours to reprogram than at any time in the past several years.

Its list of possible new half-hours:

*My Man St. John,* comedy about a millionaire, script by Abe Burrows from an idea by Cleveland Amory and starring Burl Ives, produced by Beresford Productions Ltd. with United Artists TV.

**Meet Me in St. Louis,** based on the movie of that name, by MGM-TV with Paul West as the producer, and possibly with the pilot in color.

Frank Merriwell, a Desilu production developed with Leslie Stevens; *Take Her, She's Mine,* a 20th Century-Fox production based on the motion picture of that name but not yet cast; *The Better Davis Show,* comedy starring Miss Davis as an interior decorator and filmed by Four Star Television with Aaron Spelling the producer; *Thompson's Ghost,* a fantasy comedy from Bing Crosby Productions by Elliot Lewis and starring Bert Lahr.

**Western Entry** - Pilot for a western entry, *Legend of Jesse James,* will be shot in color by 20th Century-Fox and will star Chris Jones, a new actor from Buck Houghton for 20th Century as a one-hour series or as a two-part entry in the style of 20th's Peyton Place; and *The Big Valley,* a western produced by Four Star Television and starring Barbara Stanwyck.

Other one-hour possibilities on ABC-TV are *Diamond Jim,* produced by ABC's Selmur Productions starring Dale Robertson and Jeff York and dealing, as in the movie of that name, with a big spender of the 1890's (with some western settings); *Crisis,* a Hubbell Robinson-produced original drama series that utilizes ABC production units around the world and will have Robert Alan Aurthur as producer; *Will Banner,* a western-type series about a small-town sheriff, produced through QM Productions (Quinn Martin).

**CBS-TV**

CBS-TV is reported to be developing 12 one-hour pilots and 18 half-hours but the network is playing its hand close to the vest and remains silent on the chances for any specific shows. The major trend for CBS in 1965-66 appears to be the variety-show format, with a premium on established performers.

Big-name talent lined up by CBS for possible one-hour variety shows includes Barbra Streisand, Robert Goulet and Steve Allen and it's understood that the network is in negotiation with three additional "names" for similar formats.

Among CBS-affiliated hopefuls scheduled for pilot production within the next three weeks:

*Selena Mead,* a half-hour series about a female detective, starring Polly Bergen and adapted from the Selena Mead stories by Pat McGregor. Jack Webb is the producer.

*My Son, the Doctor,* a half-hour comedy from Desilu about a young pediatrician who uses his mother as a receptionist, produced by Hal Goodman and written by Larry Klein.

*The Wild West,* a one-hour western with Rory Calhoun in the lead and Mike Garrison the producer.

Shows with scripts already in or being written and ultimately destined for CBS screening rooms include:

*The Love Birds,* a half-hour situation comedy from Desilu with Dorothy Loudon the star.

*Quest,* a one-hour contemporary drama anthology with some episodes to carry over to following weeks. The pilot is reported in the casting stage with Herbert Brodkin as executive producer. One star will be cast in varied leading roles.

*The Bravos,* an hour drama of the post-Civil War West to be produced by MGM-TV with Jack Lord the star. Pilot writer is Adrian Spies; David Victor, the producer.

**Replacement** - *For the People,* hour
drama that went into production last week at Plautus Productions as a planned mid-season replacement for Mr. Broadway (Saturday 9-10 p.m.) and possibly a carryover to next season. Bill Shapner is in the leading role as a young district attorney in Brooklyn. Herbert Brodkin is executive producer.

The Loop, an hour drama planned by Richelieu Productions with a Chicago setting featuring a "brilliant young lawyer" and two policemen. Stanley Niss is the producer and Herb Medow and Art Wallace, the writers.

The Adventurer, one-hour action-adventure story, to come from Four Star. The producer is Martin Manulis.

Man Among Men, an hour billed as adventure-drama, to be produced by Warner Bros. Richard Linkorn is the creator.

Country Cousins, a half-hour project, situation comedy similar in theme to Beverly Hillbillies and Petticoat Junction and planned for production by Filmways.

The Haunted, a one-hour joint production venture between Villa Di Stefano Productions and United Artists, written and produced by Joe Stefano. This is CBS-TV's new possibility in the fantasy category.

Other half-hour pilots mentioned as in contention for 1965-66 on CBS include The Lawyer, a Desilu project, and Mr. Moto a detective adventure from 20th Century-Fox. Additional hour shows receiving CBS attention are The Trials of O'Brian, a Filmways entry about a lawyer, and Lost in Space, a possible space-adventure series.

NBC-TV

A review of NBC-associated pilot projects shows a wide assortment of

Possibilities for the CBS-TV network next year are Barbra Streisand and Robert Goulet. While the network was silent about how they would be used

program sources indicated there was a good possibility both would be seen, possibly in network specials with other name stars.

One half-hour comedy under consideration at NBC-TV is 'Kissin' Cousins' based on the film of the same name. The MGM-TV production would star theme material and formats, with half-hour comedies again leading the prospective list, variety shows receiving considerable attention and drama well represented.

Although NBC officials declined to discuss plans, the half-hour comedies reportedly under consideration there include:

Kissin' Cousins, an MGM-TV entry based on the film of the same name and starring Edd Byrnes and Pamela Austin. In this one it's the U.S. Air Force vs. a mountain community. The producer is Sam Katzman and the director Don Weis.

Steptoe & Son, an Embassy Pictures project based on the English TV hit of Edd Byrnes and Pamela Austin. The pilot centers around a U.S. Air Force unit in a mountain community. Producer is Sam Katzman.

the same title. The American version will concern the doings of an Italian antique dealer and his son. Producers are Russell Rouse and Clarence Greene.

See Here Private Hargrove, an MGM-TV pilot starring Tommy Rettig and Peter Helm. Marion Hargrove, author of the book of the same name, is writer-producer and Jerry Thorpe, the director.

My Mother, the Car: a co-production of Cottage Industries and United Artists; a half-hour situation comedy and fantasy starring Jerry Van Dyke, Maggie Pierce and a 1928 talking automobile. Rod Amateau is director.

Please Don't Eat the Daisies, an MGM-TV situation comedy based on Jean Kerr's book. Writer-producer is Jerry Thorpe.

Hank, a Warner Bros. pilot about a young man with no funds who goes to college unregistered. Dick Kallman is in the lead role.

Camp Runamuck, to come from Screen Gems; boys and girls at adjacent summer camps with a Maine setting. Producer is David Swift.

Prison Camps * Campo 44, a comedy from Jenny Productions about a prisoner-of-war camp in Italy. David Winterheiner is the writer and Buzz Kulik, the producer-director.

Lil' Abner, described as real people moving in a Dogpatch setting.

Fred Astaire Show, a situation comedy to come from Revue about a retired performer who owns a record company.

Take Five, a Talent Associates-Paramount program about three soldiers in grease paint and a U.S.O. girl who become devout cowards behind the enemy lines. Director is Leonard Stern.

One variety in the works for NBC
next season centers around Dean Martin, a one-hour program to originate in NBC studios in Burbank, Calif. Another would be a minisret show titled *The NBC Follies of 1965*. And still another, *Hulabaloo*, would be packaged by GAC and is billed as a revue of young talent. This show is expected to be a mid-season replacement for two segments of the network’s 90 Bristol Court: *Tom, Dick and Mary* and *Harris Against the World*.

Hour shows following dramatic and adventure formats which are scheduled for NBC review:

*Convoy* from Universal TV, stars John Gavin and John Larch with Don Diegel the producer-director.

*I Spy*, a T&L Productions project featuring Bill Cosby and Robert Culp as CIA agents in international intrigue. The producer is Sheldon Leonard.

*The Sheriff*, from 20th Century-Fox, reported as a contemporary adventure about a local lawman in northern California.

*The Men Called Cade*, to be filmed by NBC Productions. The story of “a powerful American family in the 20th century.”


A reported “drama fantasy” entrant for NBC-TV is *The Ghostbreaker*, a one-hour vehicle to be produced by MGM-TV. It concerns the adventures of a young associate professor of psychology, Norman Felton is executive producer.

*Star Trek* is a one-hour science fiction possibility for the network, planned by Desilu with Gene Roddenberry the producer.

*Other Hopefuls* • In addition to the programs known or authoritatively reported to be under consideration at the networks, programs under development by independent producers were said to include these possibilities:


Desilu Productions—Half-hour comedy possibilities include *Jenny Penny, Penelope’s Boys, The Good Old Days*, and *Mother is the Law. Assignment 100*, a one-hour action series created by Roddenberry-Blees, is another possibility.

Four Star Television—Half-hour comedies include *Our Man in Suburbia, Tell Aggie, and 1088 and Tate* (for General Foods). Other Four Star projects are *Patrick Stone*, a half-hour drama, with Robert Wagner starring and Sheldon Reynolds the producer; *The Ninth Key*, an adventure series created by Michael Fessier Sr.

Herbert Leonard Enterprises—*Augie the Third*, a half-hour comedy about a young king in a small European country who gives up his throne to make it on his own in the United States. Joe Carpenter is writing the pilot script.

MGM-TV—Has nine pilot projects including a one-hour drama titled *The Mayor* with E. Jack Neuman the producer; a half-hour western, *Shenanadoah*; and *Daktari*, about an animal expert and veterinarian in modern Africa, Ivan Tors producing.

Richelieu Productions—Is working on *Mr. Flugelhorn*, a prospective half-hour comedy (for Procter & Gamble) about a wealthy man working for a living in a menial job. Executive producer is Keefe Brasselle.

Surfing Plot • Screen Gems—Ford Motor is financing the half-hour pilot of *Gidget*, based on several feature films and dealing with a surfing team. It stars Don Porter and Sally Fields. General Foods has financed the half-hour pilot of a situation comedy, *Sybil* and *Lionel*, starring Suzy Parker and Wilfred Hyde-White, and reportedly still another GF pilot is a fantasy-comedy starring Tammy Grimes who plays a ghost.

Bri-Wen Productions has *Pit Stop*, a one-hour auto-racing series created by Barry Shear for production in late winter by Screen Gems and Youngstein-Karvin Co. Mr. Shear is producer-director. Also, *Sounds of Tomorrow*, hour-length musical series featuring a jazz orchestra and guest conductors with Artie Shaw as MC.

20th Century Fox-TV—is working on two half-hour situation comedies: *Sally & Sam*, about a young couple in New York City, starring Gary Lockwood and Cynthia Pepper with Vincent Sherman producer-director of the pilot and *Mr. Belvedere*, starring Victor Borge, based on the movie of the same title (for General Foods). Another 20th Century project, *Time Tunnel*, is a science-adventure series being developed by Irvin Allen and is in the scripting-casting stage.

Greenway Productions has three pilot projects firm, all to be produced in association with 20th Century-Fox: *The Avenger, You’re Only Young Twice* and *The Spirit is Willing*. William Dozier will be executive producer of all three. They go into production in mid-December.

United Artists TV—General Foods is financing two pilots. One is *McGhee*, a half-hour comedy starring Jeremy Slate as a young man who inherits a town. The other is *Maggie Mulligan*, a half-hour comedy starring Janet Leigh as a political cartoonist who is widowed with a son. A third pilot, wholly financed by UA-TV, is *McCluskey*, a half-hour comedy starring Juliet Prowse as a movie star married to a naval officer. Don McGuire wrote, directed and produced each of these three pilots.

Warner Brothers has been working on two pilots not listed above; both based on feature movies: *House of Wax* with Richard Blue as the producer and *Dial M* for Murder, with Mr. Blue producing, and written by Robert Bloch and Joseph Hayes.

**New drama series**

*Esso Theater, U.S.A.* A series of 13 one-hour dramas performed by repertory companies in 13 cities, will be telecast in New York and several other eastern cities starting next February. The series will present a different play each week and each program will be repeated several days after the initial showing. The series’ sponsor, Standard Oil Co. of New Jersey, has not yet purchased time for the series.
There's ACTION on the screen—ACTION in the ratings—and ACTION with the sponsors... The most pre-sold adventure hero of all time is the mightiest kid attraction on the air-waves. Sensational success stories in city after city! Ask us for the details... 130 five-and-a-half minute cartoons in B/W or COLOR.
Ford dealers use Wolper 'image-builders'

In what is believed to be the largest regional television syndication transaction in recent years, Ford dealer associations in 10 districts are investing more than $750,000 to sponsor six one-hour Specials of Our Times in 51 markets. The documentary programs are produced by David H. Wolper and distributed by United Artists Television.

The move represents the first use by Ford dealers of regional television and is an attempt to further improve the image of dealers in their communities through association with "high-purpose" public affairs programming, according to M. H. Rifkin, executive vice president for sales of UA-TV. In addition, special commercials were produced for the programs by the Ford agency, J. Walter Thompson. They emphasize the dealers' contributions to the community as public-spirited citizens.

The specials have begun in some markets during the past two weeks and will make starts in other areas within the next week or two. The documentaries, which depict outstanding events in recent history, are planned for monthly presentation.

JWT regional offices were able to secure time periods ranging from 7-10 p.m. in 47 markets and 6:30 p.m. slots in the remaining four.

Right Slot • The reaction from dealers to the purchase was said to be "excellent," according to I. R. Hicks, chairman of the Cincinnati Ford Dealers Advertising Fund. He noted that in the past, dealers in that area had sponsored local newscasts or had participated in sports events but "felt we had not made sufficient impact because we didn't have the right time period." Mr. Hicks felt the combination of a program with "serious" purpose and a prime-time period should attract responsive viewers and provide opportunities for tie-ins with civic and educational groups.

Similarly, Albert J. Oliva, president of the New England FDA, reported that his group endorsed the idea of a "high-level" program with commercials that were both business-like and friendly. He said that in the past his dealer group participated mainly in news and weather shows, and pointed out that the present effort provides a "wonderful opportunity for community involvement" on the part of schools, PTA groups, and civic organizations.

United Artists Television has organized an assortment of promotional material for FDA committees, stations and JWT representatives.

The shows in the series are: "The Battle of Britain," "Prelude to War," "Korea," "Japan: A New Dawn over Asia" and "The Trial at Nuremberg."

The specials have been bought by Ford districts, representing about 1,900 dealers, in St. Louis; New England; Buffalo, N. Y.; Pittsburgh; Cleveland; Indianapolis; Cincinnati; Louisville, Ky.; Detroit, and Lansing, Mich.

Mr. Rifkin said the group of six specials has been sold in 101 markets in the U. S. and abroad. This is the second group of one-hour Wolper specials UA-TV has distributed. Last year the initial group was sold in 128 U. S. and foreign markets.

Ford Dealers Association logos and commercials, created by J. Walter Thompson, will be the same in the 10 regions where regional dealers associations are showing the six Wolper-UA TV documentaries.

Dealer activity in community affairs is depicted in this spot created by J. Walter Thompson for the 'Specials of Our Times' series as part of an 'image-building' program of the Ford Dealers Association.

Business briefly . . .

Union Central Life Insurance Co., Cincinnati, through Meldrum & Fewsmith, Cleveland, will sponsor NBC-TV's Project 20 colorcast "The Coming of Christ" (Dec. 21, 8:30-9 p.m. EST).

NBC also reported last week its color special Mr. Magoo's Christmas Carol will be sponsored for the third consecutive year by U. S. Time Corp. (Timex Watches) through Warwick & Legier, both New York. The show will be seen Dec. 18, 7:30-8:30 p.m. EST.

The Savings and Loan Foundation, Washington, through McCann-Erickson, New York, will sponsor a one-hour NBC-TV News color special, The Capitol: Chronicle of Freedom, Jan. 12 (10-11 p.m. EST).

The Admiral Corp., Chicago, through
Welcome to Megacity 70-75

...the tenth largest consumer market in America

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of seven metropolitan areas...three and one-half million people...tenth largest consumer market in America! Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—powered to reach a huge segment of this concentrated audience with a total buying power of over seven billion. Let George P. Hollingbery tell you how efficiently and economically you can reach it. Megacity 70-75!

Broadcasting, November 30, 1964
SRA takes steps to promote spot

Formation of two new committees of the Station Representatives Association, one to promote the spot-radio and spot-TV concept of advertising and one on research, are being announced today (Nov. 30) by Lloyd Griffin of Peters, Griffin, Woodward, president of SRA.

The committee to advance the concept that market-by-market placement of broadcast advertising best serves the needs of national and regional advertisers is headed by Walter Nilson of The Katz Agency. Others on the committee, to be known as the marketing and planning committee, are William Knodel, Avery-Knodel; George Castleman, PGW; David Partridge, Blair Television, and Joseph Courtney, Katz.

Mr. Goldberg

Mr. Nilson

The research committee is under the chairmanship of Melvin A. Goldberg, John Blair & Co. Other members are Claire Horn of AM Radio Sales; Daniel Denenhofz of Katz and William Schrank of Avery-Knodel.

Campbell-Mithun, Minneapolis, will return to network television after an absence of several years with one-sixth sponsorship in NBC-TV’s Andy Williams Show and Jonathan Winters Specials (Monday 9-10 p.m. EST) during the first and second quarters of 1965.

General Motors Corp., through D. P. Brother, both Detroit, has purchased one-quarter sponsorship of NBC-TV’s East-West Shrine football game (Jan 2, 4:45-7:30 p.m. EST), for its A. C. Spark Plug and Oldsmobile divisions. NBC reported that the game is now fully sponsored.

Roman Meal Co., Tacoma, Wash., will feature its hot cereal in a saturation radio campaign on stations in 18 key markets in Minnesota, Wisconsin, Michigan, Iowa and the Dakotas. Honig-Cooper & Harrington, San Francisco, is the agency.

The Maybelline Co., through Post-Keyes-Gardner, both Chicago, will participate in NBC-TV’s: The Man from U.N.C.L.E., The Andy Williams Show, Jonathan Winters Specials, Wednesday Night at the Movies and The Alfred Hitchcock Hour.

Approaches to use in fighting higher cost

Rising media costs and approaches being used to cope with this problem are explored in the December issue of “Grey Matter,” newsletter of Grey Advertising Inc.

There is a trend toward making advertising more imaginative, memorable and persuasive, the newsletter said, adding that “this thrust will gather force.” Higher costs of media will accelerate research to refine copy testing techniques; to predetermine risks in buying TV programs; to pretest commercials and to probe deeply into consumer actions and reactions to advertising, Grey pointed out.

In addition, “Grey Matter” said there will be larger shares of advertising budgets allocated to industrywide promotions, joint advertising by individual competitors to stimulate the sale of a category of products or services (boating versus automobile trips), an expansion in integrated advertising of related products and a more intensive search for scientific techniques of media evaluation and selection.

Agency appointments...

- International Milling Co., Minneapolis, names D’Arcy Advertising, Chicago, effective Jan. 15 as agency for its consumer and bakery flours and mixes now handled by Wade Advertising, Chicago, and for its recently acquired Kretchmer Wheat Germ Corp., formerly handled by Mazon Inc., Detroit. Total all-media billing involved is $1.5 million.
- Interstate Bakeries Corp., Kansas City, Mo., has named Doyle Dane Bernbach, Los Angeles, for its Blue Seal bakeries in Oakland and Sacramento, both California. Honig-Cooper & Harrington, San Francisco, continues as agency for Interstate’s Weber’s Bread division in Southern California.
- Whirl-a-Dent Inc., San Gabriel, Calif., names Boyhurt, Lovett & Dean, Los Angeles, to help direct market planning, promotion and advertising for their new electric denture cleaning unit.
- Gino’s Drive-In restaurants appoints Lewis & Gilman, Philadelphia, to handle advertising and promotion. Chain operates 48 units in Delaware, Maryland and Pennsylvania.
- Fladell Advertising Associates, New York, has been named to handle the Market Training Institute’s student enrollment advertising in New York and New Jersey. The institute, which has a network of business and secretarial schools, plans to include radio and TV in its media plans.

Rep appointments...


Progresso buys Sheen

For the sixth consecutive year, Progresso Brand Quality Foods, Jersey City, N. J., will sponsor a half-hour special program on the meaning of Christmas by Bishop Fulton J. Sheen on a lineup of 10 stations throughout the country on Dec. 20. Customary commercials for the sponsor are being omitted. The agency for Progresso is Vinto Advertising Inc., which was arranging station availabilities for the special program last week. Bishop Sheen makes a similar appearance on TV during the Easter season under the auspices of Progresso food products.

Now a top TV Star!

Just slayed 'em in New York for WCBS-TV. (Now the apple of their eye). Kicked up a rating storm in Tulsa for KVOO-TV.

They're still cheering his amazing April performance in Los Angeles for KABC-TV.

The Volume 9 "Francis" Sweepstakes: 7 Great Rating Races From 7 Arts.

<table>
<thead>
<tr>
<th>NEW YORK WCBS-TV</th>
<th>TULSA KVOO-TV</th>
<th>LOS ANGELES KABC-TV</th>
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<tbody>
<tr>
<td>&quot;FRANCIS&quot;</td>
<td>&quot;FRANCIS JOINS THE WACS&quot;</td>
<td>&quot;FRANCIS&quot;</td>
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<tr>
<td>Date: October 12</td>
<td>Date: September 21</td>
<td>Date: April 25</td>
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<tr>
<td>Time Slot: The Early Show, 5:00-6:30 P.M.</td>
<td>Time Slot: Mon. 6:30-8:30 P.M.</td>
<td>Time Slot: “Saturday Night Movie”</td>
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<td>A.R.B. Share: 36%</td>
<td>A.R.B. Share: 37%</td>
<td>A.R.B. Share: 38%</td>
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<tr>
<td>Comment: Twice the Rating and Share of closest competition. Think this performance is great? Stay tuned-in for the next 6!</td>
<td>Comment: Pretty nifty considering the fact that this rating race was run on opening night of ABC's new Monday night Prime Time schedule!</td>
<td>Comment: This was the highest rating received by any feature film ever telecast by KABC-TV! What else is there to say?</td>
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PGW expands TV sales force

Will start a third group of account execs in N. Y. office; mid-America group added to East and West

An expansion of sales manpower at Peters, Griffin, Woodward, described by the station representation firm as its largest in 30 years, is to be announced today (Nov. 30).

Lloyd Griffin, president-television, said that the new personnel and staff promotions will permit the start of a third, or "mid-America," group of PGW TV account executives in the New York office, which for the past four years has had the staff divided into two sales groups, "East" and "West."

In all, PGW has announced seven newly appointed account executives and several promotions within the company. Among changes and additions:

Elevation of Theodore D. Van Erk, with PGW since 1959, to sales manager for the East group. At one time, he was with the Belling Co. and before that an FBI agent.

As new account executives: Hugh Gallagher, former senior buyer with the William Esty Co.; Donald G. Green, formerly with Kastor, Hilton, Chesley, Clifford & Atherton and also with Adam Young Television and Radio as well as being a former media buyer at Grey Advertising; Thomas J. Hollingshead, former account executive with Adam Young and with several agencies previously; Francis X. Nolan, who leaves George Hollingbery, where he was a TV account executive, and who also had been with several agencies, and Richard F. Nagle, who joins PGW from Dancer-Fitzgerald-Sample, where he was senior broadcast buyer.

In the changes, Jonathan F. Abel, formerly with Crosley Broadcasting (now Broadcast Communications Group), replaces James R. Sefert in PGW's Detroit office and Mr. Sefert moves to New York.

George W. Kupper, with PGW's TV sales for more than seven years, was elected an assistant vice president and will supervise PGW's Philadelphia office as well as help coordinate the activities of the New York office with other branches in the East and Southeast.

Michael F. Mullins and Kenneth R. Better, who have been with PGW for three years, have been moved up to account executive status.

Mr. Van Erk's elevation now makes three "group" executives in New York. A. E. Muth, a vice president, heads the West group, and William G. Walters, also a vice president, is in charge of the newly begun "mid-America" group.

Also in advertising . . .

New site • Campbell-Ewald Co. has moved its San Francisco offices to a new building at 574 Pacific Avenue 94133. Telephone for the new office: 981-2260.

Free help • Carl Ally Advertising, New York, has volunteered its services to WNDT-TV Newark, N. J.-New York, non-commercial outlet.

Finis • Northrup, King & Co., Minneapolis seed firm which uses some farm radio-TV, and Gardner Advertising, St. Louis, announced last week that their four-year association will end effective Jan. 1. A new advertising agency has not been named yet for the Northrup, King account.

New building • Garn-Dawson Inc., Scranton, Pa., advertising agency, is constructing a three-story, 16,000-square-foot office building in downtown Scranton. William M. Dawson, president of the agency, called the building a major part of an over-all expansion program.

New members • R. M. Klosterman Inc., Los Angeles, and Donald S. Smith Associates, Anaheim, Calif., have been elected members of Western States Advertising Agencies Association.

ARB details plans for radio survey

The American Research Bureau last week announced detailed plans for its new local market radio audience measurement service, scheduled to begin in January 1965.

Both at-home and away-from-home listening will be measured by means of individual diaries, a system ARB tested in Detroit in February and in Washington last September. Market definitions will be patterned after those used in ARB television surveys and estimates are to cover each station individually and the market totally.

The service will be offered in 1965 for 33 markets: New York; Los Angeles; Chicago; Philadelphia; Boston; Detroit; Baltimore; Cleveland; Pittsburgh; San Francisco; St. Louis; Washington; Minneapolis-St. Paul; Indianapolis; Seattle-Tacoma; Dallas-Ft. Worth; Hartford-New Haven, Conn.; Cincinnati; Buffalo; Milwaukee; Houston; Atlanta; Sacramento-Stockton, Calif.; Des Moines, Iowa; Denver; Kansas City, Mo.; San Antonio, Tex.; Hawaii; Albuquerque, N. M.; Portland, Ore.; New Orleans; Miami, and Cedar Rapids-Waterloo, Iowa. For the top 12, January, June and October surveys will be available.

The others will be surveyed in April and September.

Reports will list estimates in six age and sex categories: total persons, men 18-39, women 18-39, men 40-plus and women 40-plus. They will be based on a total of two major sections, each covering the 6 a.m. to 2 a.m. periods; Monday through Friday, quarter-hour audience estimates reported by half-hour periods: Saturday and Sunday, quarter-hour audience by half-hour period; Monday through Friday, cumulative (unduplicated) audience estimates by half-hour periods, and Saturday and Sunday, cumulative audience by half-hour periods.
Option 1 Order a gift subscription to Television Magazine for the most important executive on your Christmas list. It's a gift he'll remember gratefully 12 times a year. $5 each.

Option 2 Include with the subscription one of Television's newly-available library cases. They're designed to hold 12 issues in handsome, handy array. $3 each.

Option 3 If you're already a Television subscriber, treat yourself to your own library case. It's not only a striking addition to office or home (black case, brown spine, quality gold stamping) but a perfect way to keep a year of depth reporting close at hand.

Option 4 If you're not a Television subscriber, don't let another month pass you by. Join the crowd who've already discovered in Television their guide to the industry's important currents.

NOTE: You needn't settle on just one option. TELEVISION's subscription service department can handle all combinations.
What makes a good commercial?

ANA panel looks at pre-planning, cost control, casting and selection of production house in producing spots

The elements that contribute toward producing an effective TV commercial, including pre-planning, cost control, casting and selecting the production house, were discussed by a speakers panel in New York last Tuesday (Nov. 24) at the Association of National Advertisers workshop on television commercial production.

Gordon Webber, vice president and director of broadcast commercial production for Benton & Bowles, urged that the agency producer be brought into the planning of a TV commercial in the early stages, as are the writer and the art director. He can make a highly worthwhile contribution to a commercial, according to Mr. Webber, because he knows "the language of film and the disciplines of advertising."

Among the areas in which the agency producer can help if he is in the planning stages of a commercial, Mr. Webber said, are the following: He can advise a copywriter whether a particular staging will work and can suggest alternative staging; he can guard against the clutter of too many words and too many ideas in a storyboard; he can cut down on costly talent union residuals because he knows the regulations, and he can often suggest visual ways to strengthen the all-important opening of a commercial.

People and Talent = Don Trevor, vice president of TV commercial production for Doyle Dane Bernbach, analyzed the criteria to be considered in choosing a film production house. He noted that "people and talent" are the most significant factors to be gauged, but said facilities also are a consideration.

At DDB the director is considered the "most important talent" to look for in a production house, Mr. Trevor said, but pointed out that agencies must remember that some cameramen function more effectively in one particular area (for example, in fashion photography) than in others. Similarly, an agency must seek out a production company with talented directors, set designers and prop men.

In terms of facilities, he observed, agencies must check out the type they require, paying attention to whether the production house has its own studios, sound and special effects departments. An intangible ingredient to seek, Mr. Trevor added, is "enthusiasm" for the commercial project.

The subject of estimating and controlling costs of TV commercials was explored by Philip Feld, vice president, radio-TV department, Street & Finney Inc., who indicated S&F is opposed to the bidding system of selecting a production house. He noted this procedure only provides "the lump figure" of the cost of a commercial and said at S&F a system has been evolved that provides the client and the agencies with detailed breakdowns on items included in the overall cost.

S&F requires a producer to list costs for these categories: Studio, equipment, crew, preproduction and shooting, sets, film, opticals, editing, sound, location and miscellaneous (insurance and travel). These breakdowns enable the agency and the client to know precisely where funds are being spent, Mr. Feld noted, and can be compared with an estimate the agency has prepared on each item.

A demonstration of a pre-production planning conference was held during the meeting. It involved an actual commercial storyboard. The participants were Newt Mitzman, commercial broadcast production supervisor, Ted Bates & Co.; Alfred Plant, vice president, advertising, Block Drug Co.; Marvin Rothenberg, producer-director, MPO Productions; Muriel Gertinger, stylist, MPO; William Pembly, copywriter, Ted Bates & Co., and Mrs. Rolly Bester, casting supervisor at Ted Bates.

Even the bottles talk in wine spot

Opening gun in a radio-TV campaign has been fired by Monsieur Henri Wines Ltd., importer of fine wines, in the New York area.

Maurice Feinberg, president of the New York firm, said that the present campaign through Christmas on WNBC-TV, WPX1(TV) and WNEW-TV, appears to be "an exceptional success" and that an expanded effort in other key markets is planned, probably after the New Year.

The TV spots, produced by WCD Inc. for agency E. A. Korchnoy Ltd., were prepared in Holland, Germany, France and Italy. A "talking" effect for the bottles shown is created by a combination of vocal choral effects and flashing lights behind the wine bottles.

Pulse plans new audience analysis

The Pulse Inc., New York, has announced the introduction of a new audience analysis service. The service, scheduled for 1965, will analyse audiences for radio stations in 100 leading markets during four different time periods from 6 a.m. to midnight.

The service is called LQR-3 (local-qualitative-radio) and expands on LQR-1 studies in 1963 and LQR-2 in 1964. The analysis, which will be available in IBM-card form and printed books, will
include: audience composition by age and sex; occupation of adult men and employment status of adult women; income of adult-listener's household and of listening household; family size of adult-listener's household and of listening household; family cycle (i.e., age of youngest child); and comparison of city with suburban area in terms of listening households.

**Timebuyers’ poll set on SRDS directory**

Timebuyers at 75 agencies will be interviewed beginning Dec. 1 to determine just what information they need and require in rate cards. The results, due to be completed by Jan. 15, will be used to streamline the information published in Standard Rate & Data Service’s monthly spot-radio volumes.

This was decided last week at the second meeting between representatives of broadcast organizations and SRDS executives seeking a compromise of the SRDS decision to drop radio listings of small market stations out of the monthly volumes, running them in full only twice a year (Broadcasting, Nov. 9, 2; Oct. 26).

If the survey results in streamlining radio-rate information, SRDS feels it can again list all radio station rate cards in the monthly volumes. It could also, the group said after the Nov. 23 meeting in New York, make the volumes easier and faster to use by agency timebuyers.

The survey will be under the direction of three broadcast organizations (National Association of Broadcasters, Radio Advertising Bureau and National Association of FM Broadcasters) and SRDS but will be performed by an independent firm. Interviews will be conducted in person in the offices of 75 advertising agencies, primarily those located in New York, Chicago and Los Angeles.

The group plans to meet this week to draw up a questionnaire for use by the interviewers. It will also, it is hoped, choose a private firm to do the interviewing.

**What sells best in a TV ad?**

**Schwerin says it is showing comparative superiority of product**

Demonstration is still television advertising's strong point, and the kind of demonstration commercial that works best is the one that shows the advertised product's superiority over a competitor.

That conclusion was reported last week by Schwerin Research Corp., based on analyses of 599 commercials and their effectiveness as found in Schwerin tests.

Among “comparative/competitive” commercials, described as those showing that “the advertised brand does it, the competitive brand doesn't,” Schwerin found that 34% rated above average in commercial effectiveness. Among those employing analogies (“A bird connotes gentleness, water symbolizes freshness, etc.”) 26% rated above average in effectiveness; of those simply showing the product in use, 23% were classified above average, and among those showing no demonstration at all, 13% ranked above average.

Schwerin, reporting the findings in the November issue of its Bulletin, also said a separate study of all commercials used by an unspecified household product confirmed the importance of demonstration.

“Six of the eight highest-scoring commercials in this field,” Schwerin said, “featured some manner of demonstration device—comparative or non-comparative, product action or ‘results.’ But none of the eight weakest commercials had a visual demonstration device.”

Reporting on another, unrelated study, the Bulletin said Schwerin measurements of U. S. and British commercials found an “amazing correspondence” in the scoring distribution. The British had a few more in the lower-scoring ranges and the U. S. a few more in the middle ranges, but in the high-scoring range the percentages were identical (18.5% of those tested in each case).

Since the basic commercial length is 30 seconds in Britain and 60 seconds in the U. S., Schwerin concluded “the difference in standard length appears to make no difference,” and added: “We venture the guess that if—by some miraculous decree—all U. S. television commercials were given a maximum duration of 30 seconds, everyone would adjust to the new state of affairs very quickly with no loss in effectiveness or sales.”

**The ‘chaotic’ condition of radio salesmanship**

Radio salesmanship is in so “chaotic” a condition that many times, instead of making the sale, it keeps the sale from being made. H. F. Lasker, president of Broadcast Communications Group, told the Pittsburgh Radio and Television Club last Tuesday (Nov. 24), “Radio, in terms of how it is sold, is in a pretty sad state today,” he said.

Mr. Lasker called radio “a problem medium” because “we do not know how many stations [or spots] it takes to achieve a 75% penetration in one week in a market . . . agency creative people feel exiled to Siberia when assigned to work on radio . . . we don't sell radio—we promise merchandising . . . there is no definite information on radio's impact . . . we sell numbers, but the right kind of numbers . . . we sell quarter-hour homes and metro ratings but not reach and frequency,” there is no clear definition of saturation: “Does it saturate the market or just the station?”

“Obviously,” Mr. Lasker said, “we do not have all these answers. We should have them and some progress is being made in the National Association of Broadcasters and the Radio Advertising Bureau.” In the meantime, he said, BCG's “yardstick for buying persuasive radio”—a system for evaluating radio's qualitative as well as its quantitative factors numerically—is a “plan to make the best use of what we have today.”

**Renault wine enters TV**

TV spots figure prominently in an aggressive promotion campaign scheduled for the Middle Atlantic markets of House of Renault, an Egg Harbor City, N. J., firm with wineries there and in California.

House of Renault has been inactive as an advertiser in recent years. The present campaign for the company's table wines is being handled by T. L. Reimel Advertising, Philadelphia, and will include bus and magazine ads, in addition to the TV spots.
Death threat seen in ABC plan

CATV operators, including some big broadcasters, gang up to fight ABC proposal which they say would kill off CATV while protecting networks' interest

ABC's proposed solution to FCC's community-antenna-television problem was subjected last week to waves of criticism from scores of representatives of the CATV industry, including some with broadcasting interests. They said ABC's proposal would destroy their industry, deprive viewers of a choice of TV programing—and is designed to aid major broadcasters, including the networks.

ABC had proposed that the commission limit the area within which a CATV could carry a station's signal to the station's grade B contour. This proposal in turn would require that the commission assert jurisdiction over all CATV's—those that do not use microwaves as well as those that do. The commission now exercises authority only through its jurisdiction over microwave grants.

The network said such steps were necessary to "meet the basic threat to free television" represented by regulated CATV's. These proposals go beyond outstanding FCC rulemakings to require microwave-fed CATV's to protect local stations by carrying their signal and refraining from duplicating their programs. ABC said these measures are inadequate.

But the National Community Television Association said the ABC proposals would kill CATV. "The very existence of a cable system depends on its ability to meet the public demand for television reception not otherwise available in adequate quantity or quality," NCTA said. If a CATV's ability to perform this service was "destroyed or significantly impaired," NCTA added, "the destruction of a great portion of the industry would inevitably follow."

Impact on Viewers • NCTA warned that this would deprive many subscribers of multi-channel service—"a result the commission knows full well will not be accepted by them [the subscribers] short of an act of Congress."

The association also asserted that ABC is not concerned about the "marginal" station but about its own stations and those with which it is affiliated, all of them in major markets. NCTA observed that ABC, in its petition, foresaw the possible transformation of CATV into pay TV in large cities, with the result that network talent would be siphoned off from free television. "This result, it is clear, in the view of ABC, constitutes a direct challenge to networks' domination of the source of television programing," NCTA said.

The association, like others opposing ABC, made short shrift of another ABC proposal—that the commission issue a statement urging local authorities to favor broadcasters in deciding between applicants for CATV franchises. NCTA said this would be "futile" since the commission lacks authority over state and local officials issuing franchises. Every opposition filed last week stressed the argument that the commission lacks the authority to regulate all CATV's—and all cited the commission itself as the source for that view. Jerrold Electronics Corp., which manufactures equipment for CATV and operates cable companies, for instance, noted that the commission, following a study in 1959, said it lacked authority over CATV's. Jerrold noted that the FCC twice asked Congress for authority through legislation and that Congress declined the request both times—thus making it clear, the company said, that "Congress has no doubt" that the commission presently lacks jurisdiction.

NCTA-FCC Cooperating • NCTA noted that it has been cooperating with the commission in drafting a proposed bill providing for CATV regulation that both could support before Congress. The National Association of Broadcasters is also working with them in drafting the proposal.

ABC had said the commission's authority over CATV's is based principally on the "actual and likely impact of CATV development on the commission's ability to discharge its . . . responsibilities respecting the nationwide development of television service." The network cited provisions of the Communications Act authorizing the commission to establish "areas or zones" for

Group owner sets up central billing system

The Seattle, Portland and Spokane Radio Co. reports having developed a central accounting system that cuts personnel costs, saves time and virtually eliminates billing errors. All bookkeeping is handled by a National Cash Register class 33 accounting machine at the firm's headquarters, KXL Portland, Ore. Ledger sheets from the self-checking accounting machine are cut down in size and copied on a Kodak Cavalcade copier, then sent to the other stations—KJR Seattle and KNEW Spokane, both Washington. The system is used for advertiser's accounts, payroll documents, sales commissions and monthly reports to the owners, Alexander Broadcasting Co. and Dena Pictures Inc., Los Angeles.

Executive Director Lester M. Smith says the system is run by two clerks, whereas four would be necessary without it.

New accounting system uses Kodak Cavalcade Copier to make duplicate copies of financial data.
Yes... the Radio Programming Report scheduled for BROADCASTING's Dec. 14th issue... is almost at hand. Advertising deadline is Dec. 5th.

To enable radio to sell more national time, the Radio Programming Report will bring to national agencies and their advertisers a most comprehensive feature on the various formats employed in all sections of the country. Tables will show exact percentages of stations in various sections using "top 40", country & western, talk, jazz, standards et al. Broadcasters and advertisers will state reasons why a specific programming format is successful in one market and not another. Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail; (inch $50; 2 inches $90; 3 inches $125; 1/6 page $155; 1/3 page $280; 1/2 page $400; 2/3 page $150; page $680). AAAAColor ranges from $120 a page to $80 for a third page. Now is the time for action. Reserve your space today!

PACKED WITH FACTS
The Radio Programming Report will include a three part feature: one section pertains to the programming formats of the larger radio markets in the top 50 cities of the country; another section will concern the medium size radio markets and a third is devoted to the small markets. Agencies and advertisers will refer to this useful Dec. 14 programming feature constantly. Have you ordered your advertising space yet? Better hurry. Dec. 5th is deadline.
stations' service.

All of the opponents, however, argued that the network had failed to document its charge that CATV's represent a threat to free television and that the New England CATV's asserted that the only "facts" available on the questionnaire of economic injury contradict ABC's assertion. The CATV's (Rattleboro [Vt.] Inc. Better TV Inc. of Bennington [Vt.], Claremont [N. H.] TV Cable Co., Paper City TV Cable Corp. of Berlin, N. H., and Fletcher's TV Service Inc. of Rumford, Me.) said an economic injury issue was involved in only two CATV cases that have gone through an FCC hearing. And in both, they noted, the hearing examiner found that cable companies involved did not constitute a threat to the TV stations in their area. Both cases are awaiting final commission action.

In one, KTWV (TV) Ensign, Kan., has asked the commission to deny renewal of a microwave station serving a CATV in nearby Liberal. The examiner described the station as a "healthy, going enterprise." In the other case, WKSTV La Crosse, Wis., opposed microwave grant for a CATV in its area, where 14 cable companies operate. The hearing record indicated that the station in the five years preceding the hearing had recorded increases in revenue from its network affiliation, national and regional spot advertising and local advertising.

Broadcasters' CATV's - Seven companies having interests in both broadcasting and CATV said they support "in principle" the existing FCC proposals to require CATV protection of television. But they said the need for such an extraordinary step as that proposed by ASC has not been demonstrated. Furthermore, they said, the ABC proposal would "unduly restrict the increased coverage" CATV's can give small-market TV stations, particularly UHF stations. The petition was in behalf of Central California Communications, Cox Cablevision Corp. (Cox Broadcasting Corp.), Golden West Broadcasters, Midcontinent Broadcasting Corp. and Palmer Broadcasting Co.

The ABC proposal was regarded by 55 CATV operators and licensees of microwaves serving CATV's as a violation of the constitutional and statutory prohibition against censorship. In a joint pleading they said the Communications Act prohibits the commission from imposing any condition or limitation on "signals transmitted by any radio [or television] station."

"If the governmentally imposed restriction urged by ABC does not constitute 'censorship' through the vehicle of 'prior restraint' it would be difficult to conjure just what activities would," the pleading said.

Antennavision Service Co., Inc., li-


censee of common carrier point-to-point microwave stations serving CATV's, said ABC's petition is based on "a false assumption" that CATV's are part of the transmitting system. Antennavision maintained that CATV's, in picking up a station's signals, are "part of the receiving apparatus." The company added that Congress never intended that that apparatus—which would include receiving sets—be placed under the commission's regulation.

Federal libel law sought by Rogers

Representative Walter Rogers (D-Tex.) is preparing legislation to establish a federal libel law and an "effective and active" fair campaign committee.

Efforts were made in the recent campaign to "mislead and misguide the average citizen... by misrepresentations, misstatements, distortions of fact, innuendoes, unfounded insinuation, deliberate falsehoods and malicious lies," he said.

Representative Rogers, chairman of the House Communications Subcommittee, reflected last week on the recent election and said he didn't think Section 315's equal time provisions should be repealed. His subcommittee conducted hearings in the 88th Congress on legislation to suspend equal-time require-

ments for presidential and vice presidential candidates. Bills were passed by the House and Senate but died after a conference between the two houses last summer (Broadcasting, Aug. 24).

Representative Rogers indicated that rather than Section 315 his major concern was writing a general federal libel law and protecting third parties not responsible for libelous statements, such as broadcasting stations.

He expects his panel again will examine the fairness doctrine, "sometime in February or March." The hearing would seek a proper rule of fairness, regardless of the group using broadcasting, but he anticipates some organizations now involved in fairness disputes may use the proceeding as a sounding board for their views.

Libel laws have been written by the states, he said last week, "but they can't control television beams or printed words that come into a state."

Some kind of guidelines should be established, Representative Rogers said, and both criminal and civil penalties should be prescribed. "Without such penalties the communications industry could be materially affected," he said. A presently unanswered question, the congressman explained, is whether a broadcasting station is responsible for libel uttered over its facilities. "I don't think they ought to be responsible for matter broadcast over their station over which they have no control," he said.

And, he continued, libel laws should not distinguish between public officials and private citizens. "Why should it be possible to lie about a political candidate or someone else?" he asked. Representative Rogers referred to a libel case decided by the U.S. Supreme Court (Sullivan vs. New York Times) holding in effect that statements about a public official wouldn't be considered libelous unless found to be malicious.

The congressmen expressed reluctance to write a libel provision into the Communications Act, largely because he believes a general law is necessary to cover print media. He thought it might be possible, however, to draft legislation expressing the intent of Congress that broadcasts carried by a station but over which the operator had no control could not form the basis of a libel action against the station. But, he added, sponsors should not be exempted.

Antitrust suit filed against Ohio newspaper

A civil antitrust suit has been filed against an Ohio newspaper and its owners by the Justice Department. The suit charges that the newspaper deliberately sold advertising and subscriptions below cost and at a loss to drive

Representative Rogers Why put stations in a bind?
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Comments sought on Nebraska TV move

The FCC has asked for comments on a proposal by Wichita Television Inc., licensee of KOMC-TV (ch. 8) McCook, Neb., to shift that channel to Oberlin, Kan.

Wichita said that KOMC-TV was established and is now being operated by Kansas interests and that Nebraska has shown little interest in establishment or continued operation of the station.

In opposition to the change the McCook Chamber of Commerce stated that McCook civic interests played an important part in the promotion and financing of the station. A McCook spokesman said that if the city is deprived of channel 8 it would leave without a station of any practical use.

Wichita TV stated that Oberlin does not receive a grade B or better service from a Kansas station, whereas McCook receives a grade B or better signal from KHPL-TV Hayes Center, Neb. The KOMC-TV transmitter is presently located nine miles west of Oberlin.

The commission later deferred action on a Wichita TV request for the issuance of a show cause order to modify its license.

CBS completes N.Y. move

Three connected structures consolidate practically all activity; two separate theater-studios retained

The new CBS Broadcast Center in New York, consolidating studios and facilities that were dispersed among 14 different locations, is now in full operation. CBS authorities declined to release cost figures on the center, but unofficial estimates put them above $20 million.

The center, on 11th Avenue between 56th and 57th Streets, is built around a core of six large TV studios. Broadcasts ranging from news bulletins to musical comedies can be developed and produced there. The facility contains 495-628 square feet of floor space, more than the area of 10 standard football fields.

CBS is retaining two theater-studios, located at Broadway and 53d Street and at Broadway and 54th Street, to meet the needs of audience shows, but all other facilities are housed in the new center. Units of the CBS-TV network, CBS-owned wcbs-TV New York, the CBS Radio network, the CBS News division and various central staff services are located there.

The six studios, all on a single floor, are separate "floating structures." The floor of each studio is a concrete slab, which, together with the walls, is supported by coil springs and neophrene pads. Buffer corridor areas around each studio, special soundproofing and the "floating structure feature" provide acoustical isolation.

A control room is adjacent to each studio, arranged in each case to enable the production team and the program director to maintain continual visual contact.

The central technical area, directly below the studio floor, contains the center's computers and switching systems. The systems store information on the scheduled use of facilities, direct audio and video signals and communications circuits to their destinations and provide the means to start and stop videotape machines and film and slide projectors.

**Keyed to Programming** Two computers have been installed. Each is said to have the capacity to store all programming information needed for the entire broadcast day and to select automatically the program element to be broadcast. The computers are also used to record the studio lighting levels worked out during rehearsals for identical repositioning of the lighting controls during the broadcasting of programs.

All basic network and local-station broadcast schedules can be handled by the computers, officials said. The two computers are continually "exchanging information," and therefore back-up protection is available if needed.

The broadcast center contains three connected units. An eight-story structure houses the music and record library, offices of wcbs-TV news, offices of CBS Films, CBS data processing and CBS News' production and administrative offices and reference library.

The second structure is six stories high. It contains offices of the CBS Television network operations department; CBS Radio network operations department offices and one of the center's five radio studios; wcbs-TV program department; CBS Television network show units and accounting offices; four film screening rooms; wcbs-TV

**TV replacing radio in the hot seat—Hurleigh**

Writing in Mutual's monthly newsletter, Robert F. Hurleigh, president of MBS, predicts that UHF television, community antenna television and pay television will carve up the television "empire" and result in a "life and death struggle" similar to the internal conflict "which almost toppled radio 15 years ago. . . . In the interim, however, we predict a return of advertisers to our own medium that may be reminiscent—in reverse—of the exodus of the post-war years."

Television will be plagued by increasing costs, according to the Mutual president. Radio, on the other hand, has overcome the "problems of survival," Mr. Hurleigh said.

"Costs [in radio] have stabilized; our basic raw materials (music and news) are abundant and endless; salaries are fair but one doesn't need a computer to tabulate them. The whole picture makes economic sense. And it will make even more sense to advertisers as TV begins to bleed itself in its own internal war."
More aid to ETV

Earlier story brings more reports on commercial TV's financial-equipment help

Broadcasting's study of commercial broadcasters' aid to educational television stations, published earlier this month (Broadcasting, Nov. 9), struck a responsive chord.

The report, which estimated commercial broadcasters' donations to ETV at more than $14.5 million, was based on questionnaires returned by the ETV's, and although the great majority of operating noncommercial outlets supplied information, several questionnaires have been received since the story was published. The story also prompted a number of letters detailing further contributions.

The additional data confirm the conclusions drawn from the first flood of information: ETV's across the country receive considerable, and sometimes indispensable, financial and technical help from commercial broadcasters.

Fred Rebman, general manager of WJXT(TV) Jacksonville, Fla., wrote to say "Our two commercial stations"—WFGA-TY and WJXT(TV)—"have done more for ETV than the great majority of instances reported in your article, and if one considers the size of our market they perhaps stand second to none in contributions and help."

The two commercial outlets have given WJXT $156,000 over a six-year period, Mr. Rebman said, with most of the cash given to get the ETV on the air. WJXT bought the educational station's transmitter, valued at about $24,000, and donated it; WFGA-TY purchased and contributed an antenna and related lines, also for approximately $24,000. Mr. Rebman's estimate of the value of other parts and equipment donated by the two stations: $50,000.

Big Saving = WFGA-TV allows WJXT to use its tower, Mr. Rebman said, which "has saved WJXT nearly $500,000 for a comparable facility. In addition, they have allowed us to house our transmitter in their building and have paid our power bill for transmission for six years." Mr. Rebman noted that during its first two years on the air, the ETV used the studio facilities and personnel of both stations, which also promote the ETV's annual fund drive with promotion spots in good time slots.

"I can say with great surety that if it were not for the support of our two commercial stations," Mr. Rebman said, "Jacksonville would not yet have ETV. Likewise, if their cooperation and support does not continue in the future, we would likely suffer an unendurable hardship."

Educational WKNO-TV Memphis reported that the commercial TV stations in its city have given $60,000 in cash and approximately $168,000 in equipment. WHBO-TV, WMCT and WREC-TV each have contributed $20,000, the ETV said, and WMCT has added about $110,000 worth of equipment. WHBO-TV has given some $58,000 in equipment, WKNO-TV said. The commercial outlets also have helped with programs on occasion, according to the ETV, and "have been most cooperative and encouraging."

Educational WMHT(TV) Schenectady, N.Y., said that three commercial TV stations in its area—WAST, WRGB and WSNY—have not only "given support in the form of equipment, money and air time, but what is even more important" they have aided in providing "leadership in the community—pointing out to the people . . . how valuable it [TV] can be for the education of the young and old alike."

WMHT said WAST has given it $1,000 and WRGB has donated $3,000 annually since 1953. WSNY gave the ETV a used UHF transmitter and used microwave equipment. WAST also gave used microwave equipment, and WRGB donated cameras and lets the ETV use its tower and transmitter building. "We would not be on the air today," the ETV said, "if it were not for the cooperation of the commercial stations in our area."

WMHT also expressed a belief, however, that commercial outlets would find it in their best interests to aid ETV even more.

Radio Helps Too = A radio station, KSFO, contributed $4,000 annually for several years to educational KQED(TV) San Francisco, and KRON-TV gave $5,000. KPIX(TV) chipped in with $600 and also sold the ETV a transmitter, forgiving the last $4,000 in payments. KRON-TV and KPIX at different times have carried parts of the ETV's fund-raising auctions.

Cincinnati's educational WCET(TV) says it "would not have survived if we had not had both financial and material help from the three commercial TV outlets in Cincinnati for the past ten years." WLYT gave $10,000 and WKRQ-TV $2,000 in the ETV's formative years, and along with WCPO-TV have contributed equipment and other help since.

WLYT has given equipment valued at $5,500; WKRQ-TV, $50,000; WCPO-TV, $11,000, and a radio station, WSM, $1,000. The commercial TV's have al-

Microwave applicant attacks WHNT-TV case

Alabama Microwave Inc., an applicant for point-to-point microwave stations in Capshaw Mountain and Rogersville, both Alabama, has asked the FCC to deny petitions of WHNT-TV (ch. 19) Huntsville, Ala., opposing the grant of the two facilities.

WHNT-TV, which is carried on a community antenna TV system in Florence, Ala., beyond the station's grade B service area, has opposed Alabama Microwave's applications and that of H&B Microwave Corp. (Broadcasting, Nov. 16). The station claimed that if the applications were granted, it would be forced off the CATV system and suffer severe economic injury by losing 15% of its total audience.

In its petition, filed Nov. 18, Alabama said that in similar cases the commission has denied outright pleas by television stations complaining of CATV injury on the ground that the complaining stations did not provide direct off-the-air service to the community involved. And WHNT-TV has said it does not place an over Florence, the company charged.

In a separate action, the commission granted in part Alabama's application for a point-to-point microwave facility to carry signals of WSM-TV Nashville to WOWL-TV Florence, for re-broadcast by the latter station.

46 (THE MEDIA)
Who Says Excess-Crew Laws Are Necessary?

not the people!

By public vote in the recent general election, the people of California, Arizona, and North Dakota repealed antiquated laws requiring excess railroad crewmen.

This makes four states, including Mississippi, which have modernized their own laws this year in line with the award of the National Arbitration Board established by Congress to settle the railroad work rules dispute.

This action is a clear and unmistakable repudiation of the last-gasp argument of the firemen's union that safety requires a third crewman on locomotives.

Safety is in no way involved. This was recognized by the special Presidential Commission which recommended the removal of firemen from freight and yard diesel engines, and said:

"Firemen helpers are not so essential for the safe and efficient operation of road freight and yard diesels that there should continue to be either a national rule or local rules requiring their assignment on all such diesels."

This vote for progress by these four states is a clear call for similar action by the 12 states which still retain musty, out-of-the-past excess-crew laws on their statute books.
so loaned WCET personnel, programs and promotion time. WLWT also leases its Mount Olympus TV building and tower to WCET for $1 a year for use as studio, offices, transmitter and antenna site. The commercial outlets, the ETV said, has also turned commercial taping and spot commercial projects toward the station, helping it to substantially supplement its income.

Educational WTHS-TV Miami was enabled to go on the air through a gift from WTVJ(TV)—owned by Wometco Enterprises Inc., whose WPQO-TV Jacksonville was of such help to WJCT. WTVJ sold the ETV a transmitter, antenna, antenna site, film and slide projection equipment, interconnecting lines and temporary live studio facilities for $1. Wometco telegraphed this information to Broadcasting ("Open Mike," Nov. 16) shortly before the ETV's advanced it on their own initiative.

Technical Aid. WTHS-TV also said it has consistently received technical and other help from WTVJ and the other two operating commercial TV's in Miami, WCKT and WLWA-TV. Editorial support in prime time by the commercial stations helped push the ETV's fund drive well over the anticipated level, WTHS-TV said.

Educational KUSD-TV Vermillion, S. D., said KELO-TV Sioux Falls has contributed an audio console valued at $2,500 and cites several stations that pick up some of the ETV's programs. Educational KART-TV Phoenix (like KUSD-TV, licensed to a university) said KART-TV donated an antenna system and tower, valued at $50,000, to the ETV before it went on the air. KART-TV and KOOL-TV have cooperated in programming ventures, the ETV said, and KTVK(TV) has joined the other stations in loaning KAET equipment for special broadcasts.

WCU-TV Carbondale, Ill., and WOSP(TV) Newark, Ohio, were the only respondents who have received no money, equipment or programing aid from commercial broadcasters. The Carbondale ETV is a university station and noted generally good relations with commercial outlets.

Lewis A. Rhodes, director of Central Michigan Educational Television Council, Mount Pleasant, Mich., noted generally good relations with

Changing hands
ANNOUNCED. The following sales of station interests were reported last week subject to FCC approval:

- WMAT Nashville, WAKV Louisville, KY.:
- KAAV Little Rock, Ark., and KEEL Shreveport, La.: 43% interest sold by Harry C. Feingold and group to Lehman Bros., C. E. Unterberg Tobin, J. C. Bradford Co., and William E. Allaun for almost $450,000 (see page 49).
- WJCC-AM-TV and WJZZ(FM) Bridgeport, Conn.: 28.6% interest sold by John A. Hill (23.8%) and others to parent corporation for $370,000. Transaction will give Kenneth M. Cooper 66% control (he now owns 47%). Earlier in year, announcement says, $2,150,000 was offered for stock of stations; seven of 11 stockholders declined offer. Wccc, founded in 1926, operates fulltime on 600 kc with 1 kw day and 500 w night. WJZZ(FM) is on 99.9 mc with 9 kw. WJCC-TV, after operating on channel 43, suspended operation.
- WNNY Pensacola, Fla.: sold by John Drees and John C. Smith to Atlantic States Industries Inc. for $225,000. Atlantic States, which is headed by Robert Price, owns wtsa Brattleboro, Vt. WNNY, on 1230 kc, operates fulltime with 1 kw day and 250 w night.

APPROVED. The following transfers of station interests were among those approved by the FCC last week (For The Record, page 78).

- WALA-AM-TV Mobile, Ala.: Sold by W. O. Pape to Roywood Corp. for $2.6 million, and subsequent sale of WALA by Roywood to Leon S. Gilbert and wife for $248,000. Roywood Corp. is owned principally by Edgar B. Stern Jr. and family, (WDSU-AM-FM-TV New Orleans). Mr. Gilbert has 21/4% interest in KATZ St. Louis. WALA, founded in 1930, operates fulltime on 1410 kc with 5 kw. WALA-TV, on channel 10, is affiliated with NBC.
- WACO-AM-FM Waco, Tex.: 50% in-
terest sold by Wendell Mayes to R. E. Lee Glasgow for $275,000. Mr. Glasgow, half owner, now will be 100% owner. Waco went on the air in 1922, operates fulltime on 1460 kc with 1 kw.

KVCV Victoria, Tex.: Sold by J. G. Long and associates to Wendell Mayes and family for $210,000. Mayes stations are also KHOW Austin, KBWD Brownwood, KXOL-AM-FM Fort Worth, KCRS Midland and KSXY Snyder, all Texas. KVCV is fulltime on 1340 kc with 250 w.

New TV stations

As of Nov. 25 there were 99 television construction permits outstanding for stations not yet on the air. Of these 17 were commercial VHF's, 59 were commercial UHF's, five were educational VHF's and 18 were educational UHF's. Asterisk indicates noncommercial station.

New stations going on the air since Nov. 1 include:

*WEIQ (TV) (ch. 42), Mobile, Ala. P. O. address 2151 Highland Avenue, Birmingham, Ala. On the air with program test granted Nov. 6. Alabama Educational Television Commission, licensee, H. Maynard Layman, president. Station has power of 234 kw visual and 129 kw aural. Microwave will connect WEXQ with commission's other stations; *WABP Birmingham (ch. 10), *WCIQ Mt. Cheaha Park (ch. 7) and *WDOJ Dozier (ch. 2). CATV will be fed into Florence, Muscle Shoals, Sheffield and Tusculumbia in cooperation with Muscle Shoals TV Corp., and to Opelika in cooperation with Lee County Cable Co. Commission is also licensee of WBCQ Montgomery (ch. 5).

WCCB-TV (ch. 36), One TV Place, Charlotte, N. C. On the air with program test granted Nov. 1. Mecklenburg Television Broadcasters Inc., licensee, owned by Cy N. Bahakel. Mr. Bahakel owns directly or through subsidiaries WNEW Roanoke, Va.; WARB-AM-TV Greenwood, Miss.; WKN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky.; KXEL-AM-FM Waterloo, Iowa; WDDO-AM-FM Chattanooga; WKBV-TV Montgomery, Ala., and WOLD-TV Columbus, S. C.

WITF-TV (ch. 65), Community Center Building, Corner Chocolate and Cocoa Avenues, Hershey, Pa. On the air with program test granted Nov. 13. South Central Educational Broadcasting Council, licensee, Dr. Woodrow W. Brown, president and Lloyd Kaiser, general manager. Board of directors is comprised primarily of local school superintendents. Station is equipped with RCA antenna and transmitter with power of 240 kw visual and 126 kw aural.

Information received regarding plans of other holders of construction permits includes:

**WGBH-TV (ch. 44), c/o WGBH, 125 Western Avenue, Boston (02134).** Target date fall 1965. WGBH Educational Foundation permittee. Negotiations underway for transmitter and antenna site. Executive will be drawn from present WGBH staff. Hartford N. Gunn Jr. is general manager. Covington and Burling Washington attorneys.

**WNYE-TV (ch. 25), New York City.** Target date 1965. Board of Education permittee. Grant of $817,007 by U. S. Department of Health, Education and Welfare makes possible development of station. (See page 50).

**WCMC-TV (ch. 40), 3010 New Jersey Avenue, Wildwood, N. J.** Target date, January 1965. Francis J. Matrangola, permittee, is licensee of WCMC-AM-FM Wildwood. Station equipped with RCA transmitter, Co-El antenna, GPL video gear, Bell & Howell projectors, Spindler-Sauppe slide projectors, Conrac monitors. NBC is expected to feed the station some programs. Staff is same as the radio affiliate (see page 52).

*Indicates educational station.

Bankers buy interest in LIN Broadcasting

The purchase of 43% interest in LIN Broadcasting Corp. by a group of investment bankers for about $450,000 was announced last week.

LIN Broadcasting, which is principally owned by John R. Ozier and Frederick Gregg Jr., owns WMAK Nashville; WKY Louisville, Ky.; KAAY Little Rock, Ark., and KEEL Shreveport, La. Mr. Gregg also owns Gregg Cablevision Inc., which holds franchises or is seeking permits for over 25 CATV systems.

Gregg Cablevision will be merged with LIN Broadcasting following consummation of the stock purchases.

The 43% interest is being sold by a group of stockholders headed by Harry C. Feingold of Kansas City. Buying the stock, at $1.75 a share, are partners and associated interests of Lehman Bros., 130,000 shares; C. E. Unterberg Tobin Co., 51,000 shares; William E. Allaun, Newport News, Va., 45,000 shares, and J. C. Bradford Co., 27,000 shares. Mr. Allaun is 71% owner of WBCT Williamsburg, Va., and 41% owner of WABY Alexandria, La.

**EXCLUSIVE BROADCAST PROPERTIES!**

**SOUTHWEST—**Single station market daytimer with possibility of fulltime. Good owner income on gross of $52,000. Total price of $85,000 with 29% down. **Contact—**DeWitt “Judge” Landis in our Dallas office.

**EAST—**AM-FM combination serving well established marketing area of over 130,000 population. Total price of $100,000 with 29% down. **Contact—**John F. Meagher in our Washington office.
N.Y. ch. 25 ETV plans fall '65 start

The New York City Board of Education expects to open its long-planned UHF television station next year, thanks to a grant of $381,707 from the U.S. Department of Health, Education and Welfare.

The station tentatively known as WNYE-TV, will operate on channel 25.

Dr. Clare C. Baldwin, associate superintendent of the Board of Education Special Service Division, said that the target date for WNYE-TV's opening is October 1965. Programs initially will be directed toward school children during class hours and to teachers for inservice training. Eventually, the station hopes to offer cultural and educational programs for the public during evening hours, according to Dr. Baldwin.

The federal grant, made available under a five-year program authorized by Congress last year to aid in the construction of noncommercial educational television stations, will reimburse the city's schools for half the cost of buying and installing equipment.

The total estimated cost of the installation is expected to be around $810,000. A TV production center costing $775,000 has already been built by the board of education using a Brooklyn high school. The board also operates a radio tower from another nearby high school, but Dr. Baldwin said it would be rebuilt to accommodate both radio and television antennas.

The activation of channel 25 appears likely to have an adverse effect on the finances of WNDT(TV) New York area, VHF educational station. New York City now pays WNDT $300,000 a year for broadcasting in-school programs weekdays.

WNDT President John W. Kiermaier took the prospective loss of the city revenue philosophically. "We've known that someday we would lose the school programs, so the announcement of channel 25 does not come as any surprise," he said. "We hope that whatever happens will be best for New York City."

WNYE-TV probably will be the third UHF station to begin operation in the New York metropolitan area. WNYC-TV, the city's municipal station is already operating on channel 31; WJZU-TV (ch. 47), Linden-Newark, N.J., is expected to be on the air next spring.

Ch. 23 applicants ask reconsideration

TVue Associates Inc. and United Artists Broadcasting Inc., applicants for channel 23 in Houston, have asked the FCC's review board to reconsider its earlier denial and approve the joint agreement between the two companies that would enable TVue to eliminate itself from the channel 23 proceeding.

The agreement calls for payment by United of $27,500 in expenses incurred by TVue in seeking the channel. In the event the agreement is approved, TVue would ask the commission to dismiss its application for the Houston facility and apply for one of several other UHF channels in that area.

In a petition filed Nov. 18, the companies sought to remedy what they felt was the defect that caused the review board to refuse approval of the agreement—the absence of a specific proposal of TVue regarding its future television plans.

TVue had said initially that in the event the proposal was approved and its channel 23 application was dismissed, it would apply for either channel 29 or 68 in Houston or channel 17 in Rosenberg (BROADCASTING, Nov. 2). Now it will definitely apply for Rosenberg, it said.

GE name change costs bundle in FCC fees

The filing fees the FCC now requires of those applying for various authorizations don't make a significant dent in the applicants' bank account—$10 here, $25 there—with $100 being the highest fee, and that for an application for a new television station. But the fees can add up.

Take the case of General Electric Co., which last week filed a raft of applications assigning nonbroadcast FCC authorizations its holds to General Electric Radio Service Corp.

There was an application for the assignment of 194 authorizations in the business radio service, at $10 an authorization; 51 in the manufacturers radio service, at $10 each; 40 in the citizens radio service, 14 of them at $10 each and 26 at $8; 11 in the aviation radio service, at $10 each; and one in the domestic public land mobile radio service, at $10.

Total cost: $2,918.
Ride with The New Q—the greatest sound ever to hit Chicago radio.


There's nothing still about the station, either. WMAQ is swiftly becoming the radio station in Chicago to be reckoned with. Because we're moving fast. And because we're proving you don't have to be "bad" to succeed in Chicago radio.

Restless? Tired of the treadmill? Looking for action? Hop on our kilocycle.

Ride with The New Q. It's the Chicago thing to do.
CATV's pass 1,400—still going

Some 750 communities have granted franchises or received applications for new franchises within the past 12 months

The community antenna television industry is growing so rapidly that even its trade association is unable to say exactly how many CATV's are operating in the U. S. Broadcasters are flocking into the business so fast that it is believed one in five communities where CATV applications are being pursued have one or more broadcasters knocking on the door. Almost all major group station owners are in CATV.

The National Community Television Association places the number of operating CATV's at about 1,400, but private guesses are that more than 1,500 are in business. NCTA currently is compiling information from manufacturers, the FCC, Broadcasting and other sources and is expected to announce an accurate nose count soon.

To give an indication of the industry's growth, however, an NCTA spokesman said last week that of 750 communities wherein franchises have been granted or applications have been made since Oct. 1, 1963, 278 of those communities have granted permission and applications are still outstanding in the remaining 472.

NCTA recently revised its estimate of the number of subscribers to an average system from 850 to 1,200, and its best estimate of the number of CATV subscribers nationwide is 1.6 million.

The volume of CATV business is believed to exceed $90 million in subscriber fees yearly.

Developments reported last week:

Connecticut—Public Utilities Commission hearing continued last week (see page 54).

Quincy, Ill.—City council tabled a petition that would deny permission for operation of CATV or pay TV. Gregg Cable Vision, Nashville, is applicant.

Owensboro, Ky.—Application sought by Multi-Channel Cable Co., Portsmouth, Ohio, Edward L. Glockner, president. Firm now serves Portsmouth, New Boston and Wheelersburg, all Ohio.

Mayfield, Ky.—Charles Stratton, general manager, wsco Mayfield, requested city council permission to conduct CATV business after non-exclusive permit had been awarded earlier to Mayfield Cablevision Co.

Muskegon, Mich.—Milton Maltz, Mt. Clemens, Livonia, Mich., and doing business as Community Antenna TV Service, applied for a CATV permit and were opposed at city council by representatives of local TV dealers and servicemen.

Wildwood, N. J.—FCC grants applications of South Jersey Television Cable Co. for microwave facilities to serve community antenna television systems in Wildwood, North Wildwood and Wildwood Crest, N. J.

Asbarn, N. Y.—Application filed by Rochester Liberty Corp., Gloversville, N. Y., subsidiary of Schine's Chain Theaters Inc., operating CATV's as Antenna Systems Inc.

in Massena, Potsdam and Gouverneur, all New York. Other applicants: Meredith Broadcasting Co., Omaha, and WENV-AM-FM-TV Syracuse, N. Y.

Glens Falls, N. Y.—City council refused to consider further CATV applicants until expiration Friday (Dec. 4) of application of Mountain TV Cable Co. (see page 54). Raleigh, N. C.—A temporary injunction has been granted that prevents the city awarding CATV permits without an election (see story below).

Philadelphia—City council held a hearing on Triangle Industries Inc.'s proposal for a CATV ordinance last week and continued it until tomorrow (Dec. 1) (see page 56).

N. J. UHF and CATV settle their problems

The last vestige of a battle between a UHF permittee and a community-antenna-television-system operator in New Jersey were disposed of by the FCC last week.

The commission granted applications of South Jersey Television Cable Co. for microwave facilities to service its CATV's in Wildwood, North Wildwood and Wildwood Crest, all New Jersey.

At the same time, the commission permitted WCMC-TV (ch. 40) Wildwood to withdraw its opposition to the applications. The station is not yet on the air.

The FCC's grant was conditioned on South Jersey accepting the conditions contained in an agreement that ended the dispute between South Jersey and WCMC-TV last August. It provides for the transmission and simultaneous nonduplication of WCMC-TV's programs, when it goes on the air, by South Jer-

Raleigh court ruling could ripple entire CATV pond

A temporary injunction has delayed plans for community antenna television in Raleigh, N. C., and could lead to a requirement that an election be held before a CATV system be permitted.

At issue is a legal question—the city's authority to grant certain business permits—that could stir up problems for existing and pending CATV's all over the country.

CATV opponents in Raleigh contend that an ordinance authorizing the city to grant business permits to CATV firms is illegal because the permits are more in the nature of franchises, implying exclusivity. The Raleigh charter requires an election to determine whether the city may grant franchises.

Southeastern Cablevision Co., with ownership related to WRAL-TV Raleigh, contends that the ordinance is legal and only authorizes a nonexclusive privilege—the right to establish a CATV enterprise. Southeastern, the survivor of three initial applicants, has petitioned the Wake county superior court to be made a party to the proceeding which it directed against the city itself.

A. J. Fletcher, Southeastern president and head of Capitol Broadcasting Co., WRAL-TV licensee, has taken the city's side and says his firm was instrumental in the city's adoption of its CATV ordinance. The law, he argues, was intended to grant a nonexclusive business permit, not a franchise.

Four Raleigh businessmen, who sell or service TV equipment and want a permanent injunction, contend the effect of the ordinance is a franchise and that it also improperly pre-empts the role of the state utilities commission.

Ticklish Question = Exclusivity:—and a serious question whether a city has the legal authority to grant it—is one reason that existing and newly developing CATV's are being advised to be careful about the kind of ordinances they seek conveying authority for CATV in their communities. In most instances these firms are asking city councils to write nonexclusive ordinances, not because they relish competition but because of a nagging feeling that the grant of a city franchise offers a ripe issue to CATV opponents, as it did in Raleigh.

In Raleigh Southeastern is the survivor of three original applicants, having merged with one while the other withdrew. All three were threatened by a referendum when petitions demanding an election on the CATV issue was sought this summer, but the drive failed (BROADCASTING, Aug. 31).

Southeastern principals have indicated the firm would seek permission for a CATV service under the Raleigh ordinance. Superior Judge William H. Copeland granted a temporary injunction Nov. 16 that would prevent this without an election. The opponents also contend that the city ordinance is illegal because, they argue, only the state utilities commission can establish rates.
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Connecticut PUC won't allow CATV 'inducements'

The Connecticut Public Utilities Commission last week indicated it will not allow community-antenna-TV systems in the state to offer financial inducements to customers in establishing their services.

The PUC position came during testimony of E. John Ducci, president of Ducci Electric Co., Torrington, Conn., who as applicant for a system covering Torrington, Winsted and Thomaston, had testified he planned to offer customers a discount in exchange for their home TV antennas. Eugene S. Loughlin, chairman of the three-man commission, said this would not be permitted by the PUC.

Also heard last week was Cable Video Inc., Hartford, which seeks a system in Norwich, New London and Groton. This was the last of 22 applicants to be heard. Joseph C. Amaturo, who is president and general manager of WPOP Inc. (WPOP Hartford), appeared for Cable Video as its president. He estimated the firm would initially invest $2.5 million in the system.

The commission set Dec. 21 as the date for hearing new testimony on the application of Connecticut Television Systems Inc., which appeared previously. That will mark the end of the first round.

The second round, in which cross-examination will be permitted for the first time, is to begin in January.

The organization which represents TV translator owners in Idaho, Montana and Wyoming, said it was equally concerned over the lack of regulation of CATV systems. It pointed out that unregulated CATV's have "eliminated or limited free over-the-air broadcasting to all people in some areas and have stunted the growth of television in rural America."

In reply comments filed in the commission's notice of inquiry into TV licensee acquisition of CATV systems, Tri-State said the FCC "must reevaluate its rules and do everything in its power to enhance the development of true over-the-air TV broadcasting. It would be better to develop new stations..." with increased power and antenna heights to provide programming to all rural areas than to allow cable systems to fill this need (Broadcasting, Nov. 2).

Tri-State also said that it was opposed to the assignment of microwave facilities for "leapfrogging" television programs over and around TV markets, and that it didn't believe microwaves should be permitted to extend a TV station's signal far beyond the coverage area assigned it by the commission.

Deadline for reply comments in the inquiry was Friday (Nov. 27).

Educators show quiet concern with CATV

The Educational Television Stations Division of the National Association of Educational Broadcasters has decided that community antenna television bears some watching.

An ETS study committee, set up at the group's May 25-26 meeting in Columbus, Ohio, has been quietly looking into CATV affairs since then, holding meetings with FCC officials and members of the National Community Television Association, as well as interested ETV operators.

The committee observed that CATV is a rapidly growing field, usually well financed, and that such ventures seem to have a good chance of success. They also noted that CATV practices and operating procedures are still very diverse.

Possible difficulties for educational broadcasters were foreseen in the insertion of advertising upon or around ETV programs by some CATV systems.

ETV stations, the committee suggested, should keep in touch with CATV developments in their areas and "try to work out some ground rules ahead of time." The group also recommended that ETS watch areas of possible joint ETV-CATV concern, such as FCC rulemakings, and be represented where and when they occur.

N.Y. phone company plans CATV activity

Chenango and Unadilla Telephone Co., fourth largest independent telephone company in New York State, has announced the establishment of Chenango Communications Inc., a wholly owned subsidiary, to operate community antenna-TV systems in the state.

According to Sterling F. Higley, president of Chenon, the company will engage in acquiring and operating CATV systems. Mr. Higley is president of the New York State CATV Association and president of Valley Video Inc., Nor-
A little girl’s toys tell a story

Her playthings will turn into real things as she grows up. Soft animals. Children of her own. All the electric helpers a woman needs to run her home.

And as sure as little girls grow up, there will be new, exciting electric servants to keep young ladies looking—and feeling—young. And plenty of low-priced electricity, too.

You as a customer are a big part of the reason for all this. Your interest in new things keeps the electric companies working hard to fulfill your wishes, while their many new ideas make electricity an ever-better bargain.

That’s business management at work—customer and company teaming up to raise America to new heights of prosperity, with plenty of opportunity for everyone. It’s what happens naturally when people do what they can for themselves in a healthy and vigorous economic climate.

All over America you can see this progress. In more than 300 electric light and power companies a vital part of our nation’s growth is moving forward through investor ownership and business management. And every day, these companies are proving that this way of doing things serves you—and your future—best.

You’ve got good things going for you with service by
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*Names of sponsoring companies available to you through this magazine.
that the general planned to serve the community antenna UHF Bridge, N. Y., early subscribers.

Roger Clipp, executive vice president of Triangle stations in New York, said to operate a CATV system in Chenango Bridge, N. Y., that the city and family.

Sixth applicant files bid for N. Y. CATV

Five master antenna installation and maintenance companies led by Bell Television have submitted a collective petition to the New York City Board of Estimate to operate a community antenna television system.

The petition is the sixth to be presented to the city and follows those of Sterling Information Services, Teleprompter Corp., RKO General Inc., CATV Enterprises and Telelobe Cosmotronics (Broadcasting, Nov. 16). Of these the Sterling and Telepromise petitions are scheduled for public hearing before the board of estimate Thursday (Dec. 3), and the other three may also be considered at that time.

Master antenna companies involved in the latest petition, in addition to Bell Television, are Electronic Installation Corp., Retna Electronics, Ampilite Inc. and Acme TV Corp.

Electronic Installation had previously signed an agreement with CATV Enterprises to cooperate in its New York CATV venture but was released from that agreement to enter the master antenna company group.

Broadcast Bureau opposes Kaiser request

The FCC’s Broadcast Bureau last week opposed Kaiser Industries Corp.’s request that its application for channel 38 in Chicago be dismissed without prejudice.

In a petition filed two weeks ago, Kaiser said that it was withdrawing from the proceeding, which now includes three other applicants, because it was unwilling to undergo the “delay, expense and uncertainty” of a multi-party comparative hearing (Broadcasting, Nov. 16).

The Broadcast Bureau said FCC rules provide for dismissal without prejudice “only upon a showing that circumstances wholly beyond the applicant’s control preclude further prosecution of his application.” No such showing was made by Kaiser, the bureau said.

In the event the hearing examiner adopts the bureau’s recommendation, Kaiser would not be permitted to apply for a television station in the Chicago area for one year.

Kaiser, which was the first to file for channel 38 in September 1962, has

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56 (THE MEDIA)
since received grants for channel 50 Detroit (WKBD), channel 44 San Francisco (KFOG-TV), channel 52 Corona, Calif. (KICB) and channel 41 in Burlington, N. J.-Philadelphila (WKBX). The company two months ago sold its entire Hawaiian holdings (KHVH-AM-TV Honolulu and KJHK-TV Hilo) (BROADCASTING, Oct. 12). The transaction is now awaiting FCC approval.

Remaining applicants for channel 38 Chicago are Warner Bros. Pictures, Chicago Land TV Inc. and WCPB Chicago (Chicago Federation of Labor & Industrial Union Council).

Loevinger explains his pay-TV views

W. Robert McKinsey, executive vice president of Atlanta Telemeter Inc., Atlanta pay-TV firm, said last week that FCC Commissioner Lee Loevinger has amplified his views on pay TV in an exchange of letters.

The commissioner has told him, Mr. McKinsey said, that as he understands present plans for pay TV, it does not seem likely to destroy conventional television, although its possibilities "are in fact, relatively limited." Commissioner Loevinger said this is on the basis "that pay TV is a practical possibility only in a limited number of areas of concentrated urban population. At best, it may be a rival of conventional TV for some programs in these areas, and at worst it will have a very difficult struggle to survive at all."

Mr. McKinsey said, "We in the business agree that, certainly for the present, our viability depends upon providing cable only to large centers of population and, further, that the wired area must contain a high density of middle to upper-middle income households, apartment complexes, etc."

Mr. McKinsey had inquired about a Broadcasting report of remarks on pay TV by Commissioner Loevinger at a National Association of Broadcasters regional fall conference meeting in Des Moines, Iowa. The story summarized the commissioner's view as: "Pay TV doesn't have much future and doesn't pose a threat to free broadcasting" (BROADCASTING, Oct. 26).

Background to His Talk — Commissioner Loevinger told Mr. McKinsey that the fully condensed report of his remarks was a "characterization rather than quotation." The commissioner's letter continued:

"Several speakers had appeared on the program preceding me and had warned the audience about the threat of pay TV. Most of these presentations involved the familiar process of extrapolating from the TV audience through the figure of an assumed pay-off to a projected pay-TV revenue in the multi-billion dollar range. The argument then proceeded to the conclusion that this tremendous sum of money will attract all good programing to pay TV and conventional, or free TV, will be destroyed.

"I stated in substance that I thought such extrapolations and reasoning are unrealistic and grossly exaggerated. I said that any sober consideration of pay TV must take into account the cost of stringing cable and installing equipment of the kind required to permit billing and pay-off by whatever system is involved. Further, I said that we must consider the available revenue for programing in specific situations where a pay-TV installation is possible rather than on some imaginary basis, taking a hypothetical percentage of the national audience.

"On this basis I said I think that the possibilities of pay TV are nothing like those suggested by the speakers who said it would destroy conventional TV and are in fact, relatively limited. On the basis of studies which I have seen, it appears to me that pay TV is a practical possibility only in a limited number of areas of concentrated urban population.

"At first, it may be a rival of conventional TV for some programs in these areas, and at worst it will have a very difficult struggle to survive at all. My own hunch is that it will be difficult for pay TV to find enough programing to become a long-term, economic success on a large scale. On the other hand, I believe that there is no sound basis whatever for prohibiting it by law as is being adopted in California."

"I spoke out against adoption of the California proposal to broadcasters several times before the election. As a matter of fact, I even said this to a meeting of California broadcasters a couple of months ago."

"Certainly, this is a field in which none of us have very much information and where there is a great deal of unfounded speculation and loose talk. I can assure you [Mr. McKinsey] that I am interested in getting as much information on the subject as possible, and am trying to maintain an open mind while avoiding some of the more obviously exaggerated claims."

Informality rule as ABC-TV o&o's meet

Representatives of the ABC-owned television stations met in Montego Bay, Jamaica, in conjunction with meetings of the governors and affiliates advisory boards (BROADCASTING, Nov. 23). O&o men, shown above, are: (seated, l-r) James Conley, president, ABC Television Spot Sales Inc.; John Pival, president, WXYZ Inc. and general manager, WXYZ-TV Detroit; David Sacks, vice president and general manager, KGO-TV San Francisco; Charles A. DeBare, general attorney for owned stations; Robert Goldman, assistant to president, owned TV stations; (standing l-r) Thomas Miller, vice president and general manager WBBR (TV) Chicago; Symon B. Cowles, director of advertising and publicity; Elton H. Rule, vice president and general manager WABC-TV Hollywood; Philip Mayer, director of program services; Walter H. Stein, research and promotion, ABC Television Spot Sales; Jesse Zousmer, vice president and director TV news; John O. Gilbert, vice president and general manager WABC-TV New York; Elmer Lower, president, ABC News, and Theodore F. Shaker, president, owned TV stations.
A rotational system for top NAB job?

That's now the talk in some quarters, though many still want a celebrity to be permanent president

Sentiment was developing among influential National Association of Broadcasters members last week for the installation of a new system of NAB leadership. According to this turn of thinking, the chief executive of the association would be a broadcaster who would serve one or two years and the operating boss would be an NAB career man.

This sentiment was more prevalent among major broadcast interests than among the more numerous small-station members of the NAB. The latter group was said to prefer the appointment of a public figure, hopefully one with some broadcasting background, as the successor to LeRoy Collins, the president of NAB who resigned last summer. Such a man, it was admitted, would be hard to find.

The development of these rival viewpoints on the selection of a new NAB command was reported after a meeting of the NAB's presidential selection committee last week in New York. The 10-member committee hopes to reach agreement on recommendations in time for submission to the 44-member NAB board which meets Jan. 25-29 in Palm Springs, Calif. The selection committee's aim is to attain unanimity on first, second and possibly third choices to present to the board.

After the meeting the selection committee made it clear that it hoped to keep its own counsel as it entered the home stretch of its deliberations. Although names of persons under consideration for the NAB presidency had been freely mentioned up to last week, the committee decided at its meeting last Tuesday to put the lid on. All queries were referred to Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., the NAB joint board chairman.

The Rotation • Under the new- leader plan that was taking shape in some quarters last week, a rotational system would be set up for the top NAB job. A broadcaster would be picked to serve for one or two years during which he would take leave, without loss of corporate benefits, from his regular position. As chief officer of the NAB he would be provided living accommodations in Washington, a car, chauffeur and liberal expense account. The theory is that over the years a number of outstanding broadcasters with leadership qualities would acquire experience in the political and regulatory ways of Washington.

According to this thinking, the top title would be either chairman or president. If it were chairman, the paid career officer in permanent charge of things would be president. If the top job were to be called the presidency, the career job would probably be called the executive vice presidency.

But the quest was still on for a public figure, and it was believed that a number of names were still on the list. Even though selection committee members aren't talking, it's known that individual members have talked to Senator Kenneth Keating (R-N.Y.), who lost out last month to Robert F. Kennedy, his Democratic opponent. Eugene Zuckert, secretary of the Air Force, has also been sounded out as to his possible availability. Fred Seaton, former secretary of the Interior and a Nebraska publisher-broadcaster, hasn't been eliminated. Ted Koop, CBS Washington vice president and national president of Sigma Delta Chi, professional journalistic society, likewise is understood to be on the list, among others. Many suggestions were made following the plea several weeks ago by the selection committee for more nominations.

All members of the committee attended Tuesday's all-day meeting at the Regency hotel in New York. In addition to Chairman Schroeder, they are: Mike Shapiro, WPAA-AM-FM-TV Dallas; John F. Dille Jr., Communicana Stations; Rex Howell, KREX-AM-TV Grand Junction, Colo.; Jack W. Lee, WSAZ-AM-FM Huntington, W. Va.; F. Van Konyennburg, WCCO-AM-TV Minneapolis; Carleton D. Brown, WTVL Watervile, Me.; Otto Brandt, King Stations; A. Louis Read, WDSU-AM-FM-TV New Orleans; Harold Essex, WJSJ-AM-FM-TV Winston-Salem, N. C.

Board Plans • On the preceding day, the executive committee met to appraise headquarters operations and the status of various NAB projects preparatory to drawing up a preliminary agenda for the Palm Springs board meetings. At those sessions the selection of a new NAB leadership will be the most important item.

No conclusive action was taken although the executive committee agreed that the series of regional meetings of NAB, concluded a fortnight earlier, went well. A report on operating and housekeeping problems was heard from Vincent T. Wasilewski, executive vice president. Among agenda items reviewed were the status of research committee activity covering the Broadcast Rating Council; pay TV-CATV; new code provisions to cover political broadcasts, particularly spot announcements; the status of Television Information Office; public-relations activities, including progress on the $50,000 appropriated for a film project, and what to do about NAB's housing problem and building project.

Members of the executive committee, all of whom are also selection committee members, are Messrs. Schroeder, Shapiro, Dille, Howell and Lee.

KQCY transfer approved but fine must be paid

The FCC last week granted assignment of license of KQCY Quincy, Calif., from Pioneer Broadcasters Inc. to John H. Boyd, the station's general manager.

At the same time, however, the commission notified the station that it had incurred an apparent liability of $500 for prior acquisition of control by Mr. Boyd without commission approval.

The station has 30 days to contest the action or pay the forfeiture. KQCV, on 1370 kc, is a 500 w day-timer.

Media reports...

Room to grow • CKLW-AM-FM-TV Windsor, Ont.-Detroit, has started construction of a $300,000 addition to its offices and studio space. The new 9,800-square foot building is designed to give CKLW-TV color production capability and will furnish additional office, studio and film editing facilities, in addition to a large prop storage area.

New agency • Robinson, Donino & West, New York, has been appointed agency for ABC-owned radio stations (WABC New York, KXYZ Pittsburgh, WXYZ Detroit, WLS Chicago, KKO San Francisco and KABC Los Angeles) effective Dec. 1. Previous agency for the ABC group was Ketchum, MacLeod and Grove, New York.
CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or series in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1965, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1964.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—All entries should be submitted in simple, legible form. Elaborateness of presentation will not be a factor in the judging.

6—Awards will be announced April 15, 1965.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award—or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The 1964 Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the 1964 Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.
FCC will revisit the payola scene

No extensive probe expected; Henry gets subpoena authority to bring reluctant witnesses in line

Payola is about to come under the scrutiny of the federal government again.

Five years ago, Congress, followed by the FCC, investigated charges some broadcast station personnel were taking under-the-table payments to plug products—usually records—on the air. The inquiry led to legislation and commission rules outlawing the practice.

But payola never really stopped—or so the FCC has been told over the years by a string of complaints. And there were so many tips, including some from broadcast licensees, that the commission staff urged the commission to provide subpoena powers so that a meaningful investigation could be conducted (CLOSED CIRCUIT, Nov. 23).

The commission, by a 6-0 vote last week, authorized the probe and delegated to Chairman E. William Henry the authority to issue subpoenas.

Commission sources say a major investigation is not contemplated. The commission is said to lack the funds and personnel for that. But the subpoena power will be helpful in obtaining the kind of documentary evidence that the staff has not been able to get in previous efforts to check into complaints about payola.

Generally, licensees, over whom the commission has authority, don't have the evidence. Record manufacturers or other businessmen and station employees have the facts—and unless subpoenaed they don't feel obliged to cooperate with the commission.

The payola issue erupted in the news twice last spring. In April, a Hollywood record promoter, Albert Huskey, charged that certain record companies were paying payola to a number of Southern California disk jockeys. The charge was contained in a $230,000 damage suit in which Mr. Huskey alleged that station executives, disk jockeys, record companies and record promoters had conspired to put him out of business because of his refusal to participate in payola (BROADCASTING, April 27).

And in May, a House Appropriations Subcommittee released testimony given by the FCC in which the commission expressed concern about the complaints about payola. The testimony had been given behind closed doors in March. In its prepared remarks, the commission had said that despite the anti-payola law enacted in 1960, "payola is still widespread in broadcasting and in certain fields may even have increased."

The commission said that it believed a "major, nationwide investigation of this and related practices . . . highly desirable."

Children learn 'lost art'—radio acting

ABC Radio's new syndicated drama series, Theater Five, has encountered a problem: during the years when radio drama was in limbo, child actors with training in microphone techniques apparently became extinct. Up to now the series, which was introduced last summer, has gotten around the shortage by having children's parts taken by adults. Now the series has stopped production of scripts calling for child actors, and ABC Radio has set up a Children's Acting Workshop in cooperation with New York's Professional Children's School in an effort to cure the shortage. Here, Theater Five Director Ted Bell coaches three students in the workshop, whose classes run 90 minutes a week for four weeks—or as long as necessary to get promising youngsters ready to perform on the series. Five 25-minute episodes of Theater Five are produced each week. ABC Radio officials say the series has been sold to more than 60 stations.

The 'lost art' of radio acting is being learned at ABC Radio's Children's Acting Workshop by Randy Gaynes (r), veteran TV, Broadway and motion picture actor, age 11, and by nine-year-old Doree Sitterly (l) and Doreen Ann Schneider, age 11. Theater Five director Ted Bell observes their progress. Master Gaynes's credits include a year in Broadway's 'Oliver,' four 'Naked City' TV appearances and several TV specials.
Available for FIRST RUN SYNDICATION January 1965

THE CONCILIATOR

The marital conflicts that destroy families and break up millions of American homes are realistically dramatized in this revealing, emotion-packed television series now available in your market.

Featuring VOLTAIRE PERKINS

NTA

8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF., TELEPHONE: OLEANDER 5-7701
444 MADISON AVENUE, NEW YORK 22, NEW YORK, TELEPHONE: PLAZA 3-6106
Lead, lead, who's got the lead?

Nielsen top 20 depends whether you count election night ratings: if you do, NBC wins; if you don't, it's ABC, CBS

Buoyed by a sweeping election-night victory, NBC-TV took the lead in the season's latest national Nielsen ratings, which covered the two weeks ended Nov. 8. NBC had an 18.9 rating for the period, CBS 18.4 and ABC 17.5.

On election night, Nov. 3, NBC had a 29.3 rating and 51 share, according to the Nielsen Television Index for the 7:30-11 p.m. EST period. CBS had a 20 rating and 35 share and ABC had an 8 rating and 14 share. Of the seven half-hours in prime time, six half-hours of NBC's election coverage placed in the NTI top 10 for the two-week period.

In the 7 p.m.-2:30 a.m. period on election night, NBC had a rating of 23.6 and 51 share, CBS's rating was 16.1 and 35 share and ABC had a 6.5 rating and 14 share.

However, the NBC lead was not reflected outside of election night. In NTI's top 20 programs for the two-week period, excluding Nov. 3 results, ABC and CBS were neck and neck, although NBC's Bonanza was in first place.

Of the top 20 programs, ABC and CBS each had nine and NBC had two. The 20 shows represented 14 hours of network programming, with five hours on ABC, four-and-a-half hours on CBS and two-and-a-half hours on NBC.

NTI's top 20 prime-time programs for Oct. 26-Nov. 8, excluding the election night ratings:

<table>
<thead>
<tr>
<th>Program</th>
<th>Total audience</th>
<th>6-11</th>
<th>12-17</th>
<th>18-34</th>
<th>35-49</th>
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<tr>
<td>Bonanza (NBC)</td>
<td>35.2</td>
<td>31.2</td>
<td>25.7</td>
<td>27.0</td>
<td>26.1</td>
<td></td>
</tr>
<tr>
<td>2 switches (ABC)</td>
<td>35.2</td>
<td>31.2</td>
<td>25.7</td>
<td>27.0</td>
<td>26.1</td>
<td></td>
</tr>
<tr>
<td>3 Ed Sullivan (CBS)</td>
<td>28.7</td>
<td>27.0</td>
<td>26.1</td>
<td>27.0</td>
<td>26.1</td>
<td></td>
</tr>
<tr>
<td>4 Red Skelton (CBS)</td>
<td>27.0</td>
<td>26.1</td>
<td>27.0</td>
<td>26.1</td>
<td>27.0</td>
<td></td>
</tr>
<tr>
<td>5 Van Dyke (CBS)</td>
<td>26.1</td>
<td>27.0</td>
<td>26.1</td>
<td>27.0</td>
<td>26.1</td>
<td></td>
</tr>
</tbody>
</table>

CBS has slight lead in Arbitron report

CBS-TV captured first place by three-fifths of a rating point on the basis of Arbitron reports for the seven-day period ending Nov. 24. The overnight ratings of nighttime programs gave CBS-TV an average rating of 18 compared to NBC-TV's 17.4 and ABC-TV's 15.8. NBC-TV had previously led by two-fifths of a point in the Arbitrons for the period ending Nov. 1, the first seven-day period without extensive political pre-emptions (Broadcasting, Nov. 16).

For the period ending Nov. 24, starting with Friday, Nov. 20, NBC won four half-hour periods and CBS three half-hour periods on Friday; NBC four, CBS two, and ABC one on Saturday; CBS four and NBC three on Sunday; CBS four, ABC two and NBC one on Monday and ABC five and CBS two on Tuesday.

During the five nights from Friday to Tuesday, CBS had 15 half-hour wins, NBC12, ABC8. The Nielsen ratings covering the two-week period ending Nov. 8 and including election night also were disclosed last week (see separate story, this page).

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Base</th>
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<tr>
<td>7:30</td>
<td>ABC, Jonny Quest</td>
<td>12.0</td>
<td>23</td>
</tr>
<tr>
<td>7:30</td>
<td>CBS, Rawhide</td>
<td>16.6</td>
<td>32</td>
</tr>
<tr>
<td>7:30</td>
<td>NBC, International Showtime</td>
<td>13.5</td>
<td>26</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC, Father's Daughter</td>
<td>14.9</td>
<td>26</td>
</tr>
<tr>
<td>8:00</td>
<td>CBS, Rawhide</td>
<td>19.6</td>
<td>34</td>
</tr>
<tr>
<td>8:00</td>
<td>NBC, International Showtime</td>
<td>15.1</td>
<td>27</td>
</tr>
<tr>
<td>8:30</td>
<td>ABC, Addams Family</td>
<td>18.7</td>
<td>30</td>
</tr>
<tr>
<td>8:30</td>
<td>CBS, Entertainers</td>
<td>14.6</td>
<td>24</td>
</tr>
<tr>
<td>8:30</td>
<td>NBC, Bob Hope</td>
<td>25.1</td>
<td>41</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC, Valentine's Day</td>
<td>11.6</td>
<td>20</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS, Entertainers</td>
<td>15.8</td>
<td>27</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC, Bob Hope</td>
<td>26.0</td>
<td>45</td>
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<tr>
<td>9:30</td>
<td>ABC, 12 O'Clock High</td>
<td>11.8</td>
<td>20</td>
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<tr>
<td>9:30</td>
<td>CBS, Gomer Pyle</td>
<td>25.3</td>
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<tr>
<td>9:30</td>
<td>NBC, Jack Benny</td>
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<tr>
<td>10:00</td>
<td>ABC, 12 O'Clock High</td>
<td>12.5</td>
<td>24</td>
</tr>
<tr>
<td>10:00</td>
<td>CBS, The Reporter</td>
<td>13.5</td>
<td>25</td>
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<tr>
<td>10:00</td>
<td>NBC, Jack Paar</td>
<td>16.6</td>
<td>32</td>
</tr>
<tr>
<td>10:30</td>
<td>ABC, Local</td>
<td>---</td>
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</tr>
<tr>
<td>10:30</td>
<td>CBS, The Reporter</td>
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<tr>
<td>10:30</td>
<td>NBC, Jack Paar</td>
<td>18.2</td>
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<tr>
<td>7:30</td>
<td>Saturday, Nov. 21</td>
<td></td>
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<tr>
<td>7:30</td>
<td>ABC, Outer Limits</td>
<td>9.7</td>
<td>17</td>
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<tr>
<td>7:30</td>
<td>CBS, Jackie Gleason</td>
<td>24.5</td>
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<tr>
<td>7:30</td>
<td>NBC, Flipper</td>
<td>16.5</td>
<td>29</td>
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<td>8:00</td>
<td>ABC, Outer Limits</td>
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<td>19</td>
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<td>8:00</td>
<td>CBS, Jackie Gleason</td>
<td>28.9</td>
<td>50</td>
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<tr>
<td>8:00</td>
<td>NBC, Mr. Magoo</td>
<td>10.5</td>
<td>18</td>
</tr>
<tr>
<td>8:30</td>
<td>ABC, Lawrence Welk</td>
<td>19.4</td>
<td>33</td>
</tr>
<tr>
<td>8:30</td>
<td>CBS, Gilligan's Island</td>
<td>17.8</td>
<td>31</td>
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<tr>
<td>8:30</td>
<td>NBC, Kentucky Jones</td>
<td>13.7</td>
<td>23</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC, Lawrence Welk</td>
<td>20.5</td>
<td>34</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS, Mr. Broadway</td>
<td>11.9</td>
<td>20</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC, Saturday Movie</td>
<td>22.3</td>
<td>37</td>
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<tr>
<td>9:00</td>
<td>ABC, Hollywood Palace</td>
<td>17.3</td>
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<tr>
<td>9:00</td>
<td>CBS, Mr. Broadway</td>
<td>11.5</td>
<td>20</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC, Saturday Movie</td>
<td>23.4</td>
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</tr>
<tr>
<td>10:00</td>
<td>ABC, Hollywood Palace</td>
<td>16.6</td>
<td>28</td>
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<tr>
<td>10:00</td>
<td>CBS, Gunsmoke</td>
<td>17.2</td>
<td>29</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC, Saturday Movie</td>
<td>22.5</td>
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<tr>
<td>10:30</td>
<td>ABC, Local</td>
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<tr>
<td>10:30</td>
<td>CBS, Gunsmoke</td>
<td>18.8</td>
<td>36</td>
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<tr>
<td>10:30</td>
<td>NBC, Saturday Movie</td>
<td>20.4</td>
<td>39</td>
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<td>7:30</td>
<td>Sunday, Nov. 22</td>
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<tr>
<td>7:30</td>
<td>ABC, Wagon Train</td>
<td>11.1</td>
<td>19</td>
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<tr>
<td>7:30</td>
<td>CBS, My Favorite Martian</td>
<td>21.5</td>
<td>37</td>
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<tr>
<td>7:30</td>
<td>NBC, Walt Disney</td>
<td>21.3</td>
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<td>8:00</td>
<td>ABC, Wagon Train</td>
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<tr>
<td>8:00</td>
<td>CBS, Ed Sullivan</td>
<td>19.9</td>
<td>33</td>
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<tr>
<td>8:00</td>
<td>NBC, Walt Disney</td>
<td>24.0</td>
<td>39</td>
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<tr>
<td>8:30</td>
<td>ABC, Broadway</td>
<td>14.3</td>
<td>23</td>
</tr>
<tr>
<td>8:30</td>
<td>CBS, Ed Sullivan</td>
<td>25.0</td>
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</tr>
<tr>
<td>8:30</td>
<td>NBC, Bill Dana</td>
<td>14.9</td>
<td>24</td>
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TVQ's November top 10 by age

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total audience</th>
<th>6-11</th>
<th>12-17</th>
<th>18-34</th>
<th>35-49</th>
<th>50 plus</th>
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<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>57</td>
<td>62</td>
<td>71</td>
<td>45</td>
<td>51</td>
<td>61</td>
</tr>
<tr>
<td>2</td>
<td>Flipper (ABC)</td>
<td>49</td>
<td>46</td>
<td>52</td>
<td>47</td>
<td>42</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Gomer Pyle USMC (CBS)</td>
<td>49</td>
<td>76</td>
<td>64</td>
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<td>38</td>
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<td>4</td>
<td>Walt Disney (NBC)</td>
<td>47</td>
<td>67</td>
<td>56</td>
<td>43</td>
<td>43</td>
<td>38</td>
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<tr>
<td>5</td>
<td>Bewitched (ABC)</td>
<td>46</td>
<td>73</td>
<td>71</td>
<td>42</td>
<td>32</td>
<td>23</td>
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<td>6</td>
<td>Beverly Hillbillies (CBS)</td>
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<td>75</td>
<td>71</td>
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<td>35</td>
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<td>7</td>
<td>Flipper (NBC)</td>
<td>43</td>
<td>80</td>
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<td>36</td>
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<td>8</td>
<td>Saturday Night Movies (NBC)</td>
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<td>46</td>
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<td>39</td>
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<td>Andy Griffith (CBS)</td>
<td>39</td>
<td>53</td>
<td>41</td>
<td>28</td>
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<td>44</td>
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<td>10</td>
<td>Dick Van Dyke (CBS)</td>
<td>39</td>
<td>54</td>
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<td>Red Skelton (CBS)</td>
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<td>52</td>
<td>44</td>
<td>30</td>
<td>37</td>
<td>38</td>
</tr>
</tbody>
</table>

*TVQ rating is percentage of those who are familiar with a program and say it is one of their favorites.

Copyright Home Testing Institute Inc., 1964
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Program</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>9:00</td>
<td>ABC</td>
<td>Sunday Movie</td>
<td>15.1</td>
<td>24</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Living Doll</td>
<td>12.1</td>
<td>19</td>
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<tr>
<td></td>
<td>NBC</td>
<td>Bonanza</td>
<td>29.5</td>
<td>47</td>
</tr>
<tr>
<td>9:30</td>
<td>ABC</td>
<td>Sunday Movie</td>
<td>14.0</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>Joey Bishop</td>
<td>10.5</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Bonanza</td>
<td>29.7</td>
<td>51</td>
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<tr>
<td>10:00</td>
<td>ABC</td>
<td>Sunday Movie</td>
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<td>27</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Candid Camera</td>
<td>20.0</td>
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<tr>
<td></td>
<td>NBC</td>
<td>Rogues</td>
<td>15.2</td>
<td>28</td>
</tr>
<tr>
<td>10:30</td>
<td>ABC</td>
<td>Sunday Movie</td>
<td>14.9</td>
<td>30</td>
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<tr>
<td></td>
<td>CBS</td>
<td>What's My Line</td>
<td>17.4</td>
<td>35</td>
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<td></td>
<td>NBC</td>
<td>Rogues</td>
<td>13.9</td>
<td>28</td>
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**Monday, Nov. 23**

<table>
<thead>
<tr>
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<th>Program</th>
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<th>Share</th>
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<tbody>
<tr>
<td>7:30</td>
<td>ABC</td>
<td>Voyage to Bottom of the Sea</td>
<td>15.5</td>
<td>28</td>
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<tr>
<td></td>
<td>CBS</td>
<td>To Tell the Truth</td>
<td>16.9</td>
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<td></td>
<td>NBC</td>
<td>90 Bristol Court</td>
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<tr>
<td>8:00</td>
<td>ABC</td>
<td>Voyage to Bottom of the Sea</td>
<td>19.2</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>I've Got a Secret</td>
<td>19.3</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>90 Bristol Court</td>
<td>12.0</td>
<td>20</td>
</tr>
<tr>
<td>8:30</td>
<td>ABC</td>
<td>No Time for Sergeants</td>
<td>16.8</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>CBS</td>
<td>Andy Griffiths</td>
<td>28.5</td>
<td>48</td>
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<tr>
<td></td>
<td>NBC</td>
<td>90 Bristol Court</td>
<td>8.9</td>
<td>15</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC</td>
<td>Wendy and Me</td>
<td>13.2</td>
<td>22</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Lucy Show</td>
<td>24.4</td>
<td>41</td>
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<tr>
<td></td>
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<td>Andy Williams</td>
<td>16.0</td>
<td>27</td>
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<tr>
<td>9:30</td>
<td>ABC</td>
<td>Bing Crosby</td>
<td>13.5</td>
<td>24</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Many Happy Returns</td>
<td>15.8</td>
<td>28</td>
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<tr>
<td></td>
<td>NBC</td>
<td>Andy Williams</td>
<td>20.8</td>
<td>36</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC</td>
<td>Ben Casey</td>
<td>19.3</td>
<td>40</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Slattery's People</td>
<td>11.1</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Alfred Hitchcock</td>
<td>11.7</td>
<td>24</td>
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<tr>
<td>10:30</td>
<td>ABC</td>
<td>Ben Casey</td>
<td>21.4</td>
<td>45</td>
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<tr>
<td></td>
<td>CBS</td>
<td>Slattery's People</td>
<td>9.8</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Alfred Hitchcock</td>
<td>10.5</td>
<td>22</td>
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**Tuesday, Nov. 24**

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<thead>
<tr>
<th>Time</th>
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<th>Program</th>
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<td>Combat</td>
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<td>33</td>
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<td></td>
<td>CBS</td>
<td>Local</td>
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</tr>
<tr>
<td></td>
<td>NBC</td>
<td>Mr. Novak</td>
<td>15.8</td>
<td>29</td>
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<td>8:00</td>
<td>ABC</td>
<td>Combat</td>
<td>22.2</td>
<td>39</td>
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<td></td>
<td>CBS</td>
<td>World War I</td>
<td>7.4</td>
<td>13</td>
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<tr>
<td></td>
<td>NBC</td>
<td>Mr. Novak</td>
<td>16.9</td>
<td>30</td>
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<td>8:30</td>
<td>ABC</td>
<td>McHale's Navy</td>
<td>17.8</td>
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<td>CBS</td>
<td>Red Skelton</td>
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<td>41</td>
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<td>NBC</td>
<td>Man from U.N.C.L.E.</td>
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<td>23</td>
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<td>CBS</td>
<td>Red Skelton</td>
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<td>22.1</td>
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<td>CBS</td>
<td>Petticoat Junction</td>
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<td></td>
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<tr>
<td></td>
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<td>Doctors &amp; Nurses</td>
<td>16.2</td>
<td>31</td>
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<tr>
<td></td>
<td>NBC</td>
<td>Bell Telephone Hour</td>
<td>10.4</td>
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<tr>
<td></td>
<td>NBC</td>
<td>Bell Telephone Hour</td>
<td>8.5</td>
<td>18</td>
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semination of agricultural marketing information for farm broadcasters. He said his group now has monthly retail sales data on farm equipment for every state as well as informational news letters, all available for the asking.

Dr. Herb True, research psychologist and president of the National Labor Management Foundation, Chicago, was to tell about the idea revolution in today's society and how it affects marketing at all levels. He said the revolt includes a rebellion against "amateur performances of any kind" and signals the need for the highest order of professionalism in every endeavor.

New NATRFD officers were to be elected and take office yesterday (Nov. 29). George Menard, WBBM-AM Chicago, retiring president, was given a special gavel in recognition of his year's service to NATRFD.

**SDX report lists news problems**

Broadcast newsmen had two major problems in 1964, and the same two items are going to be in their laps for several more years, the freedom of information committee of Sigma Delta Chi has reported.

The report, issued Nov. 22, said the two troublesome broadcast problems are election reporting and Section 315. Both will be subject to congressional action, the committee said, with election reporting the first to receive some action.

Under question is whether TV networks should be permitted to predict winners of elections based on voting trends in key precincts or districts, before the polls are closed everywhere. A number of bills were introduced in the 88th Congress to prohibit this, but no action was taken. Similar bills are expected in the 89th Congress.

The professional journalism society opens its 55th annual convention with a board of directors meeting in Kansas City, Mo., Wednesday (Dec. 2), followed by speeches and panel discussions through Saturday.

Among participants: Dan Rather, CBS News White House correspondent; Julian Goodman, NBC News vice president; Eddie Barker, KXLY Dallas; Rex Davis, KDOW St. Louis, and Louis Schlenberger, executive director of Radio Liberty, Munich.

National President Theodore F. Koop, CBS vice president, Washington, will preside.

Because Congress did not suspend the Section 315 equal-time provisions for the presidential and vice presidential candidates in the 1964 election, broadcasters were faced with a number of troublesome situations. The law should be repealed, the committee said.

The only advances made during the year, the committee said, were (1) the FCC's ruling in January renewing the licenses of the Pacifica Foundation stations in California and New York, and (2) the U. S. Supreme Court ruling in the New York Times case, reversing a libel conviction against the newspaper and holding that criticism of public officials is protected against libel actions unless malice can be proved.

The year ends, the committee said, without any major victories for broadcast newsmen. Television was partially in and partially out, and finally fully out, of the Bobby Baker congressional hearing; broadcasting's campaign to alter Canon 35 of the American Bar Association was dormant; broadcast newsmen were criticized in the Warren Commission Report in its coverage of the Oswald arrest and shooting, and by some for its coverage of the Ruby trial.

**DOD Causes Concern** In an over-all review of Washington and other news centers, the committee said that the information policies of the Department of Defense "continued to cause more concern." White House news conferences, called with a minimum of advance notice and held often in a "cozy" atmosphere, has caused a "vague uneasiness . . . to be felt among some Washington correspondents."

The report also criticized committees of Congress for conducting too many secret sessions and for barring photographers and broadcasters from many meetings to which newspaper reporters are admitted.

Urging all media to support a campaign in the coming session of Congress to enact a bill by Senator Edward V. Long (D-Mo.) which would require federal agencies to open up more of their records to public inspection, the committee also called for renewed campaigns to persuade state legislatures to pass laws requiring public bodies to conduct their business in the open and to make most of their records available for inspection.

It recommended that SDX join with other organizations representing all media in a continuing joint media steering committee to deal with mutual problems (mass coverage, pooling, fair trial-free press codes and other matters). This is an outgrowth of the Oct. 17 meeting in Washington of representatives of all media (Broadcasting, Oct. 26).

The SDX committee on the advancement of freedom of information was headed by Julius Frandsen, UPI. Vice chairmen were William Small, CBS, and Murray Seeger, New York Times. Bruce Palmer, KWTN-(tv) Oklahoma City, was the only other broadcaster in the 18-member group.

**Critics keelhaul television again**

"Vacuous," "mediocre" and "boring" were among the adjectives used to describe contemporary television during a panel discussion, "The Critics Speak Out," held in New York Nov. 23 under the auspices of the National Academy of Television Arts and Sciences.


Mr. Ruderman described television today as blandly mediocre and blamed producers in particular, stating that "if Lee DeForest invented the vacuum tube, TV producers invented the vacuum."

The other panelists, however, divided most of their criticisms between networks and advertising agencies. Miss Gardella claimed that "an [James T.] Au-

Mr. Amory contended networks were more to blame than advertisers. He said that even when advertisers wanted to keep such "quality programs" as Break- ing Point and The Voice of Firestone, the networks "played the ratings game" and canceled them. He criticized NBC in particular for, in his words, "sacking" such allegedly controversial figures as Dave Garroway, Steve Allen and Merv Griffin, and dealing "only a little less harshly" with Jack Paar. In addition, it was Mr. Amory's belief that video tape had been a "mixed blessing" to TV; its use, he said, gives timid network executives time to edit out "anything really controversial."

Mr. Laurent was critical of the use of rating reports by the networks, claiming that network executives use the figures as props to knock down programs they themselves do not like. He also believed that the so-called "golden age of television" in the early 1950's was "vastly overrated," noting that "for every hour of Playhouse 90, there were 40 hours of wrestling, roller derby and Pinky Lee."

A taped broadcast of the discussion will be aired on WNYC New York, Dec. 5.

Program notes . . .

More sports • NBC Sports in Action, a new weekly series reporting on sports personalities, will begin on NBC-TV on Jan. 17, 1965 (4-5 p.m. EST). Jim Simpson will be host for the series, in which most shows will be in color.

History on the march • CBS-TV News will produce two historically oriented one-hour specials The Travels of Tho mas Jefferson and Nineteen Forty-Five, for presentation next spring. The programs will alternate with CBS Reports (Wednesday 7:30-8:30 p.m. EST).

The year that was • CBS-TV News will present a special on the year's major events, 1964: A Television Album, Sunday, Dec. 20 (3-5 p.m. EST), narrated by Harry Reasoner.

Extra hour • NBC-TV's Saturday Night at the Movies (9-11 p.m. EST) will begin at 8 p.m. on Dec. 12 when the film version of War and Peace is shown. Programs preempted by the extra-long feature will be Mr. Magoo and Kentucky Jones.

Return run • Indianapolis 500-mile auto race will be telecast again via closed circuit to theaters and sports arcas by MCA-TV on May 31, 1965. MCA-TV arranged the first closed-circuit telecast of the event last May 31.

Ohio merger talks • The Associated Press Society of Ohio and the Ohio Associated Press Broadcasters Association have begun talks towards a merger of the two organizations. The discussion followed a combined meeting in Columbus, Ohio, Oct. 30-Nov. 1. Attending the conference were 150 radio and TV executives and newspaper editors.

New properties • Wolper Productions, Hollywood, has set two more one-hour specials. The firm has obtained rights to the book The Feminine Mystique, for one of its six programs sponsored by the 3M Co. on ABC-TV next year. The King-Size Family, dealing with a couple with 18 children, is also on the firm's schedule. Sponsorship and network have not been announced.

Film sales . . .


Tombstone Territory (UA-TV): WMUR-TV Manchester, N. H.


Superman (Wolper): KCBV-TV Lubbock, Texas, and WREX-TV Peoria, Ill.

Cinema 70, Cinema 90 (Walter Reade-Sterling): WTTG(Tv) Washington; WCIX(Tv) South Miami-Miami; WKEF (tv) Dayton, Ohio, and WTVT(Tv) Tampa-St. Petersburg, Fla.

Cinema 88 (Walter Read-Sterling): WCIX(Tv) South Miami-Miami and WGRB Chicago.


Astro Boy I and II (NBC Films): KVoo-TV Tulsa, Okla.; CKLW-TV Windsor, Ont.-Detroit; KJH-TV Los Angeles; WJUE(Tv) New Orleans and KUTV(Tv) Salt Lake City.


Radio series sales . . .


The Shadow (Charles Michelson): WDRK(Fm) Greenville, Ohio; WCME Cambridge, Md., and WAWY Portsmouth-Norfolk, Va.

FM 10G by GATES

Broadcasting's new 10,000 watt FM Transmitter designed and manufactured utilizing the "Value Analysis" technique resulting in greater reliability and higher performance standards.
RCA shipping new TV tape models

The first commercial shipments of two advanced types of RCA television tape machines, the TR-3 tape player and the TR-4 recorder-reproducer, were announced last week by the RCA Broadcast and Communications Products Division.

The compact, transistorized units are in volume production, and at least 70 machines will be delivered before year's end, according to RCA. Initial shipments have been made to broadcast stations in the United States and Canada, to the U.S. Army and Air Force and to other domestic users.

The TR-3 reproduces previously recorded video tapes in the same manner that a projector screens films. It can be used for broadcasts of tape shows or for previewing tapes elsewhere.

The TR-4 is a complete recording-playback system contained in a 33 by 22 by 66-inch cabinet. Like the TR-3, it has inherent color capability and will accept other accessories, including automatic timing control and electronic splicing.

FM wants fine dropped

Findlay Publishing Co., licensee of WFLM (FM) Fort Lauderdale, Fla., has asked the FCC to cancel a $500 forfeiture imposed last month for failing to maintain modulation levels within the prescribed limits.

In a petition for reconsideration filed Nov. 20, Findlay said that new equipment recently purchased will help correct the problem of overmodulation. It also pointed out that WFLM's chief engineer at the time the violations occurred was discharged when the station learned of his inexperience.

Since February 1961, WFLM was notified seven times by the commission for not maintaining proper modulation levels.

New ground station opens in Sweden

The ninth ground station for satellite communications, at Rao, Sweden, was inaugurated Nov. 26, Thanksgiving Day, with a special recorded TV program beamed from the United States.

The station, a joint effort of Sweden, Norway and Denmark, is another link in the terminal space stations for satellite communications on earth. Other ground stations: United States, Britain, France, Germany, Italy, Brazil, Japan and Spain. Rao is about 225 miles southwest of Stockholm.

The 10-minute program was beamed to Relay 1, over the Atlantic, by the National Aeronautics & Space Administration's ground station at Mojave, Calif. The program consisted of an interview of Robert C. Seamans Jr., associate NASA administrator, by Arne Thoren, Swedish television correspondent in New York, and remarks by the ambassador of Sweden, Norway and Denmark. The program was seen by about 5 million TV viewers in the three countries via a network pickup at the Rao station.

No blackout in tunnel

Chesapeake Bay Bridge-Tunnel spokesmen last week claimed they have the first in-tunnel connection that allows motorists to listen to their car radios while in a tunnel. The system consists of AM antennas at each end of two tunnels connected to amplifiers to boost the signals they receive, plus ceiling antenna cables running the length of the tunnels. The bridge-tunnel, called the world's longest, is a 17.5 mile span between Virginia Beach and Virginia's eastern shore.

The system was developed by the Communications Products Department of General Electric, Lynchburg, Va.

Technical topics...

Bright idea = Westron Corp., New York, has announced production of a powerful, compact floodlamp—the Westron quartz lamp, a 400-watt quartz iodine bulb mounted in a seven-ounce aluminum screw-in base designed to fit ordinary light sockets and fixtures built to accommodate R-40 or PAR lamps. A multifaceted polished aluminum reflector gives the beam a medium spread. According to Westron, its new lamp produces more light than seven 150-watt incandescent bulbs. Rated life of the bulb is 2,000 hours.

New set = Sylvania Electric Products, New York, has introduced a new color TV set with its "color bright 85" picture tube, which the company claims is more than 40% brighter than standard tubes. The new 21-inch set has a suggested retail price of $498.15.

New headset = A headset designed for TV studio use is now available from Roanwell Corp., New York. The 106100 binaural boomman's headset features circumaural, foam-cushioned, noise attenuating earcups and a 15-foot retractable cord. Frequency range is 300-3,500 cps; impedance is 275 ohms and sensitivity is 113 db at 1,000 cps.

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Production, sale of receivers up from '63

Sales and production of television and radio surged in September, with 839,863 monochrome TV sets and 1,297,571 radio sets (excluding auto radios) sold to distributors, and 875,895 monochrome TV and 2,193,840 radio sets produced.

During the month, 176,757 color sets and 205,407 FM sets were manufactured, according to the Electronic Industries Association.

For the nine months of 1964, 5.4 million monochrome TV and almost 7 million radio sets (excluding auto radios) have been sold to distributors: 6,768,677 TV's, including 1,007,274 color sets and 13,821,995 radios, including 1,277,494 with FM have been manufactured.

The EIA figures:

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<tr>
<th>Period</th>
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<th>Radio</th>
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<td>Jan.-Sept. 1964</td>
<td>5,402,301 (with color)</td>
<td>6,980,845* (with FM)</td>
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<td>Jan.-Sept. 1963</td>
<td>4,758,191</td>
<td>6,816,451</td>
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Production

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<th>Radio</th>
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<tr>
<td>Jan.-Sept. 1964</td>
<td>6,788,677 (1,007,274)</td>
<td>13,821,995** (1,277,494)</td>
</tr>
<tr>
<td>Jan.-Sept. 1963</td>
<td>5,188,815 (1,057,955)</td>
<td>12,836,955</td>
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*Excluding auto radios.
**Includes 6,209,840 auto radios, compared to 5,430,684 for same period last year.
***There was no color count last year.
Petry seminar attended by promotion managers

Promotion campaign successes ranging from audience build-up and trade-paper advertising to merchandising, contests, get-out-the-vote drives and contract-getting sales presentations were described at the 10th annual seminar conducted by Edward H. Petry & Co. for promotion executives of Petry-represented stations.

Executives from 28 radio and TV stations attended the seminar, held in Chicago Nov. 16 during the Broadcasters Promotion Association convention (Broadcasting, Nov. 23). Robert L. Hutton Jr. and William H. Steese, Petry vice presidents in charge of promotion for TV and radio respectively, were co-moderators of the session, which featured reports by station executives on their "most successful promotion of the year."

These speakers included Don Peacock, WJAR-TV Providence; Al Brassard, WJAR-TV Providence, R. I., James G. Hanlon and E. Boyd Seghers Jr., WONAM-TV Chicago; John Burpee, WLWC (TV) Columbus, Ohio; Mary Neal, WTRF-TV Wheeling, W. Va., and Bob Kost, KSTP Minneapolis-St. Paul.

Feb. 1 deadline set for Polk entries

Radio-TV applicants for the George Polk Memorial Awards, sponsored by the Long Island University Department of Journalism, have been asked to submit their material by Feb. 1, 1965. Award categories include foreign, national, metropolitan, magazine and radio or TV reporting, as well as endeavors in community service and news photography. Journalists should enter any outstanding work published, broadcast or telecast during 1964. Radio and TV entries may be in the form of disk, tape or film.

Material is to be filed with the Curator, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

NAB code to issue second merit award

Howard H. Bell, code authority director of the National Association of Broadcasters, last week announced the opening of the second annual competition for an award of merit to be given to the state broadcaster association that is judged to have made "the most signal contribution to the radio or television code during the past year." The code authority decides the winner.

The deadline for entries is Feb. 15, 1965, and the award will be presented at the NAB's 1965 convention in Washington March 21-24. In announcing the start of the award derby, Mr. Bell also thanked the state groups for their aid in advancing the codes.

The South Dakota Association of Broadcasters won the award last year for being the first state to reach 100% in radio code members. It is believed that the Georgia Association of Broadcasters is a front-runner for the award this year as a result of its successful drive for radio code members in that state.

'Hollywood Palace' to go on the road

From television to fairs, exhibitions, arenas and musical tents. That's the outlook for The Hollywood Palace, the variety program on ABC-TV (Saturday, 10-11 p.m.), which will be adapted for road shows, beginning July 1965.

A two-hour package following the format of the TV program is being devised by Nick Vanoff and William G. Harbach, producers of the show, and Elroy O. Stacy, vice president in charge of special events for General Artists Corp. Mr. Stacy estimates that as many as five separate packages with different talent will be on the road at the same time at the height of the fair season. The road show will travel under the title of "The Hollywood Palace," and will use talent which has appeared or will appear on the TV program.

Stars to push sales of Christmas Seals

Continuing a now established custom, many of the nation's leading entertainers are voluntarily appearing on radio and TV on behalf of the Christmas Seal campaign of the National Tuberculosis Association.

According to the association last week, Henry Fonda, Jimmy Durante and Betsy Palmer will be on TV during December urging viewers to buy the seals. They will be joined in a similar appeal on radio by such stars as Dean Martin, Lena Horne, Bobby Darin, Connie Francis and Bing Crosby.

In addition, many other stars will appear in local programs sponsored by some of the 1,900 affiliates of the association.

Drumbeats...

Faithful listeners • Sports Radio Inc., New York, is distributing a pocket-sized, transistor radio with a tuning device that permits switching to a pre-selected station. The device is designed so that...
even if the dial is moved when the pre-selected station is playing, the station will continue to play. When the button, which picks out the preset station, is not pressed down the radio performs as an ordinary set. The receivers may be purchased with the insignia of a favorite sports team on the front.

A princely idea = Queens reigned in Cedar Rapids, Iowa, when KLWV and SeiFert's Apparel shop co-sponsored a "Queen of Queen's" contest. As a teaser, all homecoming queens of the high schools in Linn county received a dozen roses from SeiFert's. After all schools had chosen their queens, the rules of the contest were announced on KLWV. The winner was the queen from the school which cast the highest percentage of votes at the store. More than 2500 ballots were cast and the contest was renamed the "First Annual Queen of Queen's Contest."

Annual dinner = John H. Secondari, executive producer of news, special projects division of ABC-TV, was the speaker at the fourth annual Connecticut Service Council dinner sponsored by WNHC-AM-FM-TV New Haven. The council was formed in 1958 covering the fields of religion, education, civic affairs and business leadership by the stations' ownership and management, and serves as the stations' statewide civic leadership advisory group on public affairs programming.

Area profile = WSFA-TV Montgomery, Ala., has prepared a 23-page market profile book containing information in story, graph and pictures including food and drug operations in the station's coverage area.

Hail to Cleveland = Heller-Ferguson Inc., Hollywood, has been signed by the Storer Broadcasting Co., Cleveland, to write an anthem for that Ohio city. Storer owns WJW-AM-FM-TV Cleveland.

FINANCIAL REPORTS

MGM shows profit for fiscal year

Metro-Goldwyn-Mayer Inc. last week announced net earnings of more than $7 million for the fiscal year ended Aug. 31, compared to a net loss of more than $17 million during the previous fiscal year.

The upswing in earnings was attributed to increases in production and distribution of motion pictures. The company also has established increased residual costs for motion pictures distributed last year against the pictures' subsequent release to television. Increased residuals on each picture released in 1963-64 enlarged the company's net profits during 1964 by $950,-000.

Robert H. O'Brien, president of MGM, reported that the company has a backlog of post-1948 features that have not yet been released to television. The backlog is increased each year by new production, and will enable MGM "to carry on the marketing of pictures in both the theatrical and television markets indefinitely," Mr. O'Brien said.

Fiscal year ended Aug. 31:

1964 1963
Earnings per share $2.83 $0.87
Revenues 13,691,830 10,763,767
Income before taxes 977,434 272,408
Net income 727,434 155,408
Shares outstanding 650,818 615,508

Rollins revenues up 214% in six months

Rollins Broadcasting Corp. last week announced record revenues and earnings for the six months ended Oct. 31, with revenues up 214% and net earnings up 63% over the same period last year.

The firm's board of directors also voted a 3¢-per-share dividend of 5 cents a share on the new common and 2½ cents a share on the class B common stock. The dividend, if approved, will be effective Feb. 14, 1965, on stock outstanding Jan. 25, 1965. The board wants to declare quarterly dividends of 5 cents a share on the new common and 2½ cents a share on the class B common stock.

The board last week declared its regular quarterly dividend of 12½ cents on common and 6¼ cents on class B common, so the new dividend on the split stock would amount to a 20% jump to 15 cents on common and 7¼ cents on class B common. The dividends declared last week are payable Jan. 25, 1965, to stockholders of record Dec. 24.

The firm's stockholders at a meeting Jan. 25 will vote on the split and on changing the company's name to Rollins Inc. O. Wayne Rollins, president of the corporation, said that the name change "will represent a more meaningful portrayal of the company's operations." Rollins acquired Orkin Exterminating Co. last summer and recently expanded its cosmetics business.

Six months ended Oct. 31:

1964 1963
Earnings per share* $0.87 $0.51
Revenues 13,374,413 4,382,750
Net income 791,659 486,385
Shares outstanding 981,787 909,828

Screen Gems reports record 1st quarter

Screen Gems Inc., New York, last week announced record earnings during the first fiscal quarter ended Sept. 26. Earnings increased 12% over the first quarter of the previous fiscal year.

At last week's stockholders meeting, shareholders approved an increase in authorized stock to 7 million shares from 3.5 million shares. Also approved was an option of 5,000 shares for Jackie Cooper, the actor and director who is vice-president in charge of Screen Gems' West Coast production studios.

Three months ended Sept. 26:

1964 1963
Earnings per share* $0.18 $0.16
Gross income 57,192,444 44,376,983
Net income 1,107,000 1,069,000
Net income after taxes 577,000 515,000
*Based on 3,173,000 shares outstanding.

Financial notes . . .

- The board of directors of Walt Disney Productions, Burbank, Calif., has declared its regular quarterly cash dividend of 10 cents per share and its annual stock dividend of 3%. Both are payable Jan. 1, 1965, to stockholders of record Dec. 3.

- Trans-Lux Corp., New York, last week announced a regular quarterly dividend of 15 cents per share on common stock payable Dec. 10 to stockholders of record on Dec. 4.
FATES & FORTUNES

BROADCAST ADVERTISING


Ira Sturtevant, VP, Foote, Cone & Belding, New York, appointed to newly created position of manager of copy department. In addition to new responsibilities, Mr. Sturtevant will continue as copy group head on various General Foods and Menley & James brands, Savarin Coffee and Angostura bitters.

D. O. Fuller Jr. joins Dancer-Fitzgerald-Sample, New York, as VP and account supervisor. He was account supervisor of C. J. LaRoche & Co., New York, and before that VP and account group head, BBDO, that city.

Richard F. McGearry, assistant sales manager, appointed general sales manager of KNX Los Angeles, and CBS Radio Pacific Network. He succeeds Jim Ingraham, named general manager of krrc San Francisco (see page 71).

Jay Whalen, with whn New York since 1962, appointed national sales manager.

Wilson Selbert, VP and copy group head of J. Walter Thompson, New York, appointed creative supervisor and member of editorial board.

Murray Klein appointed senior VP for creative department at Smith/Greenland Co., New York. Sandi Butch kiss named creative director and Michael Mangano named copy chief at Smith/Greenland.

Robert D. Archer Jr., account executive at Klau-Van Petersom-Dunlap, Chicago, joins Buchen Advertising, that city, as account executive.

Chester R. Zemany, radio account executive at wavy Portsmouth-Norfolk, Va., named sales coordinator at wvkt Virginia Beach, Va.

Frank J. Martin, associate media director of Maxon Communications Inc., New York, named VP.

Edwin J. Howard joins Blair Radio, New York, as account executive. He was New York state district sales manager for Mill & Factory magazine.

Kermit S. Imbrey, with Maxon Inc., joins Street & Finney, New York, as account executives on Colgate-Palmolive.

James K. Hill, market research and client contact on Foremost Dairies ac-

count at Guild, Bascom & Bonfigli, San Francisco, joins Boisford, Constantine & McCarty, San Francisco, as account executive on California Canners & Growers account.

Terry M. Saidel joins N. W. Ayer & Son, Hollywood, as media director of Los Angeles region Plymouth Dealers Association account.


Paul Bertelotti, formerly with Bauer-Black Co. and General Mills, joins MacManus, John & Adams, Chicago, as research associate.

Edwin Corley, Ednamay Fasano and Alan Goldman, copywriters at Compton Advertising, New York, promoted to copy group heads.

Gene K. Foss, marketing VP of Grove Laboratories Inc., St. Louis, appointed VP, marketing of Golden Dipt-Melieto Corp., that city, subsidiary of DCA Food Industries.

Ed Wallers, VP and account supervisor at Boisford, Constantine & McCarty, San Francisco, joins Compton Advertising, that city, as creative director.


August T. Lerch, senior writer-producer on Rheingold beer account for I. Walter Thompson Co., New York, joins Post-Keyes-Gardner, Chicago, as copy group supervisor. He will be assigned to Old Milwaukee beer account.

Paul H. Klein, VP and copy director of Bishopric-Green-Fielden Inc., Miami, named creative director of agency. Raleigh Prince, formerly film producer for Florida Development Commission, appointed radio and television director for Bishopric-Green-Fielden.

Richard C. Anderson, VP in charge of administration, Young & Rubicam, Chicago, transfers to New York office as head of media relations division.

William C. Brennan, with Lennen & Newell, joins New York office of Needham, Louis & Bromby as senior writer. James F. Joiner, with Young & Rubicam, joins NL&B there as art director.


Alice Dech Brooks, with Arntd, Preston, Chapin, Lamb & Keen, New York advertising agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

John Fenster, account executive at wqxr New York, appointed eastern

More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y.

BROADCASTING, November 30, 1964
Nicholas Wedge and Louis Emmanuel, copy supervisors, named VPs of BBDO New York.

Daryl Laub, Midwest television performer, joins KEVE-AM-FM Golden Valley-Minneapolis, as account executive.

Frank Havore appointed sales promotion manager of KFWS Los Angeles. He had served in similar positions with KTTV(TV) and KNBC(TV), both Los Angeles.

Mary M. Begtzo, formerly media supervisor at Edward H. Weiss & Co. and supervisor of estimating at Leo Burnett Co., Chicago, joins media department of MacManus, John & Adams that city.

John S. Coffey, VP, named director of marketing services at Weightman Inc., Philadelphia advertising agency.

Betty Koven, administrative manager of West, Weir & Bartel, Los Angeles, named comptroller of Eisaman, Johns & Laws Advertising, that city.

Hank Malfa, account executive at Warwick & Legler, New York, and Stanley Turk, pharmaceutical editor of Chain Store Age, drug editions, named account executive and merchandising executive, respectively, at Cunningham & Walsh, New York.

John Holmes appointed television art director with McCann-Erickson, San Francisco.

John Cabrera, on art staff of Doyle Dane Bernbach, New York, joins art staff of Fladell Advertising Associates, that city.

Sally Vandiver, account executive with Lennen & Newell, Los Angeles, appointed advertising and PR director of Van de Kamp’s Holland Dutch Bakeries.

Joseph B. Kennelley, director of advertising and public relations for National Technical Schools, Los Angeles, joins Koblitz Co., Los Angeles agency, as account executive. Tack Shigaki and Shirley Tait Cox named art and media directors, respectively.

Fred R. Jones, with Lilenfeld & Co., Chicago advertising agency, joins Geyer, Morey, Ballard, that city, as account executive.

Walter L. Purcell, director of community services, DeKalb county, Ga., joins George Crumbley Advertising, Atlanta, as executive VP for PR and business counseling.

John M. Peters, head of own talent booking and management firm in Binghamton, N. Y., joins WFBG-FM Altoona, Pa., as sales representative.


Mrs. Margaret Ingraham, formerly with Campbell-Mithun, named art director, and Mrs. Shirley Finney, regional manager for Tupperware Home Parties, assigned to community relations at Ball & Davidson, Denver advertising agency.

Dennis R. Israel, air-personality, appointed account executive at WQDF Flint, Mich.

George W. Fee, account executive at WFLA Tampa, Fla., named local sales manager.

William Ganley joins Harold H. Segal & Co., Boston broadcast representatives, as account executive.

THE MEDIA

Walter E. Bartlett, VP-TV of Crosley Broadcasting Corp., elected president of Ohio Association of Broadcasters, replacing Mrs. Marianna Campbell, WJET Galipolus. Other new officers: Reggione Martin, WSPD Toledo, first VP; Collis Young, WCOL Columbus, second VP.

Hayes Stewart, commercial manager, KTAR-AM Phoenix, elected president of Metropolitan Phoenix Broadcasters. Other officers elected: Jack Willis, general manager, KHEP, VP and John Crowley, station manager, KPHO, secretary-treasurer. Named to board of directors: John Redfield, general manager, KIFN, Jim Titus, general manager, KCAC, Bob Zimmerman, station manager, KUX Glendale, and retiring President Jim Ross, station manager, KOY.


Allen G. McLellan, account executive at WATY-TV Portsmouth-Norfolk, Va., appointed executive VP and general manager of WXII Virginia Beach, Va.
R. E. (Pat) O'Brien, at one time general manager and part owner of KNUP Durango, Colo., returns to station as general manager.

James Ingraham, general sales manager of KNX, Los Angeles, appointed general manager KFRC, San Francisco. He had been with KNX since 1958 and account executive for Don Lee Broadcasting from 1952 to 1958.

Reverend Bill Mansdoerfer, named manager of KXR(FM) San Francisco, non-commercial station. He will continue as director of communications for Family Radio Inc., owner of KXR.

David A. Moss, manager of WHW Princeton, N. J., elected VP and general manager of station.


H. Stewart Corbett Jr., lending officer with Trust Co. of Georgia, named business manager of Cox Cablevision Corp., Atlanta.

Tony C. Malara, sales manager at WQVY and WCNY-TV Watertown, N. Y., named director of radio for Watertown operation of broadcast division of Watertown Daily Times. Mr. Malara joined station in 1957 as announcer and moved to sales department in 1961.

Donald V. Taverner, president of WQED(TV) and WQEX(TV) both Pittsburgh educational stations, elected president of Eastern Educational (Television) Network and re-elected to board of trustees. He succeeds Hartford N. Gunn, general manager of WGBH-TV Boston, named chairman of EEN.

Walter L. Rubens, station and commercial manager of KFDM-AM-TV Beaumont, Tex., named president and general manager of KOBE Las Cruces, N. M.

Harry T. Swanson, with Louis Quinn Associates, Los Angeles, named director of development at KCET(TV), Los Angeles educational station.

Bee Baxter, VP of industrial communications, EMC Corp. St. Paul, appointed director of development for WTHI-TV Miami.

**PROGRAMING**

Roy O. Disney, president of Walt Disney Productions, Los Angeles, elected to additional position of chairman.

Other appointments: Donn B. Tatum, VP, elected to board and executive committee; Spencer C. Olen elected VP and general attorney, talent properties, copyrights and patents, and Richard T. Morrow, named VP and general attorney, corporate and finance.

Edward Layton Doyle, assistant program director of WZQ Boston, named program director for WHOU-TV Des Moines, Iowa.

Thomas D. Tannerbaum, VP in charge of TV packaging and executive assistant to Ray Stark, joins Wolper Productions Inc., Los Angeles, as VP and executive assistant to David L. Wolper. William Kronick joins Wolper to produce and direct "Washington U.S.A.,” hour-long TV special to be written by and to star columnist Art Buchwald. Jeff Myrow, named associate producer of "The Way Out Men," first of six hour-long "3M Specials" being produced for ABC-TV.


Fred Sayles joins WJNJ(TV) Linden-Newark, N. J., as director of New Jersey programing for ch. 47 station which expects to start operations in spring. Mr. Sayles has done children’s programs on stations in New York area.

Michael Mindlin Jr., who joined Filmways Inc., Hollywood motion picture and TV production company as advertising and publicity director last January, elected VP. He had worked abroad in production publicity assignments for several U. S. motion pictures before joining Filmways.

Fred King, in charge of production and music for WTEN-AM-TV Minneapolis-St. Paul, named program manager of KEVE-AM-FM Golden Valley-Minneapolis.

Win Opie, formerly with Steve Allen Show and Matinee Theater, named director of ABC-TV’s Les Crane Show.

Joe Landis, producer-director for KNX(TV) Los Angeles, named to produce 1965 Repertoire Workshop series, a joint effort of five CBS-owned television stations.

Paul Robinson, formerly national promotion manager for London Records, named regional field manager, radio and TV artists relations for RCA Victor records, New York.

Jules Weil, western division manager at J. Arthur Rank division of Universal

**ONLY WAIB-TV**

ALBANY, GEORGIA

ONLY... WAIB-TV reaches all of the rich 49 county area surrounding Albany! Contact Venard, Torbet & McConnell, Inc., nationally... or, in the South, contact James S. Ayers Co.... for current availabilities! Raymond E. Carow, General Manager.

**IN ROCHESTER, N. Y.**

WHEC-TV

FIRST
again!

- Most Homes Reached
- Most Women
- Most Men
- Most Teenagers
- Most for your TV ad dollar

*Sign-On to Sign-Off, Men, through Sun. ARB, March 1964. (Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.)*
Sarnoff wins award

Robert W. Sarnoff, chairman of the board, NBC, has been chosen recipient of 1964 award for distinguished service in field of communications by Committee of Arts and Letters of University of Texas, Austin.


Robert J. Shafer, director of news, WRCV-AM-TV Philadelphia, for past three years, named manager of news, West Coast, at NBC. He replaces Arthur Wakelee who had been temporarily in post at Burbank, Calif., for past nine months.

Stan Burford joins KSFQ San Francisco as helicopter reporter and newsman.

Paul M. Weyrich, with Milwaukee Sentinel, joins WISN-TV Milwaukee as reporter and announcer. Sue Riorden, promotion writer for WTMJ Milwaukee, named reporter and writer for WISN-TV.


EQUIPMENT & ENGINEERING


Dr. Sam Mabuchi, president of Panasonic Corp., subsidiary of Matsushita Electric Industrial Co. Ltd., named VP and head of newly formed product engineering division of Sony Corp. of America, New York. New division will research and develop future products for consumer and industrial fields.


Oliver Bjerke, West Coast Manufacturer's representative, joins Sarkesian Inc., Bloomington, Ind., as regional manager for six western states for broadcast equipment division. His headquarters will be in Santa Clara, Calif.

John F. Jordan, sales manager of NARDA Microwave Corp., Plainview, N. Y., named marketing manager, with responsibility for product sales, distribution and advertising.

Frederick J. Cudlipp, manager of professional products at CBS Laboratories Inc., named manager, professional products division of Harvey Radio Co., New York electronics distributor.

Louveer H. Stanz, chief engineer, WBSA-TV Binghamton, N.Y., elected VP of WBSA-TV Inc.

Louis Haber, treasurer, and Theodore W. Buchter, assistant to president, named VPs of Olympic Radio and Television division of Lear Siegler Inc., New York.

FANFARE

John C. Burpee, promotion manager of WLWC-TV Cincinnati, promoted to director of public relations and advertising for Crosley Broadcasting Co., owner of WLWC. He joined WLWC in 1961 from WJAR-TV Provi-
Ted Hallock and Gene Zarones form partnership of Hallock-Zarones Co., Portland, Ore., public relations, advertising, and marketing service firm. Company will serve accounts now held by Ted Hallock public relations firm. Mr. Zarones has been director of marketing for Rodgers Organ Company, Hillsboro, Ore., electronic firm.

Evelyn Kert, formerly with Supreme Headquarters of the Allied Powers Europe, Paris, named director of publicity and public relations for KBIA (FM) Los Angeles.

Charles A. Batson, VP and director of The Broadcasting Co. of the South, and managing director of its WSA-TV Columbia S. C., elected president of Columbia Chamber of Commerce for 1965.

Charles R. Beacham, VP-marketing of Ford Motor Co., awarded 1964 Human Relations Award by broadcasting and advertising division of American Jewish Committee's Appeal for Human Relations. It will be presented at dinner on Dec. 2.

Leonard Burkert named VP in charge of newly organized creative and information services department, formed by combination of public relations, information services and creative services of Columbia Records, New York. John Kurland remains as director of public relations and information services.

INTERNATIONAL

Sully Ginsler joins United Artists Associated as general manager-syndication, Canada. He was Canadian director of sales for Seven Arts Associated for past two years.

S. L. Chapman, assistant advertising and sales promotion manager of Studebaker of Canada Ltd., Hamilton, Ont., named director of advertising.

Jacques M. Goulet, with Montreal Gazette, named commercial director of CKVQ Quebec City, Que. Yvan Frenette, for past six years at CHLT-AM-TV Sherbrooke, Que., joins CKVQ as program manager.

Ed Hausman appointed manager of promotion department of CTV Television Network Ltd., Toronto.

Bruce Masters named national sales manager of CFRB and CKFM (FM) Toronto.

Jack Allanach, editorial assistant of CTV Television Ltd., Toronto, Ont., joins public relations department of F.

Robert Lewis Shayon, radio and television critic for Saturday Review, appointed associate in communications for University of Pennsylvania's Annenberg School of Communications.

DEATHS

Roy W. Howard, 81, chairman of executive committee of Scripps-Howard Newspapers, died Nov. 20 at Doctors hospital, New York, after heart attack. Scripps-Howard Broadcasting Co. is licensee of WINS (TV) Cleveland, WCRO-AM-FM-TV Cincinnati, WMC, WMCF (FM) and WMC-TV (TV) Memphis, WPRT (TV) Palm Beach, Fla., and WNOX Knoxville, Tenn. Among survivors are his widow, Margaret; son, Jack, president of Scripps-Howard Newspapers and Scripps-Howard Broadcasting Co., and daughter, Mrs. Jane Perkins.

Max Alexander, 56, co-owner, M & A Alexander Productions, TV program distributor, died at his Beverly Hills home of heart attack Nov. 22. Native of Germany, he came to U. S. at 16 to join Universal Pictures, founded by his uncle, Carl Laemmle. With his brother, Arthur, he formed movie producing company 33 years ago and their TV film distributing firm 15 years ago.

Edward Armour Byron, 59, creator of Mr. District Attorney and pioneer in radio drama, died Nov. 21 of cancer in Veteran's Hospital, West Haven, Conn. For many years head of Ed Byron Productions, he joined NBC in 1960 as account executive in special program sales department. He left NBC this year to help revive radio drama at ABC, New York, with series called Theater Five. Among survivors are his widow, Catherine, and two sons.

Richard King, 35, writer in ABC-TV promotion department in Hollywood, died Nov. 14 in San Bernardino County hospital of injuries sustained in traffic accident previous weekend. Mr. King formerly was assistant advertising director for television of Lever Brothers Co., Canada.

Clay killed in Congo

George Clay, African affairs editor for NBC News, killed Nov. 24 in an ambush near Stanleyville in Congo while covering movements of Congolese mercenary troops marching towards Stanleyville. He joined NBC News as correspondent in 1960 and worked for several news organizations in Africa before that time.

H. Hayhurst Ltd., Toronto agency.

William Steekel, VP of Standard Broadcast Sales, Toronto, named general sales manager of CKVR St. Catharines, Ont.

A.D. Wiebe named film production manager of CKPG-TV Prince George, B. C., Robert A. McGavin, formerly with CHEK-TV Victoria, B.C., and CHAN-TV Vancouver, B. C., appointed director of CKPG-TV.

ALLIED FIELDS

A. Ross MacGregor has joined Daniels & Associates, Denver community antenna TV brokerage firm. His duties will be in systems operation and financial management. He operated and partly owned Lakehead Video, a 11,000-subscriber CATV in Port Arthur, Ontario.


Mr. Clay

Robert Lewis Shayon

Improve your FM coverage

Broaden your FM market with the new Gates Field-Proven Antennas.

Vertical type 300-G Antenna

Cycloid Horizontal Antenna

Gates Radio Company

A Subsidiary of Harris-Intertype Corporation

Quincy, Illinois 62302
ITALY reports its audience growth

Claims 62% of viewing time in homes able to receive both British networks was spent watching its shows

The average size of audience for Britain's commercial television network from 7:30 to 10:30 p.m. each day was 13.3 million in March 1964 compared with 12.5 million in March 1963 the Independent Television Authority reports for the year ended March 31, 1964. The most popular programs often had more than 20 million viewers.

According to figures provided by Television Audience Measurement Ltd., 62% of the time spent watching television in homes able to view both BBC-TV and the commercial network was devoted to the commercial network.

At the end of March 1964 over 51 million people, 97% of the population, lived in areas covered by ITA's 22 transmitters. Of these, over 39.5 million people had TV sets. The report shows the progressive increase in population coverage and in the number and proportion of homes with sets able to tune into network programs. Figures given were:

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<tr>
<th>Cumulative Population Coverage At end of</th>
<th>Thousands population</th>
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<tr>
<td>1955</td>
<td>12,290</td>
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<tr>
<td>1956</td>
<td>30,118</td>
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<td>1957</td>
<td>33,666</td>
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<td>51,299</td>
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<table>
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<tr>
<th>Number of Homes Able to Tune In To the Commercial Network At end of</th>
<th>Thousands % of TV homes % of all homes</th>
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<tr>
<td>1955</td>
<td>495</td>
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<tr>
<td>1956</td>
<td>2,656</td>
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<td>4,684</td>
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<tr>
<td>1963</td>
<td>12,960</td>
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<tr>
<td>March 1964 estimated</td>
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GAB supports Lee idea

The Georgia Association of Broadcasters last week seconded a motion by Jack Lee, WSAZ-AM-TV Huntington, W. Va., that foreign broadcasters be placed for training in small American stations (BROADCASTING, Nov. 23). Mr. Lee suggested this program be implemented at the local level by state associations of broadcasters, and GAB volunteered to be the first to take part.

The GAB noted that many programs would have to be over- come to make a success of the plan and said "we might have to get some special help" from the FCC. The GAB was the center of a small storm of controversy last year when it attempted to arrange an international conference with some of the same aims as Mr. Lee's proposal. The plan was scuttled after criticism from the National Association of Broadcasters (BROADCASTING, Aug. 26, 1963).

not expect to satisfy everyone all of the time. During the year it was sometimes criticized for being too liberal or even too lax in its interpretation of its duties and occasionally also for being too re- strictive. In a free society it could hardly have been otherwise.

The television companies produced 66% of total program input. This was the largest percentage of any television network in Europe. Approximately 21.6% was American material. Over the network as a whole American pro- grams occupied 12.5% of total time.

ITA regulations prohibit the transmis- sion of more than 10 hours a week of imported material, and over each quar- ter such imports must not average more than nine-and-a-half hours a week of which not more that nine hours may be "normal entertainment material."

Export sales of programs made by network companies were up 50% over the previous year with 22,000 programs sold to over 70 countries.

Some 7,000 sales were made to Commonwealth countries including: Australia 3,000, Canada 1,200 and Nigeria 700. There were over 1,500 sales to Western Europe, 300 to Eastern Europe, 1,200 sales to the U. S. and 3,300 to Latin American countries.

Over the 1963-64 season the average hourly amount of spot advertising, the only kind permitted, was 4.8 minutes. Between 7 and 10 p.m. the average was 6.5 minutes.

The authority's total income, most of it payments from TV companies, was $17,411,178. For the third year it had to hand over part of its profit to the na- tional treasury. Out of this year's $5,282,720 profit ITA was ordered to pay $1,120,000.

World markets vs. national markets

Donald W. Coyle, president of ABC International Television Inc., last week urged television advertisers to think in terms of world markets rather than national markets.

Mr. Coyle predicted that a global communications network will emerge in the next five years. He said that the network will carry commercial television programs throughout the world.

The ABC International president made his comments in connection with the fifth anniversary of ABC International, which ABC says is the world's largest organization for international commercial television. It is affiliated with 53 independent ABC Worldvision stations in 23 countries.

ABC International serves its World-

BROADCASTING, November 30, 1964
vision member stations as program purchasing agent and international sales representative. It offers technical assistance, financial support and, if requested, counsel in program policy and administration.

The organization purchased more than $10 million worth of programs for stations outside the United States in 1963, and the total is expected to go higher this year, officials said.

Shortly after ABC International was created, associated stations formed the Central American Television Network, described as the world’s first international commercial network. It represents 14 stations in Central America. ABC International is a subsidiary of American Broadcasting-Paramount Theaters Inc.

BBC plans local radio network for Britain

BBC has drawn up plans for a local radio network throughout Britain with each station serving a small community. The corporation hopes the network will be authorized by the government in the near future.

This was revealed by BBC Director of Sound Broadcasting Frank Gillard, at the annual dinner of the Radio and Television Retailers’ Association in London.

Local radio would soon be found as valuable and indispensable to community life as local newspapers, he said. Apart from its ability to interest and involve every citizen in daily issues of local life, the local station would become a key component in the educational system of a city or town.

BBC’s hopes for government approval of its plans may well be based on the change of administration following the general election. Labor Party policy has opposed commercial local radio. Another factor is that the 1962 Pilington Committee report, which considered the whole broadcasting setup in Britain, came out in favor of a BBC-operated local radio system.

When BBC gave evidence on local radio to the committee in 1961 it said that its complete network would consist of between 80 and 90 stations with an average of 18 a year being constructed. It estimated that each would cost about $49,000 to build and annual operating costs would be about $78,-400. Costs would probably be much higher now.

Abroad in brief . . .

Addrs firms • Fuller & Smith & Ross, New York, has acquired an interest in Foreign Advertising & Service Bureau Inc., an international advertising agency, and its affiliated public relations company, Communications Worldwide Inc. The companies will be known as FSR-foreign Advertising & Service Bureau Inc., and FSR-Communications Worldwide Inc., and will operate as FSR’s international arm.

New view • CBFCT(TV) Cheticamp, N. S., has started operations on channel 10 as the first French-language television station in that province. The station will carry programs, via microwave, from CRAFT(TV) Moncton, N. B., and will serve as a relay station for CBFCT-1(TV) at Grindstone Island in the Magdalen Islands group in the Gulf of St. Lawrence.

Agency bought • Baker Advertising, Toronto, has purchased Schneider, Cardon Ltd., Montreal. Harry Schneider is the new manager of Baker’s Montreal office. The 29 Schneider, Cardon accounts, with an annual billing of $2 million, move to Baker.

Building bids • Canadian Broadcasting Corp. has called for bids for construction of two television studios and offices for its new TV station at Quebec City. The two-story building was designed by the CBC’s architectural and engineering staff.

New rep • Granada TV Network, one of Britain’s major TV companies, has appointed Informations et Publicite, Paris, as exclusive time sales representative for France, Benelux and West Germany.

Diversification • Television Wales and West Ltd., the commercial TV company that covers southern Wales and western England, has bought 26% of the common stock of CAG Publicity Ltd., Cardiff, for 90,630 nonvoting TWW common 35 cents stock. Main business of CAG is renting billboards to advertisers.

5 stations, 2 agencies get awards for spots

CKov Kelowna, B.C., and CJMT Chibouctou, Que., were awarded trophies at the Second Canadian Radio Commercials Festivals in Toronto for the best commercials written by English and French-language stations, respectively, in cities of up to 100,000 population. The festival was sponsored by the Radio and Television Executives Club and the Radio Sales Bureau, both with headquarters in Toronto.

Chum Toronto and CKVL Verdun, Que. (Montreal suburb) won trophies for stations in cities of over 100,000 population. CKLC Kingston, Ont., was the only winner in the public service commercials category.

McKim Advertising Ltd., Toronto, for English, and McCann-Erickson Canada Ltd., Montreal, for French, were the agency winners for the best commercials.

The festival audience heard and voted on commercials from a large number of Canadian stations, heard how prize-winning commercials were developed and produced, and also heard prize-winning U. S. commercials.
The powerful PR job TV can do abroad

SATELLITE ADVANCES DICTATE NEED FOR IMMEDIATE DECISIONS


Ever since the satellite, Echo I, made possible the first space phone conversation four years ago, the world has been talking about the possibilities of international television. Every day this new wonder of our world takes on more exciting aspects. But, thrilling as its technological, scientific and commercial aspects are, it has another that is infinitely more exciting—its potential as a force for promoting warmth and understanding among the people of the world.

I officiated as a judge of the last Miss Universe contest at Miami Beach. Now anything more widely divergent than international goodwill and international good measurements can hardly be imagined—but wait! One of the things that impressed me deeply, over and above the beauty, poise, and general excellence of the contestants, was their complete equanimity—their camaraderie, their acceptance of their differences, their appreciation of their similarities, and their concentration of goodwill among them that was a source of wonder and delight to me.

Not only was this beautiful to see in Miami Beach, but it was imprinted also on the international mind. A friend wrote me of watching the contest in Tokyo—probably via video tape, since I am told it was not received by Telstar. Next year, it will probably be!

Interest or Indifference? Is there enough interest in satellite communications and international television? I don’t think so.

Consider not only its potential for the promoting of international goodwill, but also for combatting international bad will. There is something about the intimacy of television that brings away or diminishes the barriers of language and custom. Watching in the relaxed and private atmosphere of his own home, the viewer has a tendency to see even remote international figures in a personal light.

An illustration of this is the great impact made by Mrs. Khrushchev on the American television audience when she and the premier visited a year or so ago. The common denominator of TV reduced her from the status of an unknown quantity in human mathematics to the simplest and most understandable of human equations. She became, amazingly and suddenly, just a nice middle-aged housewife and mother.

Mrs. Jacqueline Kennedy, in a completely different way, was a great force for international goodwill with her dignity, her soft-spoken manner, and her diplomatic adeptness in any and all situations.

If we do not fully develop television’s international potential, we shall be overlooking one of the greatest opportunities presented to the world since the invention of the printing press.

President Kennedy, when signing the Satellite Communications Bill into law on Aug. 31, 1962, said: “It promises significant benefits to our people and to the whole world. Its purpose is to establish a commercial communications system which will serve our needs and instant transmission of what is happening in France, Italy, Japan, England, or wherever earth stations are set up to receive the picture.

Telstar has been called by newsmen “a switchboard in the sky.” Through it, on Jan. 29, 1964, the U.S. networks carried an historic twenty-three minutes of TV coverage of the Winter Olympics at Innsbruck, Austria.

On Aug. 19 of this year, Syncom, the Hughes Aircraft satellite, was launched from Cape Kennedy. So named because it flies in synchronous speed with the earth’s rotation, Syncom differs from Bell Telephone’s Telstar I and II and RCA’s Relay II, in that it is a high-altitude satellite—some 23,000 miles above the earth. It is Syncom that relayed the Olympic Games coverage in October between Japan and the United States.

It is estimated that by 1967 or 1968 we will have a workable satellite network. What shall we do with this magnificent tool? We can entertain and instruct, we can inspire and educate. Or we can fail so drastically in developing it “hands across the stratosphere” possibilities that we will become bogged down in transworld situation comedies, or their equivalent, programwise. The thought of a raucous laugh track being bounced off a satellite some thousands of miles above the earth, magnified billions of times and relayed back to earth, is almost more than the mind can bear.

An Immense Potential: Like Shakespeare’s Gratiano, international TV can “speak an infinite deal of nothing,” or it can change and bless our world.

It is thrilling to think of viewing Olympic games from Japan, opera from La Scala, ballet from Moscow or London, via satellite. But as far as influencing our neighbors internationally is concerned, this type of event falls short of the real potential. The personal, individual impact simply is not there. Perhaps it can be transmitted through interviews with individual performers, but by and large it is the group or team image that dominates.

My conception of personal impact and projection of a national image would be something along the lines of an international College Bowl, where young people from universities and colleges around the world would meet and compete on an educational and academic basis. Or an international Meet the Press, or Person to Person, or Password. The possibilities are limitless.

Most of us are intensely global in our

Greenway’s Dozier
A challenge with great reward

those of other countries, and contribute to world peace and understanding.”

“Getting to know you,” as the song goes. Isn’t that one of the secrets of goodwill and understanding? No wonder a Bell Telephone spokesman has called the satellite communications program “the next big breakthrough, from the standpoint of exchange of information on human beings the world over.”

It is, in effect, “instant public relations.” When continuous programing is put into effect, through a considerably larger number of satellites than we now have in orbit, but in not nearly so distant a future as some think, we will have

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BROADCASTING, November 30, 1964
thinking. Americans have seen the value of the personal touch in international matters demonstrated through such organizations as the Peace Corps, the exchange student programs, the sister city programs, and the comparatively new International Executive Corps, which sends retired business executives to assist, in an advisory capacity, small companies in the world's developing nations.

Through that "switchover in the sky" we can hope to achieve what Arnold Toynbee envisioned at the launching of the first Telstar: "to expand the circle of everyone's personal acquaintances to a worldwide range," which, he reminds us, is "the very thing we most need in the dangerous chapter of history through which we are now passing."

Newton Minow, former chairman of the FCC, has spoken of the influence of satellite communications, specifically Telstar, in giving us "increased opportunities to improve the flow of information among all nations, to surmount the walls of ignorance and prejudice, and to use mass communications to avoid mass destruction." Instruction or destruction, inspiration or expiration—it's up to us.

Plans for a global network have been projected at meetings in London, Rome and Bonn. In America the Communications Satellite Corporation has been established by Congress "to develop and operate, in cooperation with foreign nations, a commercial system of communications satellites for telephone, telegraph, television, photographic and other media."

Unmeasurable Factors: There has been much talk about the mental capacity of the average TV viewer, and if we are not careful we will find this slap-happy theorizing being rescaled on a global scale. In my opinion, nationally or internationally, there is no average viewer, and there is no average taste, because viewers have moods, and tastes vary with moods.

You might as well say people like comedy on Mondays rather than on Sundays, to say unequivocally that the average viewer likes one type of program better than another. When the businessman, whether in Hong Kong, Hollywood or the Bahamas, comes home weary from a day of tensions and frustrations, he may find light comedy to his taste when he relaxes in front of the TV set. The same man on the following night, who has perhaps been stimulated rather than exhausted by the day's experiences, may search the channels for something weightier than conjugal connivance or hillbilly hilarity.

So just as I do not feel it is sensible to attempt to read the minds of viewers in my own country, neither do I believe you can catalog the international mentality. From Panama to Poland, from Nicaragua to Nigeria, people are people, subject to laughter, tears, and tantrums. Said Goethe, "If you inquire what the people here are like, I must answer 'The same as everywhere'!"

That is why the system of satellite communications, that "little star that harms nobody and contains the virtue of union and understanding," which is how the Vatican has described Telstar, can become the great common denominator of our world—if we will only let it and encourage it!

Scottish firm is setting new chain of stations

A company has been formed to operate a chain of commercial radio stations in Scotland, and if and when it gets government permission. Heading the company, which is called City and County Commercial Radio (Scotland) Ltd., is Sir Andrew Murray, a former lord provost of Edinburgh.

Options have been taken on studio buildings in Glasgow, Aberdeen, Edinburgh and Dundee. The company is ready to spend $560,000 to go on the air.

Managing director is T. V. Shields, a Glasgow publicity executive and former publicity manager of Scottish Television Ltd. He estimates time on the stations will cost $16.80 a minute.

FC&B buys Aussie agency

Foote, Cone & Belding has announced the acquisition of an Australian advertising agency: Briggs, Canny, James & Paramor Pty. Ltd. of Sydney and Melbourne. It's the third acquisition of a foreign agency within a year for FC&B following those of FCB Radar, Milan, Italy and FCB Balling, Copenhagen, Denmark.

The new agency, to be called B. C. J. P.-Foote, Cone & Belding, bills over $5.6 million annually. FC&B Board Chairman Robert F. Carney said the move represents another step in a long-range program to establish an international network of agencies.

International film sales


The Richard Boone Show (NBC International): Finnish TV; Montecarlo TV, Uruguay; Bayerische Rundfunksehen, Germany; Telepool GmbH, Germany; Sveriges Radio, Sweden, and wBN(TV) Newfoundland.

Laramie (NBC International): Televisor de Colima, Mexico; WDR-Fernsehen, Germany; Telepool GmbH, Austria and Schweizerische Radio und Fernsehgesellschaft, Switzerland.

40/64's, 30/61's and 30/62's (MGM-TV): CJON-TV St. John's, Nfld.

30/63's (MGM-TV): Chan-TV Vancouver, B. C.; CJON-TV St. John's, Nfld.

for your tower requirements check ROHN SYSTEMS, INC.

A complete tower erection service that has these special advantages:

- Dependability
- Reliability
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Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

BROADCASTING, November 30, 1964
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 19 through Nov. 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, and planning roundup of other commission activity.


New TV stations

APPLICATION

Boulder City, Nev.—Vegas Valley Broadcasting Co. VHF channel 4 (66-72 mc); 100 kw vis., 20 kw aud. Ant. height above average terrain 1,300 feet; above ground 468.5 feet. P.O. address 154 Water Street, Henderson, Nev. First year operating cost $200,000; second year operating cost $120,000; third year operating cost $100,000. Application grants both Boulder City, geographic coordinates 36° 28’ N latitude, 116° 54’ W longitude. Type trans. RCA TT-2, line ant. RCA TC-6, local couple. Wilmer & Bergson; consulting engineer Jules Cohen & Associates; both Washington, Principals: Lawrence A. Kane (65%), and Joseph M. McDonald Jr. and Maury Stevins (each 25%). Mr. Stevins has 33½% interest in Associated Services, Las Vegas advertising firm; he is attorney. Mr. Kane has various business interests in Henderson and Las Vegas. Ann. Nov. 13.

New AM stations

APPLICATIONS

Winfield, Ala.—John Self. Granted CP for new AM on 770 kc, 500 watts day, 1,000 watts night. Address Box 597, Hamilton, Ala. Estimated construction cost $25,000, first year operating cost $10,000. Mr. Self, sole owner, is attorney. Action Nov. 24.

Erie, Pa.—American Islands Broadcasting Co. Granted CP for new AM on 770 kc, 500 watts day, 1,000 watts night. Address Box 597, Erie, Pa., estimated construction cost $25,000, first year operating cost $10,000. Mr. Self, sole owner, is attorney. Action Nov. 24.

Herndon, Va.—Coastal Broadcasters Inc. Granted CP for new AM on 1560 kc, 100 kw day, 5 kw night. Address Box 156, Herndon, Va. Estimated construction cost $17,500, first year operating cost $7,000. Mr. Miller is owner. Action Nov. 18.

THE COURT

EDWIN TORNBERG & COMPANY

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. • MU 7-4242

West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 7-3164

Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

Mr. Sheppard is employee of Dept. of Army. Mr. Shiflett is consultant. Mr. Shiflett is high school counselor. Action Nov. 18.

APPLICATIONS

Burney, Calif.—R. L. Hansen. 1250 kc, 1 kw, D. P. O. address 305 North Howard Street, Alturas, Calif. Estimated construction cost $25,000; first year operating cost $6,000; revenue $4,000. Principal: R. L. Hansen, Burney, Calif. Application is at KDCV Medford, Ore. Ann. Nov. 17.

Chile.—Natchez, Miss.—Stiles Radio Inc. 1320 kc, 5 kw, D. P. O. address Box 546, Brookhaven, Miss. Estimated construction cost $72,000; first year operating cost $6,000; revenue $4,000. Principal: J. D. Smith, Jr. (40%), and Aubrey H. Feller (60%). Mr. Feller owns WJMB Brookhaven, Miss. Ann. Nov. 17.

Yadkinville, N. C.—Yadkin Broadcasting Inc. 1130 kc, 1 kw, D. P. O. address Yadkinville, N. C. Estimated construction cost $5,227; first year operating cost $1000; revenue $900. Principals: Harry D. Dunnagan (52%), Carl B. Hughes Jr., Clyde G. Beavis and H. Smith Williams (each 16%). Mr. Dunnagan is account executive for WMYT-TV, Yadkinville. Mr. Williams is attorney. Ann. Nov. 20.

Existing AM stations

ACTION BY FCC

By decision, commission (1) granted application of Radio Associates Inc. to change facilities of WERB Warrenton, Va., from 1750 kc, 500 watts D. P. O. address Box 1750, Alexandria, Va., estimated construction cost $42,500; first year operating cost $6,000; revenue $4,000, to 2350 kc, 3 kw, D. P. O. address Box 1750, Alexandria, Va., estimated construction cost $59,000; first year operating cost $8,000; revenue $6,000. Principals: Marshall T. Meador, Jr. (80%); and Joseph A. and Jane A. Bradford (each 10%). (2) Granted application of WYNM Yakima, Wash., to change facilities from 2940 kc, 10 kw, D. P. O. address Box 11301, Yakima, Wash., estimated construction cost $295,000; first year operating cost $50,000; revenue $35,000, to 2940 kc, 10 kw, D. P. O. address Box 11301, Yakima, Wash., estimated construction cost $35,000; first year operating cost $25,000; revenue $17,000. Principals: R. L. Hansen (60%), and James T. Hendrickson (40%). Mr. Hendrickson is licensed to WBYT Yakima, 94.3 mc, channel 222, 500 watts D. P. O. address 719 Tenth Street, Alamogordo, N. M., estimated construction cost $20,000; first year operating cost $9,000; revenue $7,000, to 1700 kw, D. P. O. address Box 11301, Yakima, Wash., estimated construction cost $35,000; first year operating cost $25,000; revenue $18,000. Principals: Harry D. Dunnagan (52%), Carl B. Hughes Jr., Clyde G. Beavis and H. Smith Williams (each 16%). Mr. Dunnagan is account executive for WMYT-TV, Yadkinville. Mr. Williams is attorney. Ann. Nov. 20.

New FM stations

APPLICATIONS

Arecibo, P. R.—Arecibo Radio Corp. Granted CP for new FM on 106.3 mc, channel 292. First year operating cost $4,000; revenue $2,000. Principals: E. Inruledo, A. Cabra and Felix P. Betancourt (each 33½%). Mr. Cabra is CPA. Mr. A. Cabra is auto and real estate salesman. Action Nov. 18.

APPLICATIONS

WMAI, Oklahoma City—Al–Gulf Broadcasting Inc. Granted CP for new FM on 91.3 mc, channel 263. First year operating cost $2,000; revenue $1,000. Principals: W. D. Hightower and R. L. Hansen (each 50%). Mr. Hansen is also president of Gulf Broadcasting, Dallas, Tex. Action Nov. 18.
Please start my subscription immediately for—

[ ] 52 weekly issues $8.50 [ ] 104 weekly issues $14.00 [ ] Payment attached

[ ] 52 issues & 1964 Yearbook $13.50

[ ] 1964 Yearbook $5.00 (so long as supply lasts)

name
address [ ] Business [ ] Home

city state zip code

company name

(For the Record)

1735 DeSales Street, N.W.
Washington, D. C. 20036

Please start my subscription immediately for—

[ ] 52 weekly issues $8.50 [ ] 104 weekly issues $14.00 [ ] Payment attached

[ ] 52 issues & 1964 Yearbook $13.50

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(For the Record)

ETV fund grant

Following grant for educational television projects, issued by Department of Health, Education, and Welfare:


Applications

Following applications for educational television projects, issued by Department of Health, Education, and Welfare:

- Tallahassee—WFSU (TV) in Tallahassee; $232,937 to activate channel 11 in Tallahassee; total project cost $242,570.
- Tucson, Ariz.—University of Arizona: $318,119 to activate facilities of channel 6 in Tucson; total project cost $324,249.

Hearing cases

INITIAL DECISIONS

- Hearing Examiner Chester F Naumovicz Jr. issued initial decision in proceeding on applications for new daytime broadcast station in Indiana, licensed to A V Broadcasting Co., owned by J. Hepworth (51%), J. A. Johnson (25%), and Robert E. Good (24%). No financial considerations.

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RADIO—Help Wanted

Management

Virginia . . . medium market station going on the air in early ’65. Need experienced manager. First phone preferred . . . not essential. $4,500 salary plus commision and bonus. Real opportunity. If you are good—Reply. Box L-187, BROADCASTING.

Manager-station on sales for New Jersey small market station. Send resume to Box L-299, BROADCASTING.

General manager for Midwest Top ten market. Must have experience of record of results in local, regional and possibly national level. Must have been in your present job four or more years and want a permanent position. Full details and resume plus income required first reply. Join successful, stable operation loaded with talent and good workers. Box L-346, BROADCASTING.

Sales


Salesman for established single market station. Must have considerable experience, good salesman who would like to concentrate on sales. Permanent position for someone who enjoys professional hometown radio. Immediate opening or we can wait until first of year. Good account list and good opportunity. Box L-270, BROADCASTING.

Illinois-Iowa group needs salesman and salesman announcer to manage branch studio. Send resume and photo to Box L-310, BROADCASTING.

Increased power necessitates increased territory. Contact in person or send resume, picture to Paul Ranson, Commercial manager, KXON, Napa, California.

Only station in rapidly growing market of 75,000 offers tremendous opportunity to an outstanding salesman. Will become a part of our community and who has the stuff to make a good sales manager and, possibly, general manager. Send particular to Chuck Norman, President, WGNU, Granite City, Illinois.

Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-68, BROADCASTING.

Maryland station needs announcer with 1st phone. No maintenance. Box L-172, BROADCASTING.

Downstate Illinois middle-of-the-road full-time position. Contact Rio for a polished, mature announcer with news gathering and writing ability. Rewards include top pay. Benefits include, and many other benefits. Pleasant, progressive community, good Ogden, professional. Write fully to Box L-177, BROADCASTING.

Experienced, versatile announcer for Pennsylvania daytimer. Give past experience, salary expected and 78” tape in reply. Box L-306, BROADCASTING.

Northern New Mexico 1 kw C&W needs: DJ, sales, disc jockey. Good future and advancement for hard workers. Box L-319, BROADCASTING.

Announcers—(Cont’d)

All around announcer. Experience a must. Middle to rostrum, with increase. Upstate, N. Y. Send tape and resume to Box L-336, BROADCASTING.

St. Paul Minnesota station needs announcer with 1st phone (no maintenance) we play happy music. 100-week salary to start. Sell part time if you desire—write Box L-231, BROADCASTING.

South Dakota daytimer needs young, experienced, mid-announcer with sales ability. Third ticket. Send resume, salary requirements. Box L-154, BROADCASTING.

Major Midwest group-1 kw needs third phone country music dj. Position offers 60 hour week, paid vacation, group hospital plan and retirement. Send resume and tape photo to Box L-587, BROADCASTING.

Immediate opening for announcer. Send complete resume, photo and salary requirements to W. J. Abbott, KGFW, radio station, Kearney, Nebraska.

December 15th opening for experienced, afternoon announcer with first phone. Top equipment and facilities of progressive Radio-TV operation. Staff of 65, 5000 watts, CBS, good music format. First coast, fastest growing market. Home of State University with hunting and fishing supreme. Send complete resume and tape immediately to KUYO, Missoula, Montana.

Announcer with third class license. Limited experience or training considered. Apply KYWV AM FM, Show Low, Arizona.

Immediate opening for mature announcer with 1st phone. No maintenance. Excellent working conditions. Middle of the road music policy. 5000 watt NBC affiliate. Send photo, resume and program Director, WBC, 260 Golden Avenue, Battle Creek, Michigan.

Immediate openings for two announcers. Six months minimum experience. Rush tape to WBL, Leesburg, Florida.

Adult format AM station needs experienced announcer, composer, converter, 80,000 watt FM now under construction. $80 week to start. Must be able to write, knowing good music. Send tape and resume to WCMC, Brunswick, Maine.

Newman/announcer, station strong on local news, pleasant community, company benefits. Send tape, photo and resume to Jerry Castor, WCSI, Columbus, Indiana.

Announcer, some station experience. For WKV, Elyenville, N. Y. Contact S. Lubin, WVOY, Liberty, New York.

Immediate opening for announcer with Third class ticket with broadcast endorsement. Call; Me. Shuffelbarger, WGCH, Grayson, Ky. 471-5414.

Wanted—Top 40 personality for middle of road station on Atlantic Coast—Sober—no screaming—small market—send resume, and tape to WGGO, Georgetown, S. C.

Staff announcer for network affiliate in new, growing city. High salary required. Must be good at news and middle of the road. Good talent who will win is a solid station, the first in the market with 40 years experience. Send photo, resume and audition directly to radio station WHVB, Appleton, Wisconsin.

Quality big band, big coverage station requires good announcer who knows and likes non-rock popular music. $100, 40 hours week, send tape and resume to Winslow Porter, WJTO, Bath, Maine.

Announcers—(Cont’d)

Immediate opening board announcer. Net stations, WLDL, Atlantic City.

Immediate opening for announcer with first phone. No maintenance. Good music station, WBB, Phone or write: Don C. Wirth, WNAM, Neenah, Wisconsin.

Immediate opening for first phone announcer. Contact WSYS, Rutland, Vermont.


Morning announcer, first phone, wanted California-Nevada market. 1 kw, Box 833, Bixal, Calif.


Modern personality decals: "Up Your Ratings!" Ideas Ink weekly "Why Not Be Funny!" service still open on an exclusive basis in your area markets. In yours one free sample, write: Ideas Ink, Box 58332, New Orleans, Louisiana.

Technical

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

Have opening for engineer-announcer top Florida east coast station. Information to Box L-285, BROADCASTING.

Assistant chief wanted, Midwest market. AM-TV operation-VTR-RCM transmitter. Send resume to Box L-284, BROADCASTING.

Foreign Assignment—International consulting firm desires engineer with recognized training practical experience radio & television in commercial or educational broadcasting to work in eastern Africa. Teaching or training experience desirable. Send qualifications to Box L-314, BROADCASTING.

Tired of the City? Vermont station needs engineer-announcer. Must have good working knowledge of engineering and be willing to use it. Must also do a creditable announcing job during short air shift. Good salary for right man, plus many benefits. Desire family man who wants to live in Vermont permanently. Send resume to Box L-327, BROADCASTING.

$600 to start for young chief to take over growing and technical operation. This is an opening for a Vice President in charge of engineering who will now do all the work himself. Ideal opportunity for young engineers. Must have a degree and a few years chief experience. J. A. Shepherd, KWXZ Radio, Mobile, Mo.


Immediate opening for engineer, 5 kilowatt. Phone 606-474-5144.
Production—Programming, Others

50,000 watt clear channel radio station needs alert, alive, experienced newsmen. Send tapes, background resume, minimum salary, references. Include full information and wage requirement. Reply Box L-236, BROADCASTING.

We need an experienced copy writer. . . . That is capable of writing copy that sells. Must also be production minded in using a jingle or voice, social, energetic, and aggressiveness demanded. Good salary with extra for good copy and minimum benefits. Include full information plus recent photo. Write Box L-259, BROADCASTING.

Newman—Good opportunity for all around newsmen in New York metropolitan area. Must have years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small operation. We employ 50 people. Only applicants sending complete biographical resume, air check, writing samples, salary requirements and photo will be considered. Box L-215, BROADCASTING.

Newman—Midwest. . . Dynamic, dedicated newsmen to write, edit, and air newscasts for chain. $150. Send tape and resume to Box L-322, BROADCASTING.

Newman—Midwest . . . bright alert, ambitious, nationalism grad for hard hitting operation . . . $135. Send tape and resume to Box L-343, BROADCASTING.

Experienced man capable of gathering, writing and broadcasting news and representing station at important meetings. Must also take limited shift on board. Send resume, recent photo and references. Box L-310, BROADCASTING.

Need sports director to take charge of and further develop sports department. Midwestern station. Reply photo to Box L-368, BROADCASTING.

WPOL, Hartford, Connecticut. Top rated modern station. Immediate openings for experienced production and copy writers. Also need an experienced music announcer or newsmen with 1st class ticket. No maintenance. Send tape, resume to Jim Gearhart, PD.

Situations Wanted—Management

Pennsylvania Broadcasting executive interested in making change. Young energetic and willing to invest. Manager-sales manager position in Pennsylvania, Ohio, New York, and will answer and consider all replies for seven years sales. Box L-311, BROADCASTING.

Happily employed, medium market—no hurry for substantial improvement or ownership option only—successful general manager 10 years. Box L-520, BROADCASTING.


Does your station need cost-conscious administration, sales management and development, stronger programming, solid promotions and better public relations? With a successful record of twenty years in commercial radio, I'm available January 1. Excellent, top salary. Will consider buy-in proposition from any responsible broadcaster in medium to small market. Box L-344, BROADCASTING.

Sales

All around experience. Station management-Sales management. Small and medium markets. Will consider all offers. Box L-339, BROADCASTING.

Sales manager—seeking manager or assistant manager opportunity. 11 years announcing, spot sales, sales manager, college graduate, family & excellent character. Employed Southeast. Box L-323, BROADCASTING.

Professional radio salesman—age 36 12 years experience in radio sales and management. Well known in market. If you need a good, creative, experienced pro, for a permanent situation, with five figure income potential, I'm your man. Available Jan. 1st. Box L-385, BROADCASTING.

Sales—(Cont’d)

Quality salesman-announcer. Currently employed by quality Midwest 5 kw. Seeking quality deal. Call any time. Full code 605-665-5134 before 3 p.m. CST or 605-382-6778 after 6 p.m. CST.

Announcers

Top morning, programing, program man seeks staffs key in above departments. Box L-57, BROADCASTING.

Three-in-one. Production man, jock, newsmen. 5 years experience. Box L-184, BROADCASTING.

Music director in major market, also can pull night dj. Trick: wants good future. Box L-493, BROADCASTING.

Jock comedy team. Can sell, create comedy, do voices well! Box L-290, BROADCASTING.

Bright happy sound, five months top forty experience, third phone. Box L-316, BROADCASTING.

Avoid Christmas rush! Married, four years experience . . . medium market in West. Box L-313, BROADCASTING.

Newser, announcer, dj—Bright personality, experienced, family man. Will settle. Tight board. No floater. Box L-318, BROADCASTING.

Hard working top 40 personality looking for permanent position in a good stable top forty operation. Would like late afternoon or evening shift. Top forty market, West, or Southwest location. Available approximately January 1st. Presently employed. Air check and resume on request. Box L-341, BROADCASTING.

New England—first phone experienced announcer. Draft exempt, reliable. Prefer night shifts, will consider anything. Box L-304, BROADCASTING.

First Announcer—Experienced, 38, if interested will call you. Box L-345, BROADCASTING.

Dj/announcer. Authoritative newscaster, third phone, tight board, bright sound, personality, draft free. Ambitious dedicated to broadcasting, good smooth delivery. Box L-336, BROADCASTING.

Attention—Arizona & California top Eastern night jock desires relocation by mid-January, tape & copy upon request. Box L-339, BROADCASTING.

Stop . . . Metro New York City, N. J., L. I., Conn. Pendant, well known, creative funny boy with real talent. Now at No. 1 major, desires to return home. Top 40, R&B, mid-road, news, can do 1st phone too yet. Box L-333, BROADCASTING.

Derjay—thoroughly experienced, reliable, responsible, & capable. Desires nights and all-night show on large market station. Now doing successfully rated afternoon good music show. Box L-334, BROADCASTING.

Announcer, dj, married, 24, Mature in voice and four years experience on morning and afternoon traffic shows only. Sense of humor. Currently employed, ready to advance. Will travel Midwest. Audio tape and resume upon request. Minimum $150.00 month starting. Box L-340, BROADCASTING.

Young dj with Top 40 experience ready for immediate position. Box L-342, BROADCASTING.

Girl dj. Experienced. Copy-trade too. AM or FM. Have third with broadcast endorsement. Box L-359, BROADCASTING.

Country announcer relocating any state, references, third phone. Box L-358, BROADCASTING.

Third phone endorsed, college grad, writing ability. Box L-262, BROADCASTING.

Top 40 dj with first phone and wife interested in permanent situation. If you need a good, creative, experienced pro, for a permanent situation, with five figure income potential, I'm your man. Available Jan. 1st. Box L-385, BROADCASTING.

DJ announcer, authoritative newscaster: Tight boards, depth, personality, or not a floater. Box L-368, BROADCASTING.

Announcers—(Cont’d)

Top 40 dj with production experience. Wish to settle in large market with college. Have first phone and very bright-night shift. Box L-366, BROADCASTING.

Negro, dj, announcer, authoritative newscaster, faculty position available, dependable, experienced. Box L-370, BROADCASTING.

Experienced radio announcer, 1st phone, College grad., 30, seeks permanent position, no complications. Excellent references. Box L-371, BROADCASTING.

Announcer-dj-newscaster-experienced. Air personality, tight voice. No night time work dependence. Will relocate, 3rd class license. Box L-372, BROADCASTING.

Your lucky break Negro 1st phone, real swinging R&R, R&B. Call 211-51 5-6921.

Experienced announcer, vet, college grad, married, now 1st phone. Prefer Midwest, but would relocate. 315-356-1211, or Kelly, 850 Anita, Antioch, Ill.

First phone-Electronics background broadcast school graduate wants first job. Small market-combo dj or beginning engineer. Have car and travel-Need small market, $300, available immediately. David Dinzart, 7067 Harlow Av, Burbank, California.

Available now, with 5 years experience and news and sports reports, play-by-play, and dj. All professional. Box L-274, Golileon, 1432 Poplar St., Huntington, Ind.

Situations Wanted—Technical

Chief engineer—10 years experience all phases of AM broadcasting 5 kw and directional antennas. Box L-349, BROADCASTING.


Announcer, engineer, 8 years experience, 2 years chief. AM, FM, 3 years college. Picture, tape, and resume. Box L-360, BROADCASTING.

Experienced chief engineer-dj. $85. Phone 10-11 a.m., 6-7 p.m.: 362-OL 29308.

First phone through self-study, announcing experience, age 20, draft exempt. Available immediately—249-5951 or Box L-457, BROADCASTING.

Engineer—first class license: worked in radio as transmitter operator, studio engineer: Write William Thomas, Knapp, Weston, 231 Bland St., West Virginia.

Production—Programming, Others

Sports editor-journalism graduate. Capable in all phases. Available immediately for large chain. Prefer West. Box L-335, BROADCASTING.

Stop, seek, listen to a successful program, production director who will enhance your staff with ideas unlimited. Presently maintaining free lance production anywhere—but desire full-time employment anywhere—college and 7 yrs. commercial radio experience. Married. 1 child. Box L-333, BROADCASTING.

Young man, 24, with previous experience, desires steady work as a radio or television station news writer or copy editor. College: John Lutz, 1642 Northbourne Rd., Baltimore, Maryland 21212.

TELEVISION—Help Wanted

Sales

TV local-regional sales manager wanted by 18-year-old CBS affiliate. Your chance to start in a big city in the center of the rich Piedmont crescent. Fine salary, living conditions excellent. Opportunity and good compensation. What is your record? Tell us about your better. Information will be kept 100% confidential. Enclose photograph if available. Ours is a strong NAB Code station. Write: Sales Manager, WEMY-TV, Greensboro, N. C.
TELEVISION—Help Wanted

Announcers
Staff announcer for net-affiliated TV station in major market. Salary open, excellent opportunity for experienced man. Send resume and audition material to Box L-399, BROADCASTING.

Immediate opening—2nd man in news department. Wonderful opportunity for young man to work with 1st rate news chief, as well as gain experience on camera work. Excellent compensation. Contact: Dave Allen, WSEE Television, Glendale 8-7176, Erie, Pennsylvania.

Technical
Opening for a competent maintenance engineer with VTR, microwave, studio and transmitter experience. Also need a good switcher and VTR operator. Must be able to run board in a first class operation. Both men should have some schooling and a 1st phone. Send complete resume to Box L-220, BROADCASTING.

Chief engineer for new UHF-TV station in Philadelphia. State resume, references and salary requirements. Box L-343, BROADCASTING.

Wanted: Technically competent man with experience in FM and CCTV studio and transmitter. Contact: Saleman, Family man. Licensed VE, 3 years experience. Best offer. Contact: Box L-356, BROADCASTING.

Production—Programming, Others
Newscaster/newswriter for group-owned Michigan VHF. Edit and deliver station's evening newscast as member of the professional radio-TV news staff. Send resume, photo, audio tape, SOP if available to Box L-343, BROADCASTING.

Wanted: The world's best undiscovered TV writer. Discovery, recognition, opportunity, prestige, stardom, money (and hard work) await you in the award-winning pages of a major station in a large Eastern market. If you fail somewhere in between Scotty Byers, Reston, Hunley, Brinkley, Robert Stack, Westbrook Van Boechem and Morty Agowsky you might be our man. If you have the intelligence experience, ability, drive, judgment, talent, ambition, drive, desire, interest, and guts that come along one time in a thousand - ... Send us a SOR, or audio tape and picture and sell yourself. If you feel too modest to answer this, please don't. Box L-399, BROADCASTING.

Producer-director: ... fully experienced TV producer-director: full-time position with established TV station. College graduate, M.A., or work towards it preferred. Contact Otto Schlaak, Manager, WMVS, Milwaukee, Wisconsin.

TELEVISION—Situations Wanted

Management
Salesmanager-salesman. Television-11 years; radio-13 years. College graduate; 38, A high caliber producer. Box K-183, BROADCASTING.

Sales
"Real help" radio man, top level management. Excellent opportunity in sales experience now has, ready for move up. Brochure sent upon request. Box L-340, BROADCASTING.

Wanted first year—Opportunity in solid sales job. 10 years radio—6 years television experience in all phases. Wiling to work at job. Box L-348, BROADCASTING.

FOR SALE—(Cont'd)

Towers 133 ft., insulated, 4 legs, self supporting, 30 lb. wind loading, perfect condition. McNally, Rapid City, S. D. Phone 342-1074.

Communications receiver SX88-N. Paid over $700 sell for $285 plus shipping. Phone 615-724-0682.

Roberts 90-2C and 192PT recorders, full-track mono less than ten hours on each. Box offer $767. KHD, Box 520, Boxcman, Montana 59715.

Recording studio offers: Presto 8 QG recording equipment, $14500. 14" and 7" cuter amplifiers $90.00, ID cutter heads $50.00. Fairchild 411, lists $200.00, Ampex 400 portable $295.00. Telephone for best offer. Phone $550.00. Much more. Box L-335, BROADCASTING.

Trade Motorola two way mobile unit federal base collar for Collins carriages machine. WhyE, Box 1957, Roanoke, Virginia.

Magnecord 816 long play tape decks, full reversing good condition, $2000 or best offer. 370-4433, 406 or best offer. 370-4433, 406.

Complete cartrige set-up. Includes two Gates model M5944 playback units, one Gates model M5923 recording amplifier, wiring, stands and instruction manuals. Purchased new in June 1982. Busk complete package, WOKJ, P.O. Box 3226, Jackson, Mississippi.

BUSINESS OPPORTUNITIES

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-12, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Need help 1000 Super duper, hooper scooper, one liners exclusive in your market. Free sample, Lys Publications, 2261, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag- files now in one edition. Contains over 500 One liners. Gags, sound effect bits, station breaks, ad bits, etc., etc.,... $7.50, Show-Black Comedy Service, 175 East 59th St., Brooklyn, N. Y. 11229.

Add 39% to your billing, ... with weekly ideas from the Brainstorm. Book contains 15 saleable ideas. $2.00 per week, Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

"The Weekly Prompter" Radio Division, 415 West Lake Avenue, Glenview, Illinois.


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44 page brochure write Dept. 4-X, Grantham Schools, 1500 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality, intensive and labora- tory training. Eikens Radio License School of Atlanta, 1139 Spring St. N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)


Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 55, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

FCC First Class Radio Telephone License in 15 weeks—guaranteed—complete tuition $225.00—Rooms $10.00 per week—Classes begin Jan. 5—Feb. 9—March 16—April 20—May 25. Call or write Radio Engineering Institute, 1335 Main Street in beautiful warm Sarasota, Florida.


America's pioneer. 1st in announcing since 1928. National Academy of Broadcasting 814 S. St., N.W., Washington 1, D. C.

Learn Broadcasting in nations 3rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

HELP WANTED—Radio, Television, Recording

RADIO
Help Wanted

Production—Programing—Others

ASSISTANT
PROGRAM MANAGER


Rush Resume to:
Box L-240, BROADCASTING

SALES
PROMOTION MANAGER

For CBS Owned Radio Station in Top 10 Eastern market. Heavy experience in sales and audience promotion. Also general experience in research and merchandising. Skill in producing print pieces. Position requires man with imagination and expertise, Excellent five figure salary, benefits and future.

Interested and qualified men send resume and work samples to:
Box L-239, BROADCASTING

TELEVISION—Help Wanted—Technical

Television/Field Broadcast Engineers
1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

INSTRUCTIONS

COMMUNICATIONS ENGRS.
Design and operating experience in audio, video and RF systems by major television network. Applicants should have a BS degree or equivalent and have at least 5 years experience in television. Applicants should also be well grounded in solid-state techniques. Send resume and salary requirements:

AMERICAN BROADCASTING CO.
Engineering Dept. R.L.P.
West 66 Street
New York 23, N. Y.

RADIO
FARM REPORTER

Openings in Sacramento and Fresno. 1 to 3 years experience in farm radio or farm television preferred, but will consider agricultural journalism graduates. Must be able to work with farm background. Apply in person or send detailed resume to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING COMPANY
11th and O Streets
Sacramento, California

TELEVISION—Help Wanted

Production—Programing, Others

NEWS DIRECTOR
News-oriented Midwestern TV station, good market, excellent opportunity. Complete responsibility. Send tape or film, photographs, resume.

Box L-351, BROADCASTING

PUBLIC SERVICE DIRECTOR
Immediate opening for a person with both announcing and producer/director experience to create and participate in the community service programming of an outstanding group station. Midwest location. The person selected will be capable producer/director with prior experience in public affairs programming. He must present a good appearance and have had prior commercial announcing experience. He should be a college graduate. Starting salary $7200-$9000, depending upon experience. An Equal Opportunity Employer. Your first resume must include all details concerning age, education, prior experience in radio, plus marital and military status. Apply to:

Box L-354, BROADCASTING

EMPLOYMENT SERVICE

MR. BROADCASTER
We have over 600 experienced applicants currently registered with us. If you are looking for any type of personnel from station manager to trainee, radio or TV, we have them in our file. We refer only qualified, "Reference checked" applicants to you.

Call or Write:
C.B.I. Placements
Radio-TV Division
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 — 524-0638

INSTRUCTIONS

EMERSON COLLEGE
 Accredited liberal arts college, specializaton in radio, TV, theatre arts, speech and broadcast management. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV. Audio, video production, editing. Outstanding opportunities for persons with professional competence in acting, directing, and audio writing for radio and TV.

EMERSON COLLEGE
303 Berkeley St., Boston 16
Continued from page 80

to extend time to Nov. 20 to file exceptions to initial decision on AM application for new FM's in Lakeland, Fla., and approved agreement whereby Sentinel will be paid $5,000 in partial reimbursement of expenses incurred in connection with application for renewal, for withdrawal: but dismissed application with prejudice; and granted Lakeland's application for new FM on channel 231. Action Nov. 18.

■ By memorandum opinion and order granted joint petition by Sentinel Broadcasting Co. and Dorlen Broadcasters Inc., applicants for new FM's in Laclede, Mo., and approved agreement whereby Sentinel will be paid $5,000 for interim operations of WPRW Manassas, Va., from 1440 kw to 1450 kw, dated Dec. 29, 1965. Action Nov. 18.

■ By decision 1 granted applications of Coastal Broadcasters Inc. for new AM on 1440 kc, 1 kw, DA, D, in Herndon, Va., and Prince William Broadcasting Corp., to change operation of WPRW Manassas, Va., from 1460 kc to 1460 kw, dated Dec. 29, 1965. Action Nov. 18.

■ By decision 1 granted applications of Coastal Broadcasters Inc. for new AM on 1440 kc, 1 kw, DA, D, in Herndon, Va., and Prince William Broadcasting Corp., to change operation of WPRW Manassas, Va., from 1460 kc to 1460 kw, dated Dec. 29, 1965. Action Nov. 18.

■ By decision, and approved application of Mo- bely Broadcasting Co. to make changes in and ground systems of KWIX Mobiley, Mo., continued operation on 1250 kc, 1 kw, 300 w-n; and added small Electric Co. statement in support of joint reply, April 1 initial decision looked toward action. Action Nov. 18.

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### SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 24

<table>
<thead>
<tr>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
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<tr>
<td>CP's</td>
<td>CP's</td>
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<td>for new stations</td>
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<td>AM</td>
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<td>65</td>
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<tr>
<td>FM</td>
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<td>73</td>
</tr>
<tr>
<td>TV</td>
<td>548</td>
<td>38</td>
</tr>
</tbody>
</table>

**AUTHORIZED TELEVISION STATIONS**

Compiled by BROADCASTING, Nov. 24

- **VHF**
  - Commercial 500
  - Noncommercial 58

**COMMERCIAL STATION BOXSCORE**

Compiled by FCC, Oct. 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
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<td>3,940</td>
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<td></td>
<td>for new stations</td>
<td>3,940</td>
</tr>
</tbody>
</table>

* Does not include seven licensed stations off air.
* Includes three noncommercial stations operating on commercial channels.

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### Actions of November 18

**KIRO Inc., Lake Hill area, Benton and Kennewick, Edmonds, Richmond Beach, and Oak Harbor, Wash.**—Granted renewal of licenses for following VHF TV transmitters on channels 80, 79, and 78, to rebroadcast programs of KIRO-TV (ch. 7) Seattle, Wash.

- **WVXX-TV**—Remote control permitted for following
  - **WVXX-FM** San Carlos, Calif.

**High Rock Television Association Inc., Keyser, W. Va.**—Granted new CP for new VHF TV-transmitter on channel 12, to rebroadcast programs of WTOP-TV (ch. 9) Washington, D.C.

**WMAJ State College, Pa.**—Granted change in remote control authority.

**KUEQ Phoenix, Ariz.**—Granted change in remote control authority.

**KRMG-FM Tulsa, Okla.**—Remote control permitted.

**Following FM's are broadcasting in stereo. (additional to list BROADCASTING, N. Y.)**

- **WKNM-FM** Albuquerque, N. M.
- **KUZZ-FM** Bakersfield, Calif.
- **WYUM-FM** Billings, Mont.
- **KDUL-FM** Madison, Wis.
- **WPSB-FM** Milwaukee, Wis.
- **WUER-FM** Richmond, Va.
- **WBAJ-FM** San Antonio, Texas
- **WQX-FM** Springfield, Mass.
- **WZOB-FM** New Orleans, La.
- **WFAN-FM** New York, N. Y.
- **WIPR-FM** Washington, D. C.
- **WBIE-FM** Waco, Tex.

**Rulemakings**

**PETITIONS FOR RULEMAKING FILED**

- **Citizen's Telecommunications Department of Education. Requests amendment of rules to...**
  - **WROW-FM** Albany, N. Y.
  - **WROW-FM** Burlington, Vt.

**BROADCASTING, November 30, 1964**
Do unto talent what you'd want it to do for you

more acute. We feel that the time is ripe to plan for the future.

his preoccupation with the creative side of television, despite his current immersion in the business end, reflects Mr. Golden's early training and job experience. He worked as an announcer, actor and writer in Buffalo and Jamestown, N.Y., and New York City, before moving into TV program sales. He contends that the background he acquired in these facets of TV has helped him in his sales efforts because he has learned the creative needs of station operators.

Harold Golden was born in Niagara Falls, N.Y., on Aug. 4, 1924 and shortly after graduating from high school, he joined the U.S. Army. He was wounded while serving as a infantryman in Germany in late 1944 and was sent to a hospital in England. He served for several months as a photographer attached to the U.S. Air Force before his interlude at Biarritz.

As a student at Syracuse University, Syracuse, N.Y., he obtained his first professional training in the U.S. as a fledgling announcer at WHEN-TV in that city. He recalls that his classmates at Syracuse included such present-day television figures as Ed Bleier, vice president and general sales manager of ABC-TV; Marvin Shapiro, vice president and general sales manager of Television Advertising Representatives; Woody Benoit, senior vice president of Lenlen & Newell, and announcers Dick Clark and Don Morrow.

After four years in the creative end of broadcasting, Mr. Golden shifted to the business side in 1953, joining Armand S. Well Advertising in Buffalo. He remained there until early 1954 when he moved to the sales staff of United Television Programs. Three months later UTP was absorbed by MCA. Mr. Golden remained in Buffalo for MCA and since then has been continuously associated with the company.

Well Staffed * Mr. Golden heads a staff of 15 salesmen, which he believes constitutes "the largest in the syndication field." MCA distributes more than 40 program series, largely of the off-network type.

Since sales today are made primarily to TV stations and not to the regional advertiser of earlier years, Mr. Golden observed, MCA has been active for more than five years in servicing station representatives with research data and program information.

"We were a pioneer in this type of sales activity," Mr. Golden stated. "And shortly we plan to introduce a new wrinkle. We intend to place advertising in consumer newspapers in New York and Chicago designed to attract the attention of agency buyers to some of our series. To the best of our knowledge, this is the first time that a syndicator has used this approach in its advertising."

It is Mr. Golden's belief that the abolition of option time has not helped the program syndicators. For the most part, TV stations still are ordering the network shows, and pre-emptions generally replace the network feature film segments, particularly when stations have access to their own feature film libraries.
Those broadcast billings

The dominance of television and radio in the advertising agency business is evident once again, but with a difference, in Broadcasting's 13th annual rankings of the top 50 radio-TV agencies, which were published in these pages last week.

The difference is that the evidence this year is even more overpowering than ever before. Examples: The median agency commitment to radio-TV in last year's top 50 was 55% of total billings; this year it is 59%. Last year 18 of the top 50 put at least 60% of their budgets into radio-TV; this year 23 did. Last year 10 agencies put 70% or more into broadcasting; this year 15 did. Last year no agency put more than 83% of its billings into TV and radio; this year two agencies exceeded 90%.

If you want to see what real growth looks like, go back to the first annual studies. In 1952 the top radio-TV investment was $40 million, which would rank 18th in 1964, and the 50th agency in 1964 would have been 16th in 1952.

Although television gets the bulk of these dollars, the figures contain a heartening story for radio, too. For they show that radio is gaining in importance at the top. This year's top 10 broadcast agencies, for example, invested $105.3 million in radio alone, a gain of 14% over the 1963 top 10's radio outlays.

We do not pretend that the leading agencies of 1964 would not also be leaders if there were no radio and television. The difference is one of degree, and a foolish figure of thought will demonstrate how big the difference really is. If their radio-TV billings were taken away—that's the foolish thought for the week—the total billings of 34 of the top 50 agencies would be cut in half, at least, and in some cases they would be decimated.

This relationship between agency size and liberal use of the broadcast media becomes more obvious each year. Television and radio may not be able to guarantee success in every instance; but it is increasingly clear that big success is not apt to be achieved without them—as hundreds of these same agencies' clients can happily testify.

Sandbagging radio

They're at it again with irresponsible pot-shooting at radio.

The fat December Reader's Digest (100 pages of advertising, with inserts, fold-outs, gate-folds, and mailing cards in multi-colored displays) runs a featured article titled "American Radio: An Insult to the Public?" The piece is condensed from the September 1964 Harper's.

The condensed article itself is inaccurate, mixed up, shallow and contradictory. But Reader's Digest's promotion of it is positively misleading. In its newspaper ads promoting newsstand sales, the Digest shouts about a "timely article" reporting that "from all parts of the country complaints pour into the FCC about the frequency, length and nature of radio commercials."

We wonder how an article printed in September in Harper's can be "timely" when it is condensed in the December issue of Reader's Digest.

Now about all those complaints. No statistics are cited; simply the generalized and wholly unsubstantiated comment of the writer that the FCC reported last year "an increasing number of complaints."

There are figures available from the FCC's own files. These were reported in Broadcasting last summer. They showed (Aug. 31, 1964, issue) that even though the public was solicited to complain about the performance of stations through announcements on the air and in paid newspaper advertisements (as required, albeit without justification, by the FCC at license renewal time) about five ten-thousandths of one percent of the public took the trouble to write in during the past year. And, when the lunatic or trivial were eliminated, there were only 35 unfavorable comments of all kinds considered worthy of a second look—or about one out of 1,800,000 of population. Is that the deluge of complaints from all parts of the country?

To nail down this brand of irresponsible commentary, let's turn to another passage in the article. It states that "more than one-third of the [535] members of Congress own radio or television interests." Our last count, based on FCC records, was 22 members of Congress holding varying interests, including those sitting as directors of non-commercial educational stations. Keep in mind that a false ownership report can cost a station its license.

It's nothing new for Harper's to waylay the broadcast media. The magazine, with its limited appeal is perhaps only minutely commercial. But for Reader's Digest, which is loaded commercially and claims over 15 million circulation monthly, to buy a warmed over, wholly irresponsible diatribe against a medium it has used to build its own circulation so it can sell more advertising is incredible business judgment and bad journalism.

It takes two kinds

For entirely different but equally important services in the elevation of the status of broadcast journalism, Ed Murrow and Bob Kintner were unassailable choices for special recognition by the Radio Television News Directors Association at its annual conference two weeks ago.

As a correspondent for CBS, Mr. Murrow became probably the most widely known voice on the air and a newsman respected for his professionalism by journalists in all media all over the world.

Mr. Murrow made his contributions to broadcast journalism as a reporter, writer and personality. Mr. Kintner, as president of NBC, has made his as a corporate manager who has accorded news a position of significance that lesser managers have yet to recognize.

Broadcast journalism will flourish as long as it commands the services of skilled professionals who are respected and supported by company management. The best of both are exemplified by this year's winners of the RTNDA awards.
When KSTP-TV says "Go out and buy it", people go out and buy it.

Represented Nationally by Edward Petry & Co., Inc.
"If this is such a great western Joe, how come everyone is watching Jack Lemmon and Glenn Ford in 'Cowboy' on WOOD-TV?"

WOOD-TV IN GRAND RAPIDS KNOWS HOW TO USE FEATURE FILMS TO BUILD RATINGS AND LURE SPONSORS. IT'S OUT WITH THE OLD AND IN WITH THE NEW...LIKE COWBOY, IT HAPPENED TO JANE, THE MOUSE THAT ROARED, PAL JOEY, AND THE REST OF THE 60 NEWLY RELEASED COLUMBIA POST-'50 GROUP II FEATURES. DISTRIBUTED EXCLUSIVELY BY SCREEN GEMS